



Planning Guide for Successful Fundraising

Contents	page
Welcome	3
To be a successful fundraiser	3
Getting started	4
Using your personal webpage to raise funds	4
Strategies to raise funds	5
Selecting and approach to raise funds	6
How can I secure corporate and local business sponsorships	8
Set your goal – develop your plan	9
Develop a prospect list	10
Develop a fundraising plan	11
How to raise \$XXX in a day....	12
Generic letter requesting support	13
Letter requesting support after the race	14

***Run for Recovery, Run for the Children* Fundraising Guide**

Welcome to *Run for Recovery, Run for the Children*. As a team member, you have made a personal commitment to walk or run the Marine Corps Marathon 10K race and to raise funds for two national advocacy organizations that are working tirelessly to end the negative consequences of addiction on children and families and make it possible for even more Americans to recover from addiction. This year, we are excited to be partnering with the D.C. Recovery Community Alliance, Washington DC's recovery community organization.

Joining *Run for Recovery, Run for the Children* isn't just walking or running for a cause. You will achieve personal satisfaction from reaching a goal and raising money, and get to participate in the race with over 40 other team members who are doing this because they care about the same issues you care about. Together we will raise awareness about the need for more services and policies that support and help the 21 million Americans seeking recovery and the 1 in 4 children living with addiction in their family.

We will also increase awareness about solutions. 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 a reality.

Almost two-thirds of Americans have friends or family members who have struggled with addiction. In fact, chances are high that someone you know – a friend, family member, or co-worker – has been touched by addiction and recovery. By supporting your participation in *Run for Recovery, Run for the Children*, their tax-deductible contributions will help Faces & Voices of Recovery, NACoA and DCRCA 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, this *Fundraising Guide* has suggestions on ways to reach your fundraising goal and ideas and resources that you can use in your fundraising efforts. The *Run for Recovery, 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 *Run for Recovery, Run for the Children* FUNDRAISER

You will need to:

- **Develop an understanding** of our cause. Addiction can be devastating to children and their families and we need to make it possible for more individuals and families to recover. You want to be prepared to tell your supporters why this is an important cause.
- **Assure donors** that their gift will be put to good use to support 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 Faces & Voices, NACoA and DCRCA.
- **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

This packet includes some planning ideas and materials that you can use to start recruiting your supporters. You can also go online to http://www.nacoa.org/rrrc_2010.html for more resources about our organizations and to request materials be mailed to you.

Using your personal firstgiving web page to raise funds

When you create your personal firstgiving fundraising web page you can use it to share your personal story, send requests, notices and updates, and receive notifications every time someone contributes in support of your run. It's also the most convenient way for your donors to contribute to your run. You can even ask them to click on a button that forwards your page along to their friends, family and business associates.

Use your email account address book, Facebook, MySpace, or Twitter or other social networking contacts to build your Run for Recovery, Run for the Children list. There are more ideas below for how to compile your list of prospective donors. Then, send them a message with your firstgiving web page!

Go to our [firstgiving page](#) for instructions on how to set up your personal firstgiving web page, learn how to add your personal story, photos, share your page and more!

Personal appeals asking your friends to support you can be the most important part of your fundraising. When you tell your personal story your friends and family will know why participating in this race is so important to you. There is a sample letter at the end of this packet to help you get started.

Your message should include the following elements.

1. Why you are walking. These are your personal reasons and they are powerful.
2. Information about *Run for Recovery*, *Run for the Children*. You can link to the [FACT SHEET](#) on our web site in your message.
3. A specific request or ask for their donation, including your personal fundraising goal amount.
4. Information on how to make a donation – either by sending you a check directly or donating online via your personal webpage.
5. Thank them for their interest and support.

The *Run for Recovery*, *Run for the Children* staff will send a thank you to your contributors acknowledging their tax-deductible donation. It's always important to send a personal note as well.

We're looking forward to working with you to make and exceed our contribution goals this year!
Your supporters' contributions will bring hope and support to families across the country!

Please give us a call or an email if we can help out in your fundraising efforts. 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
- Message using Facebook, email or 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 relationship 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 the “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
Facebook friends
Email contacts
Twitter friends
MySpace friends

Businesses/Personal Contacts

Attorney
Banker
Clubs- sports, politics, knitting
Car dealer/mechanic
Holiday card list
Clients
Co-workers
CPA
Dentist
Doctor
Employer
Eye doctor
Financial advisor

Florist
Grocery store manager
Gym
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
Sports teams
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 can be in situations where you're going to see someone whom you'd like to ask. Sending e-mails or messages through social networking sites with a link to your personal firstgiving web page is the most efficient way to reach a large number of prospects. There are sample appeals in this packet. Calling or texting your friends are effective follow-up methods to electronic 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.

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 – Red, Hot and Blue, Chili's 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 online 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 ***Run for Recovery, 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.

How Can I Secure Corporate and Local Business Sponsorships

Corporate sponsorship of the *Run for Recovery*, *Run for the Children* helps cover costs of participating in a run and allow more of the donations raised by runners and walkers to go toward program development and resources including training programs for professionals. Most corporate sponsors and local businesses make donations because they are personally asked by a friend, family member or colleague. Although we offer benefits at each sponsorship level, most donations are simply that – donations. With that in mind, the following tips will help you make a request for a sponsorship donation and, hopefully, get a positive response!

