

Fundraising Toolkit

Welcome

Congratulations, you've officially started your journey as a Run For A Reason Charity Runner for the 2026 DICK'S Sporting Goods Marathon Weekend of Events! This Fundraising Toolkit can serve as a resource guide for your fundraising efforts. Thank YOU for choosing to make an impact within your community!

Determine Goals

Goal: Determine how much you need to raise and why (i.e., the amount required to earn back your registration fee or to directly support a specific program or service through the charity).

- o Having a defined goal gives your campaign focus and helps potential donors understand the impact of their contribution. When people know exactly what their dollars are helping to achieve, they are more likely to give.

Fundraising minimums per participant or relay team

5K	\$150
Champions Mile	\$50
Kids Marathon	\$50
Toddler Trot	\$50
Pet Walk	\$50

Marathon	\$500
Half Marathon	\$400
Back Half Marathon	\$800
Marathon Relay team	\$1000
4-Mile Fitness Challenge	\$200



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: Highlight your goal and how donations will help.
- 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

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.



Engaging Your Audience

Different audiences respond to different messages, so tailor your approach accordingly. Think about who you are reaching and what motivates them.

- Social media followers may connect best with photos, short videos, and quick updates from your training or fundraising journey.
- Family, friends, and colleagues may appreciate a more personal message explaining why this cause matters to you and why you chose to get involved.
- Making your outreach relatable and personal helps people feel connected to your mission.

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.

Host an In-Person Fundraising Event

Group Workouts: Invite friends and family to join you for part of your/walk (either physically or virtually).

Social Media Campaign

Social media platforms like Facebook, Instagram, and X are powerful tools for expanding your reach. Share engaging content such as training updates, fundraising progress, and success stories. Posting consistently keeps your campaign visible and reminds people that they can still contribute, even with a small donation.

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!”



Email Campaign

Email is a direct and effective way to reach potential donors. Send targeted, personalized messages that clearly explain your goal and include a strong call to action. A brief follow-up email can also serve as a helpful reminder for those who intended to donate but have not yet.

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]



Post-Event Communications

The Importance of Thank You

- Always take the time to say thank you. A sincere, heartfelt message, whether it is a personal note, an email, or a social media shout-out, shows appreciation and helps build lasting relationships. Donors who feel valued are more likely to support you again in the future.

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

- 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 15, 2026.
- Matching Gifts: Check if any of the donor's employers (or your employer) will match the donations, increasing the impact.

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!

