



2010 Fundraising Handbook

Fund-raising

The fund-raising component of the SAN FRANCISCO MARATHON® program can often seem daunting. But remember that the first three letters of the word FUND-RAISING are "FUN." It can be FUN for both you and your donors.

It's important to remember that the SAN FRANCISCO MARATHON® staff and the coaches will help support you and your fund-raising efforts with a plethora of ideas, fund-raising workshops, and encouragement.

A successful fund-raising experience requires only a little planning and creativity on your part.



Believe in Yourself

After signing up with the SAN FRANCISCO MARATHON® program, people around you will probably start looking at you funny. Because many of our participants are first time marathoners, they often hear the words, "You're doing what?!" But as soon as you begin your training and they hear your "story", they will admire your commitment to the goal you have set for yourself and to the cause you are supporting.

Through possible combinations of individual donations, selling crafts, a car wash, corporate donations, etc., you will meet your goal! The key is to start early, pace your self, and be creative. The SAN FRANCISCO MARATHON® staff will be there to help you with your fund-raising efforts just as the coaches will help you

condition your body into the best shape of your life.

Just Ask

We are all familiar with the "Nike" slogan, "Just Do It." In fund-raising, we utilize a similar slogan, "**Just Ask.**" You have to ASK or you will never know for sure if someone is willing to give. NEVER ASSUME THAT SOMEONE WILL NOT GIVE...ASK!! Have you ever been asked to help another person? How did it feel to know that you were doing something good? Wouldn't it be nice to allow others to help you?

ASK everyone you know and meet. Create an ASK list! Make that your first goal and see if you can get 150 people on that list.

Asking includes asking for help! ASK a friend or family member to act as your "Campaign Chairperson." Having an informal Chairperson or committee (yes, family members count. Your spouse, parents, or siblings may be more persuasive than you) will multiply your potential number of ideas, contacts, and donors.

Plan your Work, then Work your Plan

How to Raise \$3000 in Just 1 Week!

Week 1:

- Start by sponsoring yourself = \$60.
- Send out at least 150 letters to family, friends, neighbors and co-workers (ask for a minimum donation of \$26 and assume that at 60% of your potential donors will respond) = \$2340.
- Hold a bake sale at your office or a garage sale in your driveway and collect \$350.
- Check with your company's human resource department to see if they offer a matching gifts program or corporate sponsorships = \$250.

GRAND TOTAL: \$3000 *(not including any matching gifts)*

Here is a less aggressive but still very an effective plan:

How to Raise \$550 in Just One Month

Week 1

Day 1 Start by pledging \$50

Day 2 Ask your company/boss to match your donation \$50

Day 3 Ask your significant other or roommate for \$25

Day 4 Ask a family member to sponsor you for \$25

Day 5 Ask another family member to sponsor you for \$25

Day 6 Ask a third family member to sponsor you for \$25

Day 7 Ask your hairdresser or cosmetologist for \$10

Total After Week 1: \$210

Week 2

Day 8 Ask a friend for \$20

Day 9 Ask another friend for \$20

Day 10 Ask a third friend for \$20

Day 11 Ask your doctor for \$25

Day 12 Ask a coworker to contribute \$10

Day 13 Ask another coworker to contribute \$10

Day 14 Ask a third coworker to contribute \$10

Total After Week 2: \$325

Week 3

Day 15 Ask your dentist or orthodontist for \$25

Day 16 Ask a neighbor for \$10

Day 17 Ask another neighbor for \$10

Day 18 Ask a third neighbor for \$10

Day 19 Ask your health club or gym for \$20

Day 20 Ask someone from your church/temple for \$10
Day 21 Ask a second person from church/temple for \$10
Total After Week 3: \$420

Week 4

Day 22 Ask a third person from your church/temple for \$10
Day 23 Ask a club friend (Book Club, Service Club, Social Club, etc...) for \$10
Day 24 Ask another club friend for \$10
Day 25 Ask a business you frequent for \$25
Day 26 Ask a second business you frequent for \$25
Day 27 Ask a local restaurant for \$10
Day 28 Ask another local restaurant for \$10
Total After Week 4: \$520

Rounding out the Month...

