

BACK ON MY FEET

RUN FOR US. RUN WITH US.

FUNDRAISING

FUNDRACER TOOLKIT

WELCOME

Congratulations, and welcome to the Back on My Feet FundRacing Team!

We are so grateful that you've chosen to help those experiencing homelessness by dedicating your race to Back on My Feet. You're joining the ranks of thousands of other FundRacers (we call racers who fundraise with us 'FundRacers' – get it?) who have supported our mission in their journey, and we don't take this type of commitment lightly. Dollars raised through this program ensure that we can continue to help our country's homeless population *literally* get back on their feet.

Know that your efforts are transforming lives every day. We want to ensure you that you are equipped with all the resources you need to reach – and maybe even exceed! – your FundRacing goal. That's why we've created this Back on My Feet FundRacing Kit. In it, you'll find useful tips, advice, and other general information about the FundRacing program to ensure you're prepared for the road ahead. Don't hesitate to reach out if you have other questions, concerns, or need more help. We'll be checking in with you periodically from now until Race Day, but we want to hear from you, too! We're here to support you in any way we can.

Thank you, again, for supporting our mission in this unique way. We look forward to all that's to come.

Cheering you on!

Corey

Corey Tanner, Development & Marketing Manager
corey.tanner@backonmyfeet.org

TOOLKIT INDEX

OUR MISSION & VISION

4

INCENTIVE PROGRAM

6

YOUR FUNDRAISING PAGE

8

TIPS AND TRICKS

10

CHECKLIST

16

PLANNING WORKSHEET

18

THANK YOU

20



OUR MISSION

Back on Feet, a national organization operating across the US, combats homelessness through the power of running, community support, and essential employment and housing resources.



OUR VISION

Back on My Feet seeks to revolutionize the way society approaches homelessness. Our unique model demonstrates that if you first restore confidence, strength and self-esteem, individuals are better equipped to tackle the road ahead. For all in need, we aim to provide: practical training and employment resources for achieving independence; an environment that promotes accountability; and a community that offers compassion and hope. For all with the capacity to serve – volunteers, donors, community and corporate partners – we seek to engage you in the profound experience of empowering individuals to achieve what once seemed impossible through the seemingly simple act of putting one foot in front of the other.

FUNDRACER INCENTIVE PROGRAM

We know you'll be working hard from now until race day, and we want you to look great while doing it!

As you progress toward your fundraising goal (and beyond), you'll have the opportunity to earn Back on My Feet swag to wear while you train, and even on race day.

Additionally, our FundRacers will receive access to exclusive training plans, a FundRacer t-shirt, Back on My Feet race day activities* and more!



Back on My Feet FundRacing Incentives



Water Bottle
\$250



Sling Bag
\$500



Singlet
\$1,000



Shadow Tonal Heather
1/4 Zip Pullover, M/W
\$2,500



North Face Mountain
Peak Fleece Jacket, M/W
\$5,000

One incentive prize per participant at or below the fundraising level achieved.
Clothing available in Men's and Women's sizing.
Questions? Contact fundrace@backonmyfeet.org for more information!

back on my feet
TRANSFORMING LIVES ONE MILE AT A TIME

*Race Day activities available on a case-by-case basis. We will be in touch regarding your specific event.

YOUR FUNDRAISING PAGE

WHEN YOU REGISTER for your specific event with Back on My Feet, a fundraising page is automatically created for you! Our fundraising platform is called OneCause, and your \$25 registration fee goes directly toward your fundraising goal (this is separate from any race-related registration fees. For race-related registration questions, please email Mary Elizabeth Sullivan at mary.sullivan@backonmyfeet.org)

THIS PAGE IS CRUCIAL TO YOUR FUNDRAISING SUCCESS, so plan to update it regularly! Did you know people are 80% more likely to donate if you have a photo of yourself and a short explanation of why you're choosing to fundraise for Back on My Feet?

YOUR FUNDRAISING PAGE IS CUSTOMIZABLE – start customizing by logging into OneCause. We recommend changing your photo regularly – even including training photos if you can! – and rotating information about Back on My Feet for your supporters. We've started this for you, but you can visit backonmyfeet.org/program/impact for more information on how your supporters' funds are making a difference

ONECAUSE ALSO HAS THE OPTION TO LINK YOUR SOCIAL PAGES. Be wary of how you share to Facebook! If you share to Facebook by creating a post on Facebook first, it will likely prompt you to add a donate button. Do not add a donate button! Unfortunately, Facebook does not give

us a good way to track funds, so unfortunately, we won't be able to tell which money belongs to you. Instead, point your supporters to your OneCause site directly to make a gift.

We handcrafted social posts for you to share across your social platforms. You'll find them on [page 11](#) of this toolkit.