Who should I ask?

You should ask anyone you have a relationship with that could provide a cash donation of \$250 to \$10,000. A personal ask is 10 times more effective than a cold call or letter to a company where you don't have a relationship. Remember, most businesses give to the individual and not the cause itself. Some possibilities include: The company you or your spouse works for, A business you regularly patronize, dry cleaner, salon, dentist, etc., Businesses owned by a family member or friend, A family foundation, A business with an interest in our cause.

How do I make the ask?

Be upfront and make your request within the first few sentences. Many people do not have the time to read the entire letter and simply scan it for the most pertinent information. Set the tone by stating your purpose early and clearly. If you feel comfortable ask for a specific amount of sponsorship donation – maybe ask for more than you think they will give. For example, you may suggest they participate at the \$2,500 level and they feel they want to give but respond with a lower sponsor level.

Who do I present the packet to?

Find the decision maker. The closer you are to putting the packet in the hands of the final decision maker, the better your chances for success are. This may be a department head, the CEO/President/Owner or the head of Charitable Giving.

Try to present it in person. Hopefully you will get the opportunity to talk to your contact about the organization and reason you have decided to run. If your connection is a friend or family member ask them to deliver the package. The goal is to attach a face to the request – people give to people. If neither of these options are available you can ask our staff to mail the packet with your personalized letter included.

Also be aware of print deadlines and other requirements set by *Run for Recovery*, *Run for the Children* to be sure the corporate sponsor will be able to be included in printed materials and other sponsor benefits prior to the race.

How do I get a YES?

You have a better chance of getting a positive response if you ask people you know to support you. Be sure to make follow-up inquiries until a decision is made. Remember the worst answer you can get is NO. Don't stop until you get a response but be sure to maintain proper decorum in your ask and follow-up inquiries.

We are here to help you every step of the way. Keep us informed of any corporate sponsorships you have made and their decisions so we don't duplicate a request for donations.

The key to a successful event is good planning.

SET YOUR GOAL...DEVELOP YOUR PLAN

All team members of *Run for Recovery, Run for the Children* are required to raise a minimum of \$300. 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 goals! 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 appeal 6 months before your race – the early bird gets the worm!

6 months prior to the race (May and June):

1. Set up your web page.
2. Compile your list of prospective donors
3. Send initial message; see sample letter/sample language (week 1).
4. Wait for donations to come (weeks 1, 2, 3).
5. Follow-up with a call or e-mail for donations not yet received (weeks 3, 4).
6. Wait some more (weeks 4, 5).
7. Send out Thank You cards.

5 months prior to the race (June and July):

1. Assess success of the first fundraising effort, and pat yourself on the back.
2. Expand the list of potential donors and send them messages.
3. Begin steps 1-5 from above.
4. Add a note in your message that your official training begins this month.
5. Think about a special event, For example, 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 (July, August, September and October):

1. Send a follow-up message using your personal web page highlighting both your fundraising and training success! Add photos of your training and progress.
2. 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.
3. You can follow-up monthly or every other month via e-mail or regular mail.
4. Put your special event plan into action if you are doing one.
5. Repeat steps 1-5 from above, for any new prospects you have identified.

After you finish the race, send a message, 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!

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/ACTIVITES

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

SAMPLE LETTER REQUESTING SUPPORT

Date

Name

Address

City State Zip

Dear Name,

I have joined ***Run for Recovery, Run for the Children*** – a group of men, women and youth who have made an extraordinary commitment to run or walk in the Marine Corps Marathon or 10K race on October 31, 2010 and raise money for these very worthwhile organizations.

[Insert your personal story here] example: I am running for my father, who is in long-term recovery from alcoholism, which means that he hasn't used alcohol or any other drugs for 10 years. As a result, our relationship is strong, his career is back on track, and his life is better than ever. I'm not a profession athlete or even a distance runner, but I have accepted this challenge because I want to help others find the recovery that my family has!

I want to be part of the solution.

Each member of the ***Run for Recovery, 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 dependence and support more opportunities for people to find and sustain their recovery from addiction.

We have set our sights high. Please support me on this journey, my personal fundraising goal is \$300, but I know that with your help I can exceed this goal. Here is a fact sheet about Faces & Voices and NACoA and why they've come together for ***Run for Recovery, Run for the Children***. I hope this information will help you understand why I care so deeply about this cause. Please donate now by clicking on the donate button to the right.

Together we are spreading awareness and developing programs that can speak out and bring hope, healing, and recovery to our families, friends and neighbors. If you're going to be around on October 31st, come on down to the Mall and root us on! It would be great to see you. In the meantime, thanks so much for your support.

Sincerely,

Your name

LETTER REQUESTING SUPPORT AFTER THE RACE

Date

Name

Address

City State Zip

Dear Name,

On October 31, 2010, I was one of the *Run for Recovery, Run for the Children* team members from across the country who came together in Washington, D.C. to run or walk in the Marine Corps Marathon 10K. I ran to support children and families affected by alcohol and other drug problems and to support recovery.

Run for Recovery, 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.

If you've already sent in your contribution, thank you very much for your wonderful support! If you haven't contributed yet, it's not too late! 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