

## *Welcome*

Thank you for participating in the 2017 Run Scared 5K/10K. We are excited to have you be part of our team this year! On October 29, walkers and runners from the Seattle-area will come together to enjoy a fun-filled run but also to raise funds for **Leukemia and Lymphoma Society** through their participation in the Run Scared 5K and 10K and fundraising. Race proceeds will benefit this essential and life-saving non-profit.

Leukemia and Lymphoma Society exists to find cures and ensure access to treatments for blood cancer patients. The Leukemia and Lymphoma Society is the voice for all blood cancer patients and they work to ensure access to treatments for all blood cancer patients.

You are the key to success for Run Scared 5K/10K with your participation and fundraising which will allow the mission of the Leukemia and Lymphoma Society to continue! We hope this fundraising guide will be useful and provide the tools you need to be a successful fundraiser.

Thank you for your commitment and for ensuring blood cancer patients receive the treatment and support the need and deserve!

### **How to get Started:**

- First register for the Run Scared 5K/10K at [www.runscared5k.com](http://www.runscared5k.com)
- You will be asked during registration if you would like to set up a fundraising page. Say yes!
- You will be taken to your brand new Crowdrise fundraising page. Follow the instructions to set up a personal fundraising page.
- Then set a fundraising goal. Aim high! We suggest a minimum of \$200 per person.
- Next, and this is most important invite you friends and family to join you at the run AND to fundraise!
- Fundraise online via email or social media.
- Celebrate your success!

### **Easy Steps to Success:**

**Create a Plan:** Start early! Make sure you start early to give yourself plenty of time to reach and exceed your fundraising goal. This will also give you time to follow-up with possible donors.

**Create a donor list & check it twice:** Develop a list of potential donors and check it twice!

**Make a donation on your page:** Your donors will appreciate seeing you made a donation so please consider making a donation in addition to your registration fee.

**Ask, Ask, Ask!** Many of your friends will be so excited to hear about your fundraising campaign and want to be involved. And don't be afraid to ask for a specific amount. Make sure to ask if their company participates in a matching program.

**Say Thank You!** Your donors are going to help you reach your fundraising goals and ours, make sure you thank them early and often. *\*Idea: Take a picture of yourself at the event and make your own thank you cards to mail out afterward.*

### Quick Tips:

**Tip #1:** Make it easy – include your fundraising link on everything.

**Tip #2:** Make a personal connection. Do you, a family member or friend know someone who has been affected by blood cancer? If so, tell your story which allows you to put a familiar face on this horrible disease.

**Tip #3:** Donate to your own fundraiser. Donors are more likely to give when they are asked by someone who already made a donation to the cause. .

**Tip #4:** Don't be afraid to hear no. Many people will be happy to donate, where others may not, don't get discouraged.

**Tip #5:** According to research, the best time of the week to ask for donations online is on Wednesday afternoons!

### **Raise Money real Quick!**

<b>Raising \$200</b>	
Donate to <b>Yourself</b>	\$25
Ask one <b>Family Member</b> to match your gift	\$25
Ask one <b>Coworker</b> for \$25	\$25
Ask three <b>Facebook Friends</b> for \$20	\$60
Ask five <b>Friends</b> to donate \$5	\$25
Ask two <b>Neighbors</b> to donate \$20	\$40
<b>TOTAL</b>	<b>\$200</b>

## Sample Fundraising Letter

Dear \_\_\_\_\_,

On October 29, I'm participating in the 2017 Run Scared 5k/10K benefiting the Leukemia and Lymphoma Society. The mission of the Leukemia and Lymphoma Society is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. The Leukemia and Lymphoma Society exists to find cures and ensure access to treatments for blood cancer patients. They are the voice for all blood cancer patients and they work to ensure access to treatments for all blood cancer patients.

By participating in Run Scared 5K/10K, I'm not only **running/walking** but I'm also raising money to support The Leukemia and Lymphoma Society. I have set a goal for myself to raise \$\_\_\_\_\_.

I invite you to support me by making a donation at my personal fundraising page at \_\_\_\_\_

If you want to be more involved than just by giving, I would love to have you at the event running/walking by my side. Please visit [www.runscared5k.com](http://www.runscared5k.com) for event information and to register for the event.

Thank you so much in advance,

**Your name**

## Timeline

### Week 1

Get to know the fundraising system, customize your page  
Create your [donor spreadsheet](#)  
Begin outreach

### Week 2

Continue outreach and follow-up  
Post on social media

### Week 3

Continue posting to social media  
Look into your company's matching gift policy

### Week 4

Reach out to everyone who has not donated that was on your original [donor spreadsheet](#)

### Week 6

Stay active on your social media or blog

### 10 Days Before

Make your final push to collect donations  
Stress the urgency with your donors

**Event Day:** Have Fun! Enjoy yourself at the event and be proud of the fact that you helped our community!