VISIT AND SHARE YOUR PAGE REGULARLY – this will help you keep track of donations, progress toward your goals, and see exactly who is supporting you. Don't forget to thank them appropriately!

A NOTE ABOUT CASH/CHECK GIFTS TO YOU: Please note that the donations not made through your website will need to be submitted to Back on My Feet's home office. Once we received, we will manually update your fundraising page to reflect this money. If you know you are receiving a cash or check donation, please let us know so that we can be on the lookout for it. As your donor to include your name and race in the memo, and have them mail it to:

Accounting at Back on My Feet
c/o FundRacing
Back on My Feet
Land Title Building

100 South Broad Street, Suite 2136

TIPS AND TRICKS:

Fundraising can seem like a scary thing. Asking people for money is sometimes awkward and can be uncomfortable. Have no fear! It is my job to make this as easy as possible for you, and I want you to succeed.

Here are some of our tips and tricks for successful fundraising:

- **SEND A PERSONAL EMAIL**

People really respond to a personal email or handwritten letter. This helps you make a direct ask and warrants a better response rather than a group email which is easy to ignore. We've included an example email for you on the next page!

The magic number is 10 emails. Send 10 emails to 10 different people and you are 95% guaranteed a donation!

Don't forget to follow up! People are busy. Reminding your friends and family with an email will show them how important this is to you.

If they donate, send them a thank you note (we love handwritten!) and ask for a referral! Do they have a friend who would be interested in supporting this cause?

You've donated at least \$25 to start your page on OneCause, but keep that momentum going! People love to see personal support. If your cause is important enough to donate to yourself, it will be important to someone else to. Every once in a while, throw an extra \$10 on your page.

Dear [name of friend, family member, or coworker],

I've accepted an amazing, challenging opportunity and I need your help! I'm training to run for Back on My Feet in [RACE NAME HERE] on [DATE], which is just around the corner! I'm so excited to be representing such an amazing organization. Back on My Feet combats homelessness through the power of running, community support, and essential employment and housing resources.

How does Back on My Feet accomplish this? When members of their program put one foot in front of the other in their tri-weekly runs and commit to trying their best, they are welcomed into the extended Back on My Feet family. From there, they receive access to financial aid, job training, resume workshops, financial literacy programs and more. Does that work? Absolutely! Here's how: youtu.be/LBtyydzyu1Q.

I'm honored to now be part of this extended Back on My Feet family, too, through my commitment to FundRace for this program. Every dollar donated through my efforts goes directly towards helping Back on My Feet support their members. By donating, you'll also become part of the extended Back on My Feet family through your generosity.

I've linked my personal fundraising page below. Please let me know if you have any questions. Thank you for your consideration of supporting me!

[LINK TO PERSONAL FUNDRAISING PAGE]

[YOUR NAME]

COPY THIS EMAIL! 



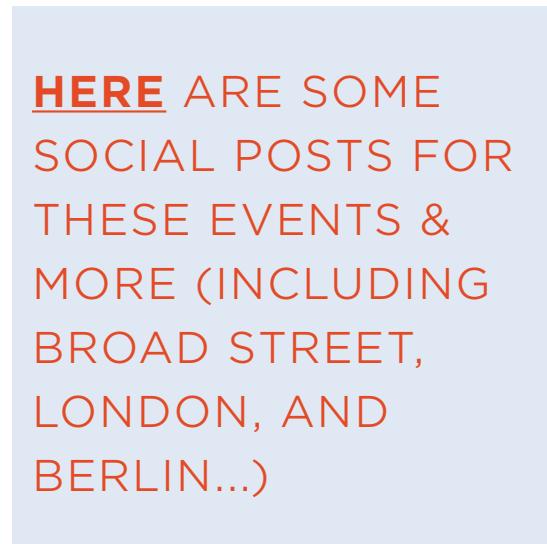
*all platform sizes available in [Dropbox](#)



*all platform sizes available in [Dropbox](#)



*all platform sizes available in [Dropbox](#)



• POST, POST, POST!

Social networks are a very powerful tool to generate online donations – and don't forget to tag us! Start by:

- Sharing your personal fundraising page on Facebook, Twitter, and Instagram (Remember: please do not use Facebook's integrated donate button for your fundraising campaign).
- Post status updates and sweaty selfies about your training and FundRacing efforts.
 - Ex: "Gearing up for a 20-miler tomorrow – wish me luck!"
 - Ex: "I'm halfway to reaching my FundRacing goal for the 2021 Chicago Marathon! Thanks to all for their support! Link in bio to donate."
- Share Tweets or status updates requesting a small number of donations from people.
 - Ex: "I'm looking for 10 people to help me raise \$100 in the next 100 minutes – who can help?"
- Launch a blog that highlights your journey to the starting line.
- Remember throughout these efforts, you can thank your donors and supporters on social media! Don't forget to ask for their permission if you'll be using their names.

