

Six Marathon Fundraising Tips

Start your marathon fundraising effort off on the right foot!



Here are some tips and tricks based on the successes of Firstgiving's top Boston and national marathon nonprofits and their runners and fundraisers. Read more marathon fundraising tips on our Endurance blog, www.teamfirstgiving.com

1. Talk about Firstgiving at your marathon team meetings

There's nothing like leading by example. Start by making your own personal fundraising page and then challenge your staff and board members to set up their own personal fundraising pages and email them to at least ten people each, and give regular updates at every team meeting. Setting up teams of runners can also help increase your fundraising through teamwork and a little friendly competition.

2. Add the link to your Firstgiving charity site on your web site

Adding a link to your Firstgiving Start Page shows the importance you place on your runners' online fundraising efforts and increases the chances that additional donors and fundraisers will join the cause. Try adding links to your homepage and your "ways to help" section. Here's a great example from the Scleroderma Foundation.



You can find simple instructions on how to add a Firstgiving badge to your web site at: www.firstgiving.com/Design/1/badges_start.asp

3. Encourage your runners to promote their fundraising on their web sites, blogs, Facebook and MySpace pages

Many of your younger team members have embraced social media sites like Facebook and MySpace. Ask them to spread the word by adding a badge to their MySpace profile, a widget on their blog, or our Fundraising application to Facebook. They can find all this in their Firstgiving accounts.

4. Send an email or newsletter introducing Firstgiving

Remember how busy people are, particularly those working full time while training for a marathon. Keep reminding your marathon team about the benefits of online fundraising, starting with an announcement that you're working with Firstgiving. Here's an example you can use or modify:

We are partnering with Firstgiving to help us with our Boston Marathon fundraising program. Firstgiving is the leading social fundraising platform. Their site gives us the tools and resources to raise more money and reduce our development costs.

Raising money online with a Firstgiving personal fundraising page is simple. You can easily create a personalized fundraising page and email it to everyone you know. With email and Firstgiving, it's easy to ask lots of people, and collect lots of donations. It's amazing how simple and effective email can be at reaching old friends and distant family members and turning them into donors.

It's even easier for people to make secure online donations and leave supportive messages on your page. Firstgiving automatically processes these donations for us, saving you the hassle of collecting and forwarding checks. To get started, visit our start page, www.firstgiving.com/YOURURL. Setting up a page takes about five minutes. Thank you for making a difference.

5. Optimize matching gifts

A matching gift is a benefit that many companies provide, where they match all or part of their employees' charitable donations. To optimize your donor's matching gift programs:

- Ask your donors if their companies provide matching gifts.
- Be sure to make your EIN and mission statement easily available, since donors often need that information to submit matching gift requests.
- Encourage your supporters to promote companies that provide matching gifts.

6. Keep the momentum going

Once you've asked your runners to set up fundraising pages, make sure you find out how they're doing and give them encouragement.

- Log in to your Firstgiving nonprofit account and check your reports.
- Send thank-you emails to people who have set up pages or donated
- Send gentle reminders to runners who haven't created pages
- We all know how busy people are, and even those who mean well sometimes need an extra reminder.

Good luck with your fundraising! If you need ideas and inspiration, try these sites:

- The Online Fundraising Blog: www.onlinefundraisingblog.com
- Team Firstgiving's Endurance Fundraising Blog: www.teamfirstgiving.com
- Firstgiving's Support Community: getsatisfaction.com/firstgiving

www.firstgiving.com
(617) 591-2121