Day 29 Ask a service provider (mechanic, handyman, dog walker...) for \$10
Day 30 Ask a local retail store for \$10
Day 31 Ask a second retail store for \$10

At the end of the month you will have raised \$550! Now, wasn't that easy?

ONLINE Fundraising

We have found that the #1 way to raise money while participating in the SAN FRANCISCO MARATHON® program is through an online campaign.

- a. Set up your online fundraising page using the login and password that you get from The San Francisco Marathon™ when you register.
- b. Write and mail your fundraising letters. Make sure to include the address to your website.
- c. Follow up in a few weeks with an email. Make sure to include a link to your website!
- d. Place a link to your website in all of your email signatures. This will serve as a constant reminder to your friends, family and colleagues that you are fundraising for a great cause!
- e. The following pages will give you some quick tips for setting up your online fundraising page and maximizing your resources with your fundraising letter.
- f. Online donations are convenient, effective and easy for your donors to manage. They are also easy for YOU to manage since online donations are automatically added to your Race Central account—you have no paperwork to track!
- g. In addition, your donors automatically get a donation confirmation and tax receipt email, and you get an email notification every time a donation is made to your site. The best part is that it is EASY to set up!

How do I set up my online fundraising page?

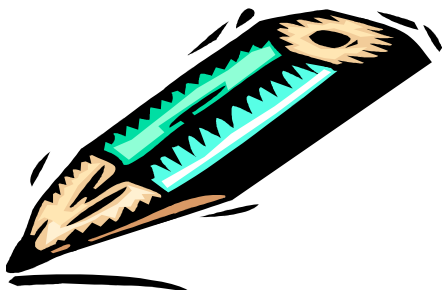
1. You will receive a login and password with a link to set up your online fundraising page shortly after registering for the program. This email will also include a link to your page...it has already been created for you!

2. Fill in any blanks the online form. Many of the questions on the form are similar to the information you provided on the registration form. It is important that you complete the information on the online form exactly as you completed the paper version of the registration form.

3. Customize your page. It's EASY to customize your page — no html or web page design experience is necessary. You can add a picture, change your text or create a blog right there on your page. The possibilities are endless!

- Participants who use online fundraising raise an average of 46% more
- than participants who don't use their sites.
- About 70% of the donations given to Race for Free and Train for Free participants came through online fundraising sites.
- The average check donation is \$25- 40 and the average online donation is \$75.
- What are some tips to online fundraising?
- Add your personal web address to your email auto-signature.
- Personalize your online web page! Below are some suggestions for ways you can make your online fundraising page your own unique site:
- Add a photo
- Inform your donors on the reason why you joined TNT
- Include the story of your personal honored teammates or your event
- honored teammates
- Use it as a fundraising page AND a training log so that your friends
- and family can track your training progress
- Send your link out to friends, family and colleagues by email, so they can simply click and donate!
- Print "business cards" with your web address and information to
- send with your letters. This allows people to have easy access to
- your web address, in case they need to bring it to the office to
- donate online.
- Set your page up right away! The faster you set up your web page, the faster you can get started on your fundraising!

How to Write a Good Solicitation Letter



Once you become a member of THE SAN FRANCISCO MARATHON®, we encourage you to map out how you are going to reach your fund-raising goal. We understand that raising funds can be a bit intimidating, but we know that you will you be successful if you plan ahead, start early, use all of your resources, be creative, and have fun!

You will send this letter to all of your immediate and extended family, friends from your past and present, neighbors, old college roommates, your favorite teacher from the 4th grade, and just about anybody else that you can think of.

However, you may have to supplement your initial letter-writing campaign with a corporate sponsorship or a “mini-fund-raiser” if you find that your letter does not receive an adequate response to reach your goal.