- **MAKE A VIDEO**
 - Videos are extremely effective in raising money. They put a face and personal story to your efforts.
 - Host a Facebook event where you go live or post videos about your training efforts, progress, and why you're fundraising for Back on My Feet. Encourage people to donate from there.
 - **HOST A FUNDRAISING PARTY!**
 - Find a space, set a date, use a theme (luau, barbecue, karaoke, sports party), send out invitation and prepare a small presentation to tell people about your fundraising goals for Back on My Feet.
 - Have your computer open ready for people to donate directly to your page, or bring envelopes pre-addressed and stamped for those who may want to write checks.
 - **“SPONSOR” A BODY PART**
 - Tell potential donors they can “buy” an arm or a leg, then write their name or message on it for race day! This is a creative way to make sponsors feel like they’re more involved as well as crossing the finish line with you.
 - **BENEFIT NIGHT**
 - Do you have a favorite bar or restaurant? If so, talk to the owner or manager about planning a special event where proceeds (food or drinks, raffle, a contest or game) go toward your fundraising efforts.
 - **SILENT AUCTION**
 - Many local merchants are willing to donate auction items. Theater
- tickets, dinner for two or four, tickets for sporting events, and cooking classes are examples of the many goods and services people are willing to donate. Use these items to plan a silent auction in junction with a party to boost your fundraising.
- **CAR WASH, BAKE SALE, YARD SALE!**
 - Planning one of these activities in your neighborhood will bring you closer to meeting your fundraising goal.
 - **USE REAL NUMBERS**
 - People react well to specific numbers. Share specific numbers from backonmyfeet.org/donate/donatetoday with your donors.
 - Ex: \$1,000 can cover most professional certifications so our members can find work.
 - **EMAIL SIGNATURES**
 - Add a link to your personal fundraising page below your name in your signature.
 - **CORPORATE MATCHING**
 - Many companies are more than happy to match donations to 501c3 organizations. Find out if your company matches donations [here](#). For more information about corporate matching with Back on My Feet, please contact us.
 - If one of your donors (or you!) works for a company that matches, they could double their donation if they are willing to submit for the match on your behalf.

FUNDRAISING CHECKLIST:

01 SET A GOAL

- I will raise ____ by _____.
- I will contact ____ people to reach my goal.
- *For example, if your goal is \$750 more to reach your \$1,000 goal by June 28th, think of that as 30 donations of \$25 or 15 donations of \$50.*

02 MANAGE YOUR NETWORK AND CONNECTIONS

- Make lists of all your groups of friends, coworkers, and family members.
- Make sure you have contact information for members in various groups and reach out if needed.
- Keep track of who you've emailed, called, or texted and when.
- As you receive donations, write thank you emails.

03 KEEP YOUR FUNDRAISING PAGE UP-TO-DATE

Make sure your fundraising page is current! Change your profile photo, link your social media accounts, and add a personal story about Back on My Feet.

04 LOOK FOR “MULTIPLES”

- Contact and email local businesses that might be interested in your cause. Ask them to sponsor you or throw a fundraising event for your cause.
- Be sure to look into Company Matching Gift programs and let your coworkers know.

05 GET CREATIVE

- Can you host an event sharing more about your story and how critical funds will help those experiencing homelessness through Back on My Feet?
- If not in person, could you host a social media event on Facebook or Instagram where you go “live” and share your story? Would people pledge to sponsor you?
- Would your family and friends help share your cause on their social media pages to expand your reach?

PLANNING WORKSHEET:



PERSONAL NETWORK

Friends, Family, Neighbors	#	x avg \$	
Extended Family, Clubs, Social Groups	#	x avg \$	
School, Business Contacts, Alumni Clubs	#	x avg \$	total



WORKPLACE

Coworkers and Business Associates	#	x avg \$	
Matching Donation Programs	#	x avg \$	
Corporate Management Support <i>direct donation and individual sponsorship, corporate pledge, BoMF sponsorship</i>	#	x avg \$	total



SPECIAL EVENTS

Social Occasions <i>birthday, anniversary, other</i>	#	x avg \$	
Party with a Purpose <i>raffle, auction, yard sale</i>	#	x avg \$	
Fundraising Events <i>happy hours, salsa night, trivia night</i>	#	x avg \$	total

Grand Total **\$**

THANK YOU

Again for choosing to FundRace
with Back on My Feet!

We are so excited to work with you over the next few months and are grateful for your commitment to helping us transform lives one mile at a time.

For any questions, please contact
Development & Marketing Manager,
Corey Tanner
at corey.tanner@backonmyfeet.org.

