

FUNDRAISING KIT

Marathon Training Program



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FEET for FED Overview

FEET for FED is training for the Marine Corps Marathon, to support **the Foundation to Eradicate Duchenne's** (FED) efforts to find a cure for Duchenne Muscular Dystrophy (DMD). FED was established in 2002 with the sole purpose of supporting research to treat and ultimately cure DMD. DMD is the number one genetic child killer in the world and is 100% fatal, effecting 1 in every 3,000 boys born among all ethnic groups. Ninety percent of DMD sufferers will not see their 20th birthday. **Support FEET for FED and bring hope to millions of boys suffering with DMD for whom so little is being done.**

Keys to Successful Fundraising

Face Your Fears

- Asking for donations can be a scary intimidating thing for many people... but so is running 26.2 miles. Empower yourself with the same courage that you use each weekend when you go to the training site to run. **YOU CAN DO IT!** Take the initiative!! Unless you ask, it is automatically a “NO.” Don't take it personally if someone doesn't want to donate. You tried and that's what matters. Your successes will far exceed your failures if you push that self-imposed limit farther with each step!

“You miss 100% of the shots that you never take”

- Attitude is Everything
Perspective is all about how you frame it. Frame your involvement in the FEET for FED Marathon Training Program as a chance for others to get involved in an important cause! Your positive upbeat approach will attract potential donors and invest them in your journey. Get your donors excited to help you!
- Go Outside of Your Comfort Zone
 - Don't be afraid to ask for help. This program is designed to support you every step of the way. You have a Coach who has led many groups before you across the finish line at the Marine Corps Marathon. You will have a pace group that will become your Marathon family. Everything is designed to help you be successful with **YOUR** goals for the marathon experience.
 - To maximize this program, you must step outside your comfort zone. You already know how to do it – you are running further than you realized you could! Now raise as much money as you can. Try new ideas! Recruit others to help you! Tell everyone about what you are doing!

The Fundraising Letter

- Make your letter unique to you. Your friends, family and co-workers know you so let that personality shine through! Explain your personal reason(s) for joining the FEET for FED Marathon Training Team.
- You never know how it might touch someone. Personalize your letter by merging names in the “Dear_____” field.
- Consider scribbling a handwritten note in ink somewhere on the letter. It adds an extra personal touch.
- Use graphics, quotes, MD statistics or art to make your letter bold and different. Adding a picture of your self training (or someone whose honor for which you run) can be done very easily on color printers at home or at a local print shop.
- Mention your fundraising commitment as a “goal” and set is as high as you want. You also may want to advertise an earlier deadline as many people procrastinate.
- Reminder: every donation is fully tax-deductible.
- Tell your donors to check for Matching Grants at their company.
- Enclose your letter with a donor form and a return envelope (with postage paid if you’re able). In addition to sending your fundraising letter to EVERYONE that you know, think about sending reminders and updates (postcards or newsletters are an easy way to do this) as well.
- Don’t be shy to keep your friends and family in the loop regarding your training and fundraising mission. They’ll be glad you did!

Mail your letter, a copy of your donor form and a return envelope to everyone you know:

- Family
- Friends
- Co-Workers
- Church/Synagogue
- Family Friends
- Local Businesses
- School Friends
- Alumni Association
- Vendors/Customers
- Doctor/Dentist/Vet
- Neighbors
- Ask any of these people to help you NETWORK with the people they know.
- Ask them to send out your letter/email and donor form for you to their mailing list, friends and family. This can double or triple the number of people you can reach!

More FUNdraising Ideas

- Include a fundraising party invitation with your letter.
- Invite donors to join you for a maintenance run.
- Offer to write the names of your donors on your FED singlet to wear during the marathon.
- See if local businesses will display a stack of your fundraising letters on their counter.
- Sometimes strangers are the most generous givers!

