

LG★TRI

FUNDRAISING PACKET



JULY 11, 2020 - EAGLE POOL & ICE RINK, EAGLE, CO

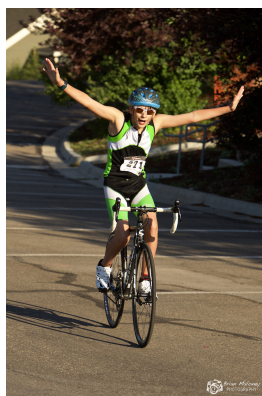
*A Sprint Triathlon honoring Laura Genelin,
benefiting the Vail Valley Charitable Fund*



NEW FOR 2020: GO THE EXTRA MILE AND FUNDRAISE FOR LG TRI AND VAIL VALLEY CHARITABLE FUND

For the first time ever, you can choose to go the extra mile and fundraise for the LG Tri! We've been working hard to put together fundraising tips and tricks to help you in your fundraising efforts, as well social media images and a personal fundraising poster. Read on to learn how to set up your Facebook Fundraiser, fundraise \$400 in 4 steps and much more!

Thank you for your support over the years, and we hope you'll join us in Facebook Fundraising for the LG Tri!



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WHERE THE MONEY GOES?

Proceeds from the race, and additional fundraising, will benefit the Vail Valley Charitable Fund, helping locals like Laura Genelin in medical crisis since 1996.



Because the Vail Valley has one of the highest costs of living in the nation, a person with a medical crisis can quickly find himself or herself in a dire financial situation. Through a comprehensive application process, the Vail Valley Charitable Fund awards direct-aid grants to people who live and/or primarily work in the Vail Valley who are in need due to medical crisis. Applications are reviewed and recipients are determined on a monthly basis by the VVCF Board of Directors. These one-time grants can be up to \$5,000, and may help an individual or family with medical or non-medical necessities.

WE PROVIDE financial assistance to those suffering from a medical crisis or long-term illness.

WE SUPPORT locals in the Vail Valley, distributing \$8.2 million to over 1,700 families since 1996.

WE BELIEVE in helping locals overcome financial burdens from serious medical setbacks.

WE ARE the Vail Valley Charitable Fund.

To learn more about our nonprofit, visit www.vvcf.org.

FUNDRAISING POSTER

Fill in the blanks on this flyer and attach it to your fundraising emails or post to your social media. You can also print a copy and post it in your office.

Download your poster online at
www.lgtri.com/fundraising-resources.html

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VAIL VALLEY
CHARITABLE FUND
FINANCIAL HELP FOR MEDICAL CRISIS

**SUPPORT MY
FUNDRAISING EFFORTS
VIA MY FACEBOOK FUNDRAISER!**

Name: *Lauren E.*

Fundraising Goal: \$ *300*

I LG Tri because... *I want to help
those in medical crisis in our valley!*

splash  *quind*  *sprint* 

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SETTING UP YOUR FACEBOOK FUNDRAISER

Setting up your Facebook Fundraiser will only take a few minutes.

Please download the instructions at www.lgtri.com/fundraising-resources.html and follow them to make sure that your fundraising will benefit the LG Tri and Vail Valley Charitable Fund.

FOUR STEPS TO FUNDRAISING \$400

FUNdraising doesn't have to be hard. Check out these four simple steps for raising \$400!



Ask four family members to sponsor you at \$25 each = \$100



Find five friends or co-workers to sponsor you at \$20 each = \$100



Email 10 people and ask for a \$10 donation = \$100



Ask your company for a \$100 contribution = \$100

And just like that you've met your goal of \$400!

SAMPLE FUNDRAISING LETTER



Tip: Personalize your letter to connect with your audience. Personalized letters will go further in fundraising.

Email Subject:

Help me make a difference for locals facing medical crisis!

Sample Content:

Dear _____,

On Saturday, July 11th, 2020, I am going to be participating in the 12th Annual LG Tri. This is my _____ year swimming, biking and running in this event. I participate in the LG Tri because _____ *(Give your reason here... Did you know Laura Genelin? Are you passionate about raising money for the Vail Valley Charitable Fund? Is this part of your yearly, summer event calendar?)*_____.

This year, my goal is to raise \$_____ for the Vail Valley Charitable Fund. Please consider making a donation to my efforts via my Facebook Fundraiser. The money raised from the LG Tri will help locals facing financial hardship due to medical crisis.

Together we can make a difference! Thank you for your support.

Sincerely,
Your Name

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IMAGES TO USE ON SOCIAL MEDIA

Use your social media to encourage donations! Download our preset images to post to your social media at www.lgtri.com/fundraising-resources.html or use photos of your own from past LG Tri events.

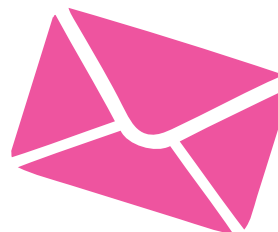
Use these hashtags with your post:

#lgtri #splashgrindsprint #honoringlauragenelin
#vailvalleycharitablefund

SAMPLE THANK YOU PLAN

Thank you's matter! Remember to thank the donors who supported your fundraising efforts.

Within a week of getting a donation, send that person an email, message or hand written thank you note.



After the LG Tri in July 2020, send all your donors a thank you email or message telling them how much the event raised this year and including an image from you at the event.

Make a list of those who donated to you this year so that you know who to ask first next year.



Don't forget to mention that all donations to the Vail Valley Charitable Fund are tax deductible. The tax ID is 84-1359124.

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