Writing a Good Letter

The KEY to a successful letter-writing campaign is composing a compelling letter. Follow these steps for a great letter:

1. *Make it Personal*
Let your donors know what’s going on in your life and impress upon them the importance of your involvement with THE SAN FRANCISCO MARATHON®. If it means something to you, it will mean something to them.
2. *Use Humor*
Everybody loves a chuckle, so use humor if appropriate.
3. *Short and Sweet*
Try to keep your letter down to one page and no more than two pages. If it is too long, you will lose your reader's interest.
4. In your letter make sure you add your personal on-line fundraising website link
5. *Make The Ask!*
Very important! Involve your donors in your journey with an appeal for a donation.
6. *Suggested Giving Levels*
We recommend providing your donors with suggested giving levels. Let your donors know exactly how much money you need to raise to meet (and perhaps exceed!) your fundraising goal. Ask for a standard donation of \$2 for every mile that you will cover (\$52), but stress that all donations, big or small, will be gladly accepted.
7. *Set a Deadline*
Ask your donors to try to return their donations to you no later than six weeks after sending out your letters. If you don’t provide your donors with a concrete deadline, they are apt to set your letter aside and forget all about it! However, mention that you will gladly accept donations after the deadline.
8. *Simplify the Donation Process*
Provide a self-addressed (stamped if possible) envelope and donor form (see example below) with your letter.
9. *Keep a List or Excel Spreadsheet of Your Potential Donors*
Start with your address book, wedding guest list, or Christmas card list to get you started. **In addition to mailing your letter, you can also email your letter to everyone in your personal address book – your friends, family, and business contacts can then forward your letter to everyone in their personal address books!** Make copies of all of your donations before forwarding them to your local CFF office and track them on your spreadsheet. This is important for the next step:

Send a "thank you" letter/note/postcard to your donors upon returning from your event. Your donors will be anxious to know how you did and will appreciate being thanked for their generosity. You may want to include a picture of yourself on race day in the body of your "thank you." A thoughtful "thank you" will prep your donors for the next event that you do with us!

These are just a few tried and true suggestions. Of course, the final letter needs to come from your heart and hand. Please contact your local THE SAN FRANCISCO MARATHON® staff if you would like us to review your letter before you send it out – that's what we're here for!

Please view our sample letters below to help get you going. Good luck and remember to **"Start Early!"**

Sample Solicitation Letters

January 10, 2009

Dear Anne:

I am writing to request your sponsorship. I will be participating in a fund-raiser with the Cystic Fibrosis Foundation at the San Francisco Marathon and Half Marathon 2009. So far I have raised \$1,000 toward my personal goal of \$4000, and I would very much appreciate any support you could give me (perhaps as part of your 2009 tax planning strategy?).

I am very impressed with the quality, efficiency and effectiveness of the Cystic Fibrosis Foundation's fund-raising efforts and the research funded by the money raised by THE SAN FRANCISCO MARATHON® participants. Yet, despite this progress, this tragic disease continues to claim innocent lives each and every day.

Personally, a marathon is a true stretch for me, as my only prior "race" experience running or walking was a non-competitive five-mile run last spring in Los Angeles. I am confident that I can complete the marathon (either walking or running), but I am quite sure that there won't be any world record times next to my name!!!

If you could sponsor me for \$50 (or whatever amount you feel most comfortable with), I would be most appreciative. Please make your check payable to the "Cystic Fibrosis Foundation" and return it in the envelope provided. If you are interested in charging your donation to a major credit card, please fill out the enclosed pledge form.

Thank you very much in advance for your consideration and support. Please call me if you have any questions.

