



Planning Guide for Successful Fundraising

Contents	page
Welcome	1
To be a successful fundraiser	1
Getting started	2
Steps to tell your story	2
Strategies to raise funds	3
How can I secure corporate and local business sponsorships	5
Set your goal – develop your plan	6
Develop a prospect list	7
Develop a fundraising plan	8
How to raise....	9
Generic letter requesting support	10
Letter requesting support after the race	11

Planning Guide for Successful Fundraising

Welcome to NACoA's *Run for the Children*[®]. As a team member you have made a personal commitment to train and prepare yourself to walk or run a race to benefit the children and families affected by substance addiction. You have also made a commitment to raise money for NACoA's *Run for the Children*[®].

As a team member you not only achieve personal satisfaction from reaching a goal and raising money – you are helping to increase awareness that over 21 million Americans are still suffering from addiction and have yet to experience recovery and that 1 in 4 children under 18 are affected by alcohol and other drug addiction in their family. **You are also increasing awareness that there is a solution. Millions of Americans are in long-term recovery, improving their own lives, families and communities - and they need you to join them in letting everyone know that recovery – for them, their children and their families – is possible.**

Almost two-thirds of Americans have friends or family members who have struggled with addiction. In fact, chances are your friends, family members, co-workers, and community have been touched by addiction and recovery. By getting them involved in *Run for the Children*[®], their tax-deductible contributions will help Faces & Voices of Recovery and the National Association for Children of Alcoholics bring hope and empowerment to the many children still suffering in homes with addiction and join the voices of those who know the reality of long-term recovery.

To help you get started, we have put together this *Fundraising Guide* with suggestions on how to reach your fundraising goal, as well as ideas and resources that you can use in your fundraising efforts.

We also have training schedules that can be found at www.nacoa.org/racepartners.htm. The *Run for the Children*[®] staff is also available to assist you in developing your fundraising plan and provide coaching and training tips along the way.

TO BE A SUCCESSFUL FUNDRAISER for NACoA's *Run for the Children*[®].

You will need to:

- **Develop an understanding** the devastation addiction can have on children and their families, and the importance of both the process of recovery and the reality of recovery for everyone affected. You want to be prepared to tell your supporters why this is an important cause.
- **Communicate the successes** that our organizations have experienced in our efforts to help through advocacy, education, and support for those affected.
- **Assure donors** that all money given on your behalf will be used **judiciously** by both organizations for research, program development, advocacy, and distribution of information and tools to help affected children and families.
- **Share the conviction** that every gift that you secure will make a difference to people you know and love.
- **Commit** to ask everyone – friends, family, co-workers and businesses you frequent – to join you in supporting the life saving work of the National Association for Children of Alcoholics.
- **Thank your donors** in a heartfelt and timely fashion.

For more information, contact Jackie Endicott at jendicott@nacoa.org or call 888-554-2627 (toll free) or 301-468-0985.

Getting Started!

Recognizing that your personal appeal letters can be the most important part of your solicitation, we have included some planning guidelines along with sample solicitation language and letters to help you begin recruiting your supporters who are also an integral part of Run for the Children[®]. We have also enclosed materials and or instructions for things you can include with your solicitation letters about Run for the Children[®].

- The *Run for the Children*[®] [Fact Sheet](#) can help your supporters understand how alcoholism and other drug dependencies as well as recovery impact our families and communities and how our work provides support and strengthens opportunities for recovery.
- Create your own webpage! You can send requests, notices and updates via e-mail and receive notification every time someone contributes in support of your run. What could be easier? Instructions for this new fundraising tool for our runners can be found at: <http://www.firstgiving.com/teamnacoa>

Telling your personal story, either through a letter, email or your personal webpage, lets the reader know why participating in this race is so important to you. People give to people and your story puts a face on your fundraising efforts.

Steps to telling your story...

Your letter should be about five paragraphs and include the following elements.

1. Tell people why you are walking/running.
2. Tell people about *Run for the Children*[®].
3. Ask them to support your fundraising efforts with a donation, include your personal fundraising goal amount.
4. Ask people to send money directly to you or donate on line via your personal webpage.
5. Ask them to check back to your personal webpage for updates throughout your training and to forward it to their friends and family members.
6. Thank people for their support. The *Run for the Children*[®] staff will send a thank you to your contributors acknowledging their tax-deductible donations, your webpage will send an email thanking them but you should also send a personal note.

