



#### Fundraising minimums per participant or relay team

| Marathon                    | \$500  |
|-----------------------------|--------|
| Half Marathon               | \$400  |
| Back Half<br>Marathon       | \$800  |
| Marathon Relay<br>team      | \$1000 |
| 4-Mile Fitness<br>Challenge | \$200  |
| 5К                          | \$150  |
| Champions<br>Mile           | \$50   |
| Kids Marathon               | \$50   |
| Toddler Trot                | \$50   |
| Pet Walk                    | \$50   |

## Set Goals and Objectives

Goal Setting

- Goal: How much do you want to raise? (this will be based on personal preference or event if you are looking to earn back your registration)
- Purpose of Funds: Clearly share on your page which Run For A Reason official charity you are choosing to support – and why
- Fundraising Target Example:
  - Target: \$500
  - Purpose: Raise funds for cancer research



## **Creating Your Fundraising Page**

Fundraising Platform

- Use the link shared with you by Race Roster upon registration to create a personalized fundraising page.
- Customize the page with:
  - Personal Story: Share why you are passionate about your selected charity and why you are moving for it.
  - Goals and updates: Mention your goal and how donations will help. Update prospective donors regularly on your training and fundraising progress.

Fundraising Page Template

- Page Title: "Running/Walking for [Organization]- Help Me Reach My Goal"
- Story:
  - "Hi, I'm [Your Name], and I'm running/walking in the [i.e., DICK'S Sporting Goods Pittsburgh Marathon] to raise money for [Organization]. This organization is close to my heart because [share personal connection]. Every donation will help fund [specific project or need]. Your support will mean so much to me, and to everyone affected by [organization]. Please help me make a difference!"

Design your own donation tiers and rewards (examples below)

- \$10: Thank you shout-out on social media.
- \$25: Personalized thank-you card and shout-out on social media.
- \$100: Special thank-you video after the event and an event-day photo with a personalized message.



#### Social Media Campaign

Pre-event Campaign

- Kick-off Post: Announce that you are fundraising on all social media platforms (Facebook, Instagram, X, LinkedIn).
  Include a link to your fundraising page.
- Goal Sharing: Regularly update your followers on your progress toward your goal, your training, and event preparation.

Example Post:

"I've officially started training for the [i.e., DICK'S Sporting Goods Pittsburgh Marathon], and I'm running/walking to raise money for the [Organization name]. Every donation helps me get closer to my goal, and together, we can make a huge difference! Please consider donating or sharing my page!"

During the Event

- Live Updates: Post live updates or stories throughout event day (e.g., "Just hit the 5K mark! Thanks for supporting my efforts to raise funds for [Organization]!).
- Thank You Posts: When you reach milestones (fundraising or personal goal), thank your donors and show appreciation on social media.

Post-Event Thank You

- Event-day Recap: Post a picture of you crossing the finish line and a message of gratitude to your supporters. Example Post:
  - "I did it! I completed the [i.e., DICK'S Sporting Goods Pittsburgh Marathon], and with your amazing support, I raised \$[Amount]! Thank you all for believing in me and helping [Organization] move one step closer to [specific goal]."







#### Email Campaign

Email Template 1- Initial Ask

- Subject: "I'm Running/Walking for [Organization]! And need your help!"
- Dear [Name],

I am excited to announce that I will be running/walking in the [i.e., DICK'S Sporting Goods Pittsburgh Marathon] to raise money for [Organization]. This charity is incredibly important to me, and I need your help to reach my fundraising goal of \$[Amount]. Any contribution, big or small, will make a huge difference in supporting [project or initiative]. Please click the link below to donate: [Fundraising Page Link]

Thank you for your support!

Best,

[Your Name]

Email Template 2-Mid-Campaign Update

• Subject: " I'm Halfway toward My Fundraising Goal of \$[Amount]-- Can You Help Me Cross the Finish Line?" Dear [Name],

I am halfway through my training and have raised \$[Amount] of my \$[Goal]! I still need your support to keep the momentum going and reach my target. Could you help me get one-step closer to the finish line?

Every dollar counts in supporting [Organization]. I am incredibly grateful for your help!

Donate here: [Fundraising Page Link]

Thank you for your support!

Best,

[Your Name]

DICK\*S PITTSBURGH MARATHON





### Engaging Family, Friends, and Community

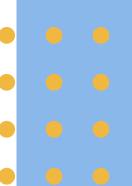
Host a Virtual Fundraising Event

- Event Watch Party: Host a live event on Zoom or social media platform where you track your progress, chat with donors, and give shout-outs.
- Group Workouts: Invite friends and family to join you for part of your/walk (either physically or virtually).

Incentivize Participation

- Encourage others to join the fundraising effort by offering rewards, such as:
  - Personalized videos/ social stories
  - Donor shout outs during your training run/walk





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# Post-Event Thank You and Impact Reports

### Thank-You Notes

 Send personalized thank-you notes to everyone who donated, whether through email or U.S. mail.

### Impact Report

Talk to your charity, and once the funds have been raised, provide donors with a report of how the funds were used and the impact of their contributions.



# **Additional Tips For Success**

- Use Visuals: Post pictures and videos of your training and journey to show the hard work you are putting in.
- Set a Deadline: Create a sense of urgency by setting a clear end date for the campaign (e.g., the day of the event). Keep in mind, our fundraising period does not end until May 31, 2025.
- Engage with Donors: Respond to comments and messages. Acknowledge donors in your social media posts.
- Matching Gifts: Check if any of the donor's employers (or your employer) will match the donations, increasing the impact.

This fundraising plan outlines a clear path to success by combining physical activity, social media, email campaigns, and community engagement. By tapping into your network and making the campaign personal and engaging, you WILL be able to raise funds for your chosen Run For A Reason Official Charity while hitting your personal fitness goals!