Sincerely,

Sue

January 10, 2009

Dear Sue:

As some of you know, I have joined the San Francisco Marathon Training Program (formerly Athletic Endurance) and started training again for the San Francisco Half Marathon taking place in July. This will be the third half marathon that I will be participating in. I am currently running 3 days a week, including a track workout, training 4 days a week on my own and loving every bit of it. It's only been a couple of weeks, but I already feel speed and endurance improving. I feel great and I already have 2 more races later on in the year that I have my eyes on - the Disneyland Half Marathon and the San Jose Rock 'n' Roll Half Marathon. Care to join me? Hopefully in 2010, I'll have it in me to try and complete my first FULL marathon - that's 26.2 miles!

Well, enough about running for now. In addition to training hard to prepare for another race, I am also working hard to raise money for yet another great cause - the fight to end breast cancer. As a part of my training, I also joined a group called Committed 2 Community and the money that I will be raising will benefit the California Breast Cancer Research Program. I have set a personal goal to raise at least \$2000 in donations for this organization, but I need your help to achieve that goal. Thanks to the generosity and support of my family, friends, and friends of friends, I was able to raise almost \$3000 in donations in 2008 for the San Francisco AIDS Foundation. So, I'm pretty confident that I could meet this goal again, but I need **YOU** to help. According to the California Breast Cancer Research Program (<http://www.cbcrp.org/>) website states, "Nearly 200,000 California women are living with the disease, and today a woman has a 1 in 8 chance of developing breast cancer during her lifetime." That's 200,000 women too many! We must find a cure to eliminate this disease. I completely understand that times are tough financially, but at the same time, please think about how much your donation will help. Think about your mothers, grandmothers, sisters, aunts, cousins, nieces, friends and loved ones that are living with the disease or that have lost their lives to it. Your donation will bring us steps closer to finding a cure and eliminate breast cancer. You're probably thinking, "How can I donate?." Well, you can donate one of two ways. If you would like to donate using your credit card, you may visit my fundraising page to place your donation online.

<https://secure2.merchantcart.net/runsfm//MyWebPage.cfm?plD=377511>

Online is the fastest, easiest way to get your donations in. If you would like to send a check, please complete the enclosed donation form and mail it to the office listed.

For updates about my training and fundraising, you may visit my blog at <http://run-anne-run.blogspot.com/>.

Thank you very much in advance for your love, support and generosity. Feel free to contact me if you have any questions.

Best Regards,

Anne

Sample E-Mails

Subject line: I'm running for a cause...

New Year, New Goals!

For 2009 I've decided to set some goals for myself and I thought participating in the SF Half Marathon on July 24th will help me achieve several of them all at once!

- ***My first goal is to get back into shape after a year break.***
- ***My second goal is run a half marathon for the first time.***
- ***And my third goal is to help raise \$1,500 towards Breast Cancer Research by the end of July!***

Breast Cancer has hit close to home with my family these past couple of years. Both my Sister-in-law, Julie Hughes and Aunt, Quita Bullen, were diagnosed with Breast Cancer... With early detection and proper treatment, I still have these two lovely, beautiful, inspiring women in my life! Together, let's make a difference for other mothers, daughters, sisters, aunts, cousins, friends and wives...

I hope you will help me achieve my goals and consider donating to a worthy cause!

To donate, please visit my site at:

<https://secure2.merchantcart.net/runsfm//MyWebPage.cfm?pid=375326>

or write a check out to:

Committed 2 Community, PO Box 77148 San Francisco, CA 94109

and mail to:

Ann Smith, 1689 Woodside Court, Bethesda, MD 20001

- Breast cancer can affect women of all ages and race.
- A women has a 1 in 8 chance of developing breast cancer during her lifetime.
- Your contributin to Breast Cancer Research will help advance further research to prevent, treat and cure breast cancer!

