

Marathon Fundraising Tips for Runners

How to earn your number and raise more for your cause



What we have learned

Through our experience with millions of donors and fundraisers, we have learned that most donors contribute because:

- they know and want to support you
- your nonprofit resonates with them
- they're amazed by your fundraising efforts or the event you're tackling
- they can see the direct impact their donation makes



With this learning, we have found there are some concrete steps which you can follow that contribute to more successful fundraising.

The essentials for successful fundraising

Tell your story. The more personal your story, the better. Not sure how to start? Try answering these questions in your personal message on your fundraising page:

1. Why are you fundraising?
2. Why is this cause important to you?
3. What impact will each donation make? (eg \$10 feeds a child for a week)

Set a fundraising goal. Donors want to see their friend succeed. In fact, some will donate again if they know their friend is close to the goal.

1. Set a fundraising target when editing your fundraising page
2. Give updates on the status of your fundraising goal
3. Raise your goal once you reach it. Then update your donors again

Add a picture. Add an image that speaks to your donors, eg photo of you in your event, or who or what donations are helping.