When you have finished writing your letter, you should include a self-addressed envelope to make it easy for people to respond. Use your holiday mailing list or the worksheets provided to determine who to send letters to.

Be sure to create a personal webpage. It is the easiest way for people to learn about you and your reason to participate and the most convenient way to make a donation to your run. Send it to everyone in your email address book and ask people to click on the button to pass it along to their friends, family and business associates.

We hope that you will be able to exceed the minimum required contribution amount for your own personal satisfaction and because your supporters' contributions will bring hope, and support recovery for so many families.

Please don't hesitate to contact a staff member at *Run for the Children*[®] if we can be of further assistance in helping you recruit your supporters. Call toll-free (888-55-4COAS) or email jendicott@nacoa.org.

STRATEGIES TO RAISE FUNDS

There are two basic strategies for raising funds: Personal Appeals and Special Events/Activities

Personal Appeals

A personal appeal is a direct request for support from individuals, clubs, organizations, businesses, and corporations. Use these approaches alone or together.

- Face-to-face
- Letter or e-mail using your personal webpage
- Phone

Personal appeals are the most effective way to raise money. Your personal approach will depend on your own style and your association with the prospective donor. Regardless of your approach, the following steps will help you successfully raise money for our cause.

Identify your prospects. Think about groups of people you know, not individuals. Then identify individuals in those groups. Use “Develop A Prospect List” to help you develop your list of potential donors.

Groups

Family and Relatives
School Acquaintances
Friends and Social Circle
Work Associates
Clubs and Organizations
Religious Affiliations
Community Businesses
Companies and Corporations

Businesses/Personal Contacts

Aerobics/fitness trainer
Attorney
Banker
Bridge or sports club
Car dealer/mechanic
Holiday card list
Clients
Co-workers
CPA
Dentist
Doctor
Employer
Eye doctor
Financial advisor
Florist

Golf partners
Grocery store manager
Hair stylist
Insurance agent
Interior designer
Landlord
Lawn company
Manicurist
Neighbors
Painter/wallpaper hangers
Parent’s friends
Parents of your children’s friends
Pharmacist
Printer
Professional associations
Realtor
Relatives
Restaurants
Reunion list
Service organizations
Siblings’ friends
Suppliers for your business
Teachers
Travel agent
Veterinarian
And anyone else you know

Quantity is important, the more prospects the more gifts.

Select your approach. Face-to-face is the best approach for larger gifts or in situations where you're going to see someone whom you'd like to ask. Sending letters or e-mails is the most efficient way to reach a large number of prospects. There are sample letters in this packet. Consider creating your own personal fundraising web page, click <http://www.firstgiving.com/teamnacoa> This has been a successful fundraising tool for many of our runners. Remember: Phoning your friends is an effective follow-up method to mail and e-mail solicitations.

Select the style of message. Your message can be serious, hard hitting, light and humorous, or a combination of all styles. Your letter format can be the same to everyone or personalized on an individual basis. If you choose to use a form letter you can still personalize it by adding a hand written note. Self-addressed return envelopes are enclosed for your convenience.

Suggest the level of giving. It is helpful to donors to know the level of a contribution that you would like them to consider. Do not underestimate the potential donor's willingness to give. It will be easier to reach your fundraising goal if you have some larger gifts in your mix. Do not be afraid to say, "would you consider a gift of \$25 or \$50" or "would you consider a gift of \$100 or \$200" if you know that the individual is capable of giving at that level.

Take your goal to work. Your co-workers and company can be a wonderful source of support. Consider forming a fundraising TEAM within your workplace and conduct events throughout the training period. Some suggestions:

- Dress down day: This is a great promotion for those people who work in a formal office environment. For a donation, (e.g. \$5 or more/day) an individual has the "company okay" to dress down for a specified day or days.
- Covered dish lunch: Ask co-workers to bring a covered dish for a lunch party. Request your co-workers to donate the amount they would normally pay for lunch and enjoy the variety of food.
- Company matching gift program: If your company has a matching gift program, take advantage of it. If not, ask your manager if he/she will consider a matching company gift for your efforts.