I wish everyone a happy, healthy and peaceful new year,

Ann

In celebration of Valentines Day, receive a chocolate as a Thank You for your contribution for donations \$25 and higher. (For every \$25 donation, your name will be entered into a raffle to win a bottle of wine, a pair of movie tickets or something sweet baked by yours truly! Raffle will be drawn at the end of July)

For more information about the organization, please visit: <http://www.cbcrp.org/>



ABC's of Donations

- A** Accountant, Attorney, Airlines
- B** Bakery, Bank, Bar, Bands, Barber, Boutiques
- C** College Friends, Co-Workers/Colleagues, Caterers, Country Club
- D** Dry Cleaners, Doctors, Dentists, Department Stores
- E** Eye Care Specialist, Electrician
- F** Fraternities/Sororities, Family Members, Florists, Friends
- G** Grocery, Gas Station, Golf Course
- H** Health Club, Hair Dresser, Hotel
- I** Interior Decorator
- J** Jewelers
- K** K-marts (or similar stores), Kiwanis Clubs
- L** Limousine Service
- M** Manicurist, Masseuse, Mailman, Movie Theatres
- N** Nutritionist
- O** Orthodontist
- P** Professors, Parent's Friends/Work Contacts
- Q** Quick Printers or Photo Processing Services
- R** Restaurants you frequent, Religious Organization, Rotary Clubs
- S** Sporting Goods Store, Spouse's Friends/Work Contacts, Ski Resorts
- T** Theatres, Teachers, Therapists, Ticket Sales Office
- U** Unions, Universities
- V** Video Store, Veterinarian, Volunteer Groups
- W** Work contacts, Winery
- X** Xeroxing Services
- Y** Youth Groups
- Z** Zoo



Matching Gifts



If you are employed by a company with a matching gifts program, you can increase the value of your gift to THE SAN FRANCISCO MARATHON®. While most programs double their employees' gifts, some will even triple a gift. More than 1,000 parent companies and corporate foundations in the United States currently match their employees' gifts to nonprofit organizations. Retired employees, spouses of employees and corporate directors may also be eligible to participate in many corporate matching gifts programs.

Your company's Human Resources or Benefits Department can tell you whether or not your company has a matching gifts program and provide you with more information concerning eligibility.

New Fun Fundraising Tips

Social Media

Since we all have Facebook and Twitter accounts what a better place to promote your fundraising efforts to a large group of people in short time frame. Post your personal fundraising page link on both media outlets asking for people to support you.

Flavored Lemonade

It's hot out. What could be better than a refreshing summertime drink? Are there upcoming summer events in your community? Get permission to set up a Lemonade Stand at the event or parade route. One community stand made \$5,000 in just a couple of days.

Kids can make a great impact, so round up some irresistible cuties who can ask for a \$1 donation. Make sure there's plenty of signage at your booth so people know it is for a great cause and why the lemonade is purple.

One Man's Trash

You know how the old saying goes. Summertime is a great time to host a Garage Sale and everyone gets some treasure.

Go Green and Raise Green

Done with that water bottle? Rinse it out, apply a label similar to the one below:

Enjoy this bottle of water and help fight cancer by filling it up with your loose change!

Filled with dimes, this bottle holds \$90.00!

Take your bottles to work, the gym, and to work, and Watch Your Fund-Raising Levels SOAR!

It's show time

Set up your big-screen TV in the back yard (or put up a sheet and borrow a projector) and host a neighborhood movie night, charging an entry fee plus concessions.

Put your own spin on it! Here are 3 ideas:

Make it a date night for parents by charging \$20 to drop off their kids for a movie and pizza.

Ask the local firehouse to set up a screen with a family-friendly feature and throw in a tour of the firehouse for an extra \$5.

Have a movie night at a local community or high school pool... there's nothing like watching "Jaws" while floating on a raft.

Fundraising Tips for Individuals

An Email A Day Your personal webpage has lots of tools for online FUNdraising. But before you e-mail everyone in your address book, consider this: a personalized approach works better than a one-size-fits-all tactic. Instead of "Dear Friends", take 2 minutes every day to e-mail just 1 person. Your "ask" for support will be the same, but this one-a-day approach will let you add a sentence or two that personalizes the email, so they're likely to be more compelled to respond.

Double Your Money Many companies offer matching gift programs that will double, even triple the value of a donation or volunteer time that you give. Here's how:

Download and fill out your company's matching gift form, send it to us, and we'll take it from there.