Personalized Runner Web Page

- This year, FEET for FED is offering personalized web pages to each team member. Runners will be able to post photos, talk about why they are training for the marathon, why they are supporting FED, update donors on training progress, etc. The web pages are also a perfect place to thank your donors for their support.

Let's Have a Party!

- One of the best ways to reach your fundraising goal and have load of fun is to have a FUNDRAISING PARTY! Don't worry if you think you don't know enough people to invite, ask family or friends to throw the party for you and invite everyone they know. The following steps will help you plan a very successful event and generate donations to help you exceed your goal!

Step One

- Logistics – set a date and secure a location (many meeting halls will let non-profit groups use their space at no charge and require only a security deposit). Give yourself plenty of time to plan. Usually events like this take at least a month to organize, depending on your party-giving experience! If you know someone with an incredible house, ask them if they will let you have the party there and if they will host it for you (most of the expenses may be tax-deductible).
- Invitations – mail out invites at least 3 weeks in advance or send email invites (like evite.com). Make sure you include a donor form for those who are unable to attend your party. Get the word out any way you can to those who you want at the party. Don't pre-judge who will come and who will donate . . . you will be surprised at who will come through for you.

Step Two

- Plan the actual event – you may want to select a theme for your party.
- Organize the food and beverage – ask local stores and businesses for donations.
- Create a fun atmosphere – have activities for your guests, play music appropriate to the theme, keep their attention so they stay long enough to hear the presentation to request their donations. You may want to have drawings for prizes, auction off each mile in your marathon experience, silent auction, etc.
- Guest comfort – you may need to rent/borrow tables and chairs, garden umbrellas and other equipment to make the party more enjoyable for your guests. Make sure there is ample parking, restroom facilities and lighting if it is at night.

Step Three

- Get ready for the party to begin!!! Plan for a 5 to 10 minute presentation by one of the Marathon staff members (please give us at least a two week notice so we can schedule your event on our calendar! We will talk about your training, the training program and the importance of THIS program to helping those with DMD and their families. We will ask your guests to help you with your sponsorship.
- Be prepared for the donation process – make copies of your donor form and letter to hand out before the presentation. Have return envelopes on hand for those who need to make the donation later. Keep extra “packets” ready for those who would like to share this with friends and family. Have a plan for collecting the donations and donor forms. Don’t forget to keep a list of donors and SEND THANK YOU NOTES OR EMAILS!!!
- Sit back, enjoy yourself and your guests! Remember, your participation in this training program is designed to be an enjoyable and life-changing experience. Take advantage of meeting new people and reconnecting with old friends.

Think Outside the Box

- When deciding on fundraising techniques, you can always write a letter, send an e-mail, or tell your friends and family of your upcoming training program. However, you need to mix your own personality and style to come up with an effective fundraising campaign. Think about your social outlets. Incorporating these things into your training will allow you to reach all aspects to reach your goals.

Get in the News

- Send a press release to your local paper telling them about your FEET for FED endeavor. Local papers are great at highlighting human interest

stories of those in the community, and they usually donate the space for charity events.

- Also, think about sending a press release or e-mail to your company's Human Resources Department. Maybe you can end up in the company's newsletter.
- Involve your religious community! Houses of worship are very amenable to community involvement in social issues. Now is your chance to address your congregation or ask a church official to do so for you.

Let Venues Help!

- Many sports and comedy clubs will allow you to buy tickets at a group discount and then re-sell them for fundraising purposes. Who in DC wouldn't want to go to a comedy show or a Nationals game? And don't forget the minor leagues . . .
- And if you are so inclined, lots of venues, college, sports or concert pavilions, will allow charity groups to work in concessions for donations. So grab a group of friends or your pace group and have some fun!

Storefront Collections

- Think about the success of every Girl Scout and Boy Scout troop in America. How many boxes of popcorn and cookies have you bought from the kids in front of local supermarkets? Check with your local stores to set up a table in front of their store on a Saturday morning. You can make your table fun with posters and decorations.