Special Events/Activities

- There's no end to the variety of special events you can choose to do. These special activities can be conducted alone or with the support of a group.
 - Parties/get-togethers with a variety of themes – movie night, casino or poker parties, bingo, gourmet dinner parties, cookie exchanges or have a local business provide lunch for co-workers and charge an additional \$1 to go to support your run.
 - Sell something – bake sale, garage sale, car wash, book sale, etc...
 - Neighbor-to-neighbor campaign
 - Store front collection – be sure to get permission from the management
 - Restaurant events – Chili's, Red Hot and Blue, and California Pizza Kitchen, as well as many other restaurants offer a fundraising program where a percentage of the receipts for a designated day/night go back to your charity. Each restaurant chain's program is different. Check on line for your nearest location, then contact the manager at that location for details and arrangements.
 - Home based retail organizations, like Tupperware, Avon, Southern Living or Pampered Chef can have a sale to benefit NACoA's *Run for the Children*[®]. Check with your neighbors to see if anyone would be interested in helping you.
 - Jewels by Park Lane has a special fundraising program where 50% of nets sales goes to the charity of your choice. As a 501(c)3 organization we qualify for this program. Please contact Jackie at jendicott@nacoa.org for details.

SET YOUR GOAL...DEVELOP YOUR PLAN

All team members of NACoA's *Run for the Children*[®] are required to raise a minimum contribution amount indicated by the length of your race and other details utilized and described on your registration form. Many of you will choose to set a goal over and above the minimum. Set your sights high and develop a plan to get you there.

Organization plays an important role in meeting your goal! Set a timeline and stick with it! Give yourself plenty of time to meet your goal. Remember, you know your prospects best and should approach them in a way that both parties are comfortable. Here are some suggestions to help you succeed.

We recommend sending your first letter 6 months before your race – the early bird gets the worm!

6 months prior to the race:

1. Set up your web page.
2. Send initial letter; see sample letter/sample language (week 1).
3. Wait for donations to come (weeks 1, 2, 3).
4. Follow-up with a call or e-mail for donations not yet received (weeks 3, 4).
5. Wait some more (weeks 4, 5).
6. Send out Thank You cards.
7. Send a public service announcement to your local paper or radio station with information on how people can view your personal webpage.

5 months prior to the race:

1. Assess success of the first fundraising letter, and pat yourself on the back.
2. Expand the list of potential donors and send them letters.
3. Begin steps 1-5 from above.
4. Add a note in your letter that your official marathon training begins this month.
5. Think about a special event, talk to your place of worship for a collection in support of your race or a bake sale after services.

1 to 4 months prior to the race:

1. Write and send a follow-up letter highlighting both your fundraising and training success! Your personal webpage is a great way to do this – add photos of your training and progress.
 - a. Send to everyone, those who have donated and those who have not! They all care about you and want to hear how you're doing.
 - b. You can follow-up monthly or every other month via e-mail or regular mail. Postcards and e-mail tend to be less expensive.
2. Put your special event plan into action if you are doing one.
3. Repeat steps 1-5, from 5 months prior to the race list, for any new prospects you have identified.

After you finish the race, send a final letter, let people know how you did, how grateful you are for their support and for those who haven't made a donation include a return envelope and let them know they can still help!

If you feel like you're stuck in a rut and would like some ideas and help, call Jackie: (888-554-2627) or e-mail her at jendicott@nacoa.org. She'll work with you to evaluate your fundraising efforts and help you make a new plan!

DEVELOP A PROSPECT LIST

List as many people as possible under each category

Family and Relatives:

More Family and Relatives:

School Acquaintances:

Neighbors:

Friends and Social Clubs:

Place of Worship:

Work Associates:

Local Businesses:

Companies/Corporations:

Anyone else you can think of:

DEVELOP A FUNDRAISING PLAN

My goal is to raise \$ _____

PERSONAL APPEALS

I have identified _____ potential individual contributors.

I have identified _____ potential companies, businesses, clubs and organizations.

I need to raise \$ _____ and have identified _____ potential donors; therefore, my target donation is \$ _____ (Fundraising minimum/goal divided by number of potential donors.)

