



# Run For The Ranch!

Fundraising Packet





# RUN

## For The Ranch!

### Fundraising Packet

TRANSFORMING YOUNG LIVES THROUGH THE POWER OF JESUS CHRIST!

## Why Run For Remembrance Ranch?

Remembrance Ranch exists to transform the lives of struggling teenagers and their families through the power of Jesus Christ - impacting today's culture for the glory of God and the benefit of society.

Whether you are a casual walker or hardcore runner, we invite you to race to help raise assistance and awareness for troubled teenagers in our community.

**This packet will help you to become a successful fundraiser.**

All fundraising proceeds raised from your effort will stay right here in West Michigan to support the transformation of at-risk teens and their families.

### Fundraising Perks:

**Customizable fundraising webpage.** Create a fundraising page, tell your story, and begin raising awareness. We will provide you with personal support to set-up your fundraising page!

#### Registration Reimbursement.

Remembrance Ranch will reimburse registration up to \$50.00 for all team members who collect \$100 or more in donations!

#### Free T-Shirt

True! For all team members who collect \$100 or more in donations!

#### The thrill.

Of racing, of fundraising, of doing good work for your community.

### How does it work?

#### Talk to everyone you know.

Friends, family, colleagues, community groups, people at your gym, the person who cuts your hair, the person who serves you your latte... never assume someone won't be interested in supporting such a great cause!

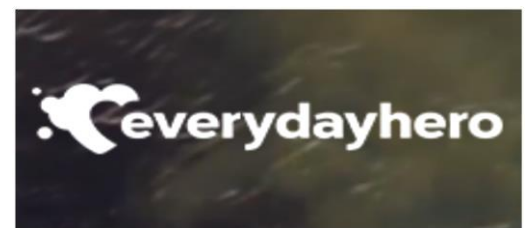
#### Choose a race.

It doesn't matter which race. Just sign up and start fundraising!



### Collect \$100, Get Swag!

Collect \$100 in donations, and get a free "I'm Running for Troubled Teens" T-shirt for race day!



### Customizable Web Page!

Sign up to fundraise for Remembrance Ranch and set up a free web page through Everyday Hero. Everyday Hero has been helping people all over the world, just like you, connect with and support the causes you love. Here, you can collect donations, update your status and training progress, post pics, and more!

*Everyday Hero is a registered trademark. Remembrance Ranch is not affiliated with Everyday Hero.*

# Getting Started

Register your team and/or yourself for a race!

Simply register yourself for a race. Keep in mind - Remembrance Ranch will reimburse the registration fee up to \$50.00 for all team members who collect \$100 or more in donations!

## Already Registered?

Great! Let's get started on your fundraising effort.

We have put together the following tools, beginning with your collection web site, to help you successfully reach and exceed your fundraising goals. These tools can be a great assistance in spreading awareness about your race and your cause; however, success ultimately comes down to you being passionate about your cause, and not being afraid to ask, ask, ask!



**For questions, or if you need any help, please feel free to contact:**

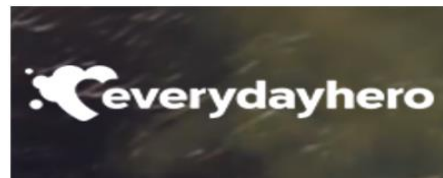
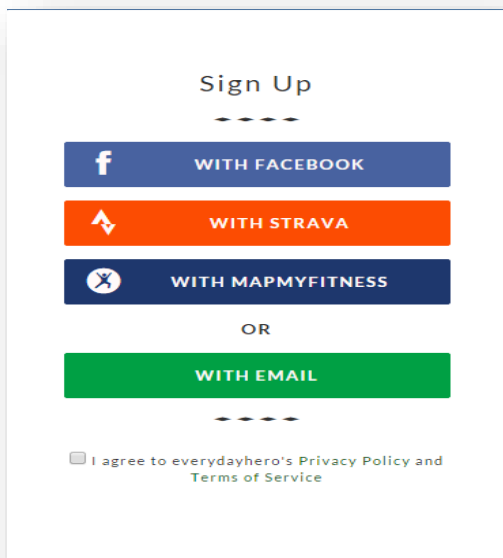
**Sabrina VanderLugt**

Development, Marketing and Communications Manager

[Sabrina@remembranceranch.org](mailto:Sabrina@remembranceranch.org)

(616) 644-7255.

# Creating a Web Page



Create a personalized fundraising page for your team by going to <https://www.everydayhero.com>.

Click "Start Now" in the middle of the page.

If you have not already registered with Everyday Hero, sign up using the options given (Ex: Facebook, Strava, Mapmyfitness, or Email).

Click box stating "I agree to everydayhero's Privacy Policy and Terms of Service."

# Selecting Your Charity on Everyday Hero

Create a New Supporter Page

Thank you so much for choosing to take part in everydayhero.  
Please provide us with a little more information so we can create your Page.