Fundraising in the Workplace

Corporate E-mail

- Corporate E-mail can be the most efficient way to contact all your colleagues. It is easy to reach the most people with the least amount of effort. Compose a professional letter and include all the details of your training. This is a great time to tell them how you are spending so much of your free time working toward this fantastic goal! Be sure to include information on how to donate on-line. Your colleagues can quickly donate on your behalf by clicking on the link to your donor page. Be sure to get permission from your supervisor to use company email for personal use.
- Electronic Bulletin Boards are also a great way that many large corporations allow their employees to send out mass communications for personal use.

Matching Grants

- Don't forget to find out if your company will match the funds that your colleagues donate. Check with your Human Resources Department to see

if they might even match the total that you raise on your own. And ask all your donors to request a match from their own company.

Company Raffles

- Get permission from your supervisor to raffle off a “free day off from work” or a “dress down day.” Advertise your raffle at your office, sell tickets and have a drawing so that one of your colleagues can take a day off!

Company Bulletin Board

- Does your office have one of these in the lunch room or employee lounge? This is an excellent place to hang a FEET for FED poster. Put the poster up with a picture of yourself from the training site and add a flyer with a brief description so they know how to donate to you. You could even include some copies of your donor form there.

The Marathon Shoe

- Make lots of copies of your shoe . . . enough for at least 100 donors. This will be a hit, so don't get caught without plenty of copies.
- Decide where you want to “sell” your shoe. Think of places where there is a large volume of people. Work, where you bank, dry cleaners or maybe a neighborhood supermarket. Think of places that you do business with often, and ASK! Schools can be another fun place to do this – let the kids color the shoes and display them in the hallways outside the classrooms!
- Talk with the supervisor in charge. Ask if they will support your fundraising drive. You want them to participate and sell the shoes for you. At your local bank, for instance, ask if the tellers will give each person that they serve an opportunity to buy a shoe. Set a “minimum donation” price for the shoe. We suggest \$1 - \$5. You want it to be successful and reach out to as many people as possible, so make it affordable. Even when you sell them for a dollar, many people will give you \$5 or \$10.
- Display your shoes proudly! Ask your supervisor or local business to dedicate a bulletin board or a wall for you to display our shoes. Put some pictures of you and your training up there. Maybe even a countdown to the Marathon. (e.g. – 12 days and counting, how many miles this weekend, how much you've raised so far, etc.)

Having a Benefit Night

- Sometimes the best bet for a fundraising event is the place you spend a lot of your time . . . your neighborhood restaurant or bar. Often the merchants that you spend your money with are willing to share the proceeds with you.
- Schedule a meeting with the owner/manager of a few of your local hangouts. Explain what you are trying to accomplish and why you care about this program. Have a plan ready with dates and suggestions about what you would like to do. Be sure of what you want them to do for you – donate food, give you the cover charge, give you a percentage of the proceeds, etc.
- Be careful about signing any contracts. Once you have the date, time and place secure, place flyers anywhere that will attract attention. Don't limit yourself to only inviting friends, colleagues and family. The more people that attend . . . the more money you raise towards your fundraising goal!

Clean out the garage and have a yard sale!

- Gather as much stuff as you can. Ask friends, families and neighbors to donate their used goods for the sale.
- ADVERTISE, ADVERTISE, ADVERTISE! Get the word out for a good turnout. Put an ad in the local paper, make posters, place flyers in local stores.
- Pick a location that normally has a lot of traffic normally.
- Let people know they are supporting a good cause! In addition, put out a donation jar and have letters and return envelopes ready for the shoppers.
- BE ORGANIZED . . . mark your items with easy to read price tags. Have shopping bags and a receipt book handy.
- Recruit help! Ask family and friends to come out and help you sell all the treasures you have found. Lots of activity makes your yard sale a success.

Remember: One person's trash is another's treasure.