TOTAL PROJECTED REVENUE from PERSONAL APPEAL \$ _____

SPECIAL EVENTS/ACTIVITIES

<u>Name of Special Event/Activity</u>	<u>Date(s)</u>	<u>Projected Income</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL REVENUE from SPECIAL EVENTS/ACTIVITIES \$ _____

GRAND TOTAL \$ _____

Sponsor Solicitation Examples

How to Raise \$100 in 10 days

Day 1	Put in your own \$10 contribution	\$10
Day 2	Ask your spouse for \$10 contribution	\$20
Day 3	Ask your supervisor for \$10 contribution	\$30
Day 4	Ask a co-worker for \$10 contribution	\$40
Day 5	Ask a friend for \$10 contribution	\$50
Day 6	Ask a neighbor for \$10 contribution	\$60
Day 7	Ask a relative for \$10 contribution	\$70
Day 8	Ask another co-worker for \$10 contribution	\$80
Day 9	Ask your local market for \$10 contribution	\$90
Day 10	Ask your dry cleaner for \$10 contribution	\$100

How to Raise \$500 in 10 Days

Day 1	Put in your own \$25 contribution	\$25
Day 2	Ask 2 merchants to donate \$15 each	\$55
Day 3	Ask 4 family members for \$25 each	\$155
Day 4	Ask 3 friends to donate \$25 each	\$230
Day 5	Ask 2 of your doctors for \$50 each	\$330
Day 6	Ask 2 co-workers for \$10 each	\$350
Day 7	Ask 3 neighbors for \$15 each	\$395
Day 8	Ask 3 church/temple members for \$10 each	\$425
Day 9	Ask another 2 friends for \$25 each	\$475
Day 10	Ask your supervisor for \$25	\$500

How to Raise \$1,000 in 10 Days

Day 1	Put in your own \$50 contribution	\$50
Day 2	Ask 2 merchants to donate \$30 each	\$110
Day 3	Ask 4 family members for \$50 each	\$310
Day 4	Ask 3 friends to donate \$50 each	\$460
Day 5	Ask 2 of your doctors for \$100 each	\$660
Day 6	Ask 2 co-workers for \$20 each	\$700
Day 7	Ask 3 neighbors for \$30 each	\$790
Day 8	Ask 3 church/temple members for \$20 each	\$850
Day 9	Ask another 2 friends for \$50 each	\$950
Day 10	Ask your supervisor for \$50	\$1,000

GENERIC LETTER REQUESTING SUPPORT

Date

Name

Address

City State Zip

Dear Name,

I have joined NACoA's *Run for the Children*[®] – a group of men, women and youth who have made an extraordinary commitment to run/walk in the _____ race on _____ and raise money for a very worthy cause.

Please take a moment to think about what I, as a member of this team, hope to accomplish. None of us are professional athletes, and most of us are not distance runners, but we understand and have decided to accept the challenge to train and made the commitment necessary to take this journey and cross the finish line! **We want to be part of the solution.**

Each member of the *Run for the Children*[®] team believes that the money raised will help break the cycle of pain and suffering in families hurt by alcohol and other drug dependencies and addiction.

We have set our sights high. Please support me on this journey, my personal fundraising goal is \$xxxx, but I hope with your help I can exceed this goal. I have enclosed a fact sheet with information about the National Association for Children of Alcoholics and their mission. I hope this information will help you understand why I care so deeply about this cause. I have also included a donation form and return envelope for your convenience. Or if you prefer, you can go to **insert your firstgiving webpage link** and donate on-line.

We are hoping you will make this year, 10th annual *Run for the Children*[®], another fun-filled success!

Together we are spreading awareness and developing programs that can speak out and bring hope, healing, and recovery to our families, friends and neighbors.

Thank you for your help.

Sincerely,

Your name

LETTER REQUESTING SUPPORT AFTER THE RACE

Date

Name

Address

City State Zip

Dear Name,

On _____, I was one of the *Run for the Children*[®] team members from across the country who came together in _____ to run in the _____. I ran to support children and families affected by alcohol and other drug problems.

Run for the Children[®] raised over \$ **check the latest newsletter for this year's totals** from this event alone! I can tell you that it was an overwhelming experience for me and I'm very grateful to have been able to participate.

Insert a personal experience paragraph here! Talk about training, the people and your feelings of accomplishment. Include your race time.

To those of you, who have already donated, thank you very much for your wonderful support! To those of you who haven't contributed yet, now is the time! I may have finished the race, but the children and their families still need your help to make recovery a reality and embark on a journey of healing. **Together we can make a difference.**

Sincerely,

Your name