Charity

Page Name Required

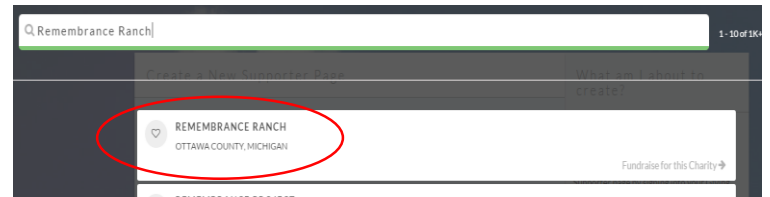
Preferred Name

Page Expires In

Address

To choose **Remembrance Ranch** as your charity, simply fill out the form shown to the left.

Click the field labeled "Select Charity", this will bring you to a separate selection page where you should type "Remembrance Ranch".



Please select the option that displays **Remembrance Ranch**, located in **Ottawa County, Michigan**.

Choose a date you would like to end fundraising, and click "Create Supporter Page".

Now, personalize your page!

## Additional Fundraising Tools

### Social Media

Online social media is an effective way to keep your donor database current on your race journey and direct them on ways they can donate. Be sure to actively update your social media when you have pictures/videos to share, have reached a milestone in your fundraising, or are close to a milestone.



### Email

The more personal an email is, the more effective it can be. One effective way of personalizing an email is to learn to use a mail merge. Make sure to use an intriguing subject line and include a link to your fundraising page. Ask your email recipients to forward your email to friends they think might be interested in donating. Sending an email out around 10:00 a.m. early in the week has been shown to be the most effective.

### Offline: Collect Cash & Check Donations

Collect offline donations. See "Donation Collection Form" on following page. All checks must be made payable to Remembrance Ranch with "Run for The Ranch" in the memo space. All donations can be turned in the week of the event, or mailed in along with the donation form to:



**Remembrance Ranch**  
P.O. Box 113  
Allendale, MI 49401  
Attn: Run for the Ranch



## Donation Collection Form

Team Name: \_\_\_\_\_

Team Captain Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

Your Phone: \_\_\_\_\_ Your E-mail: \_\_\_\_\_

*Please make checks payable to Remembrance Ranch.*

Please print clearly:

Name	Address	Phone	Donation \$	Method	Receipt Needed	
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
_____	_____	_____	\$ _____	Cash Check	Yes	No
<b>TOTAL CASH:</b> \$ _____	<b>TOTAL CHECKS:</b> \$ _____	<b>FINAL TOTAL</b> \$ _____				

# Other Fundraising Ideas

## Letters

Lettering campaigns can be highly effective when reaching out to many donors, particularly those who will appreciate the personal touch.

## More Ideas

There has been a lot of creativity throughout the years. Don't be afraid to think outside the box!

- Bake sales; it is all about location (and baking ability)
- Custom-ordered bracelets for donations of \$1 - \$3
- Raffle off an iPod Shuffle with tickets going for \$2
- Have your local paper write a story about you and how to donate to your fund.
- Have family members take donation sheets into their offices and ask around.
- Fundraiser at a restaurant.

Dear Friends,

This year, as I participate in the <Fifth Third River Bank Run>, I am collecting donations for a cause very close to my heart: Remembrance Ranch.

Remembrance Ranch is a Christian Wilderness Therapeutic Treatment Program for at-risk teens. The mission of Remembrance Ranch is to transform the lives of struggling teens and their families through the power of Jesus Christ – impacting today's culture for the glory of God and the benefit of society.

What makes Remembrance Ranch unique is that it is an early intervention resource that incorporates Wilderness Adventures, Horsemanship, Equine-Therapy, Group and Individual Therapy, Team Building, Leadership Training, Spiritual Mentorship and more. Not only does Remembrance Ranch work with the teens, but it also incorporates their families into the program through in-home family case management and follow-up events.

In order to open doors to troubled youth, Remembrance Ranch relies 100% on charitable support. This is exactly why I am dedicating my race to raise money for this outstanding mission.

Today, I am asking for you to join me in supporting Remembrance Ranch by sponsoring me as I <walk/run your race> this year. My goal is to raise \$1000. Any amount you are willing to give will help me move closer to this goal. You can donate easily and securely on my fundraising webpage. Just click on <Your URL Webpage HERE> or you can mail me cash or a check made out to Remembrance Ranch. I hope you will consider this opportunity to support a place that will help numerous families throughout West Michigan each year.

Thank you for your time and consideration!

Sincerely,

Paul Porras



On behalf of the Remembrance Ranch family, thank you for your willingness and passion to support Remembrance Ranch, where we work to transform the lives of struggling teenagers.

The Founders of Remembrance Ranch believe children can best be helped by strengthening and healing family relationships. With your generosity, and commitment to raising funds for the Ranch, we can continue to offer scholarships to families with little or no financial means to secure needed help. You have left a wonderful legacy!

We are grateful for all you have done, and pledge our best in continuing this service. Please accept our warmest heartfelt thanks. **God Bless!**

*Patrick Adams*

Executive Director, and Youth Leader

# THANK YOU!