Our Address: Committed to Community, Attn: Greg Rosenberg, PO Box 77148, San Francisco, CA 94107

If you don't see your company, don't worry, you might still be in luck. Simply contact your human resources department and ask if they offer a matching gifts program. If they do, simply get the form, fill it out, and send it to us.

Encourage your friends to do the same.

Bring It Along Take your Web site's address and contribution form everywhere you go and ask everyone you interact with to support you. Remember, the fight against cancer is a great cause, and most people want to help.

Talk It Up Ask for a few minutes on the agenda of any meetings you will be attending. Explain why you Relay and ask for everyone's support. If you are dedicating your efforts to someone who has had cancer, tell that person's story.

Sports Team pledges Ask donors to pledge per point that their favorite sports team scores.

Get People Feeling Comfortable TGIF takes on a new meaning when you ask your workplace to allow employees to "dress down" in return for a contribution to your cause. Work out an acceptable dress code in advance - jeans are usually the casual garb of choice

Pet sitter Ask for a donation to take care of someone's pet while they are away.

Pin It Up Post your Web site address or contribution form on the bulletin board or in the newsletter at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, email address, and team Web page address.

Send the Message Change the recording on your voicemail or answering machine to mention that you are raising money for a specific and how callers can make a donation. Then, when you call people back, ask them to sponsor you. When emailing friends, add a "PS" asking for their support. Be sure to include your web address in your signature.

Questions for a Buck One individual raised money by having her boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread and everyone started asking questions and paying up.

Hair Raising fun Agree to have someone shave their head or dye their hair purple at the Relay once a certain amount of money has been raised. Be sure to set a high goal!

Challenge Each Other Print out a fundraising thermometer to track your goals. Bring to each Training Session and hold challenges between friends. Drive your fundraising effort through healthy competition.

Open Parties or Private Parties Have a community-wide or private dinner. These may include a progressive dinner, tapas party, or any other themed event. While these take more coordination and preparation, they can be big fundraisers. Attendees are asked to make a donation. Many teams have success with Super Bowl or other Sports championship games.

Turn Your Favorite Casserole into a CA\$Herole Everyone has one dish meals that are real time-savers and budget stretchers. Now imagine the appeal of selling these ready-to-pop-in-the-oven meals to busy families as a healthy alternative to the fast food take-out window. And no matter how loudly your customers beg for the recipes afterwards, don't give them out. Save them for your next team FUNdraiser: a cookbook!

Yard Displays Place plastic pink flamingos, wooden cows, or a purple toilet in the front yard of unsuspecting donors. Request a donation to remove them, an additional donation for the homeowners to pick whose yard they are placed in next, and another donation as insurance that they don't wind up back in their yard. Please exercise good judgment when engaging in this activity.

Give Rewards Ask your boss to offer an extra vacation day or casual day to the team member who raises the most money. If your team is the highest fundraising team within the company, see if everyone on the team can have a day off or casual day.

Give Prizes Get some great prizes donated to your team. Try gift certificates at a restaurant or spa. Then auction them off to the highest bidders. Remember your team members may

Sample Donor Form

Name of participant: _____

I will be participating at the San Francisco Marathon & Half Marathon

Raising money for:

_____ (Name
of The San Francisco Charity)

Please complete and return with your donation in the enclosed self-addressed envelope:

Name _____

Address _____

City _____ State _____ Zip _____

Check # _____ enclosed in the amount of \$ _____

Please charge \$ _____ to the following credit card: Visa Mastercard AMEX Discover
(Please circle choice)

Name as it appears on credit card: _____

Card Number: _____

Expiration Date: _____

Card Holder's Signature: _____

Corporate sponsorships are also available. Please call Greg at the San Francisco office at
888-958-6668 for more information.

All donations are 100% tax-deductible. Please make all checks payable to the Cystic Fibrosis
Foundation.

Please send me a receipt.

Thank you for your support.