OUR TOP TIPS to put the *fun* in *fun*draising!

We're so excited you are going to join us in transforming lives with every step you take in the Rose Bowl Half Marathon or 5K. You'll be joining a community of runners/walkers that is committed to preventing families from facing homelessness by raising vital funds. Are you ready? Use these top tips to get a strong start... let's go!

1. Why do you want to join Team DOH for the Rose Bowl Half Marathon or 5K?

As you prepare, consider your motivation and share it on your fundraising page.

- Maybe you're inspired by someone you know who has faced homelessness.
- Or perhaps each step reminds you of your own good fortune, and while training is tough, it pales in comparison to the daily struggles of those without homes.
- Running might also give you purpose, and knowing your miles bring hope to others makes every training session meaningful.

2. Follow the Leader

Our very own Jim Howe, Door of Hope's Chief Financial and Operations Officer, is our Team Captain for the half marathon and Carmella France, Finance Director is Team Captain for the 5K! Note: Team Captains are not eligible for fundraising incentives.

- Check out their fundraising pages as a great example of what a page might look like
- Set a fundraising goal based on how many people you expect to ask and the average gift amount you expect your network to give. (we recommend $1,000 for the half marathon and $500 for the 5K, if possible). Make a donation of $25 or more on your own page to demonstrate your personal commitment.
- Team Captains are here to make this experience FUN, so sign up for his WhatsApp group chat for regular updates, including tips, training plans, weekly Pasadena training runs/walks, inspiration and information for this journey together.
- Leah Rosenfeld, professional coach and friend of DOH, will be developing a training plan for Team Door of Hope! Our 16 week training plan will launch Sept. 22. In her words: "Let's put a little fun in our run!". Check out Leah on Instagram @leahdanarosenfeld and on her website at learosenfeld.com.

3. Now, Just do it! Make the Ask

The #1 reason people don't donate is that no one asked. DO be respectful in your approach, but DON'T be afraid to ask. Remember, many people are concerned about addressing homelessness, and you're offering them a meaningful way to make a difference. Friends and family are a great place to start.

- If you're comfortable/allowed, include your coworkers or fellow volunteers at other organizations
- Think about acquaintances you know who have or may have an interest in the DOH mission.
- Especially in the early stages, ask everyone you can think of – spread the word far and wide!
- Consider asking in person for a larger gift, or for a donation from someone you know will value a personal approach.
- Personalize the letter template, provided once you're registered, and adapt to your voice.
- Use email, texts, social media, and/or phone calls! See more at #8 below.

4. The secret to fundraising is in the Follow Up

There's a lot of asks out there at any given time and follow up makes you stand out in the crowd:

- Follow up about a week after your first ask and the week after that
- Continue following up about every other week by posting/sending training and fundraising updates (this shows your commitment) – remind them it's not too late to give.

5. Have an Attitude of Gratitude

When they donate: Try to thank your donors immediately after they make a donation, with a quick email, text or phone call.

After they donate: Keep your donors updated on your progress – include them in your training and fundraising updates (sometimes people make more than one gift!) and share the impact of their gift (see IMPACT flyer). They like to know their gifts makes a difference!

After you run: Send a thank you (mass BCC email, for example, or individual notes) to your donors after you finish the race. Let them know what they were a part of – you want them to remember this great feeling when it's time to donate again next year!

6. A Picture is Worth 1000 Words

We will provide you with photos and videos that you can share. These visuals will better tell the story of the difference you're making when you partner with us.

You can also share your own photos of you or the team in training. Consider visiting Door of Hope for a tour and share pictures of you learning about our programs.

7. Social Media v Email

Social media is great for spreading awareness, quick fundraisers, and easy sharing, but for some, email is more likely to get a response. We recommend that you use both approaches!

SOCIAL MEDIA

- Use hash tags! #TeamDoorofHope, #Rosebowlhalfmarathon, #rosebowl5k, #DOHrosebowlrace2027
- Not every post should be an ask – share photos, positive anecdotes, training milestones. Remind people why you're running.
- Add your donation page link to your bio on Instagram.
- Follow Door of Hope on social media and re-share our posts: facebook.com/thedoorofhope.us and instagram.com/doorofhope.us

EMAIL

- Communicate with email less than social media – about every other week for email and up to multiple times a week for social media.
    - Use BCC to protect your donors' privacy
    - When you send follow up email asks, remove those who have already donated

8. Honorable Mentions

Be direct in your ask – it can be effective to suggest a donation amount. Use milestone numbers (your age, how many miles you're running, how many families DOH serves) to encourage your donors to give specific amounts.

Use a Telethon model - Holidays, birthdays, Giving Tuesday, any special dates are great times to make a special ask. Consider a "flash" fundraiser, almost like a telethon, where you set a goal for that day and make multiple asks that special day or as part of a neighborhood event, with updates throughout the day.

Leverage other's networks - When making an ask, it can be helpful to remind people of other ways they can help you and Door of Hope if they can't make a cash gift right now – such as sharing your posts with their networks or forwarding your emails to their friends.

Keep your webpage address handy. Text it to yourself, keep it at the top of your email inbox, or shout it out on Facebook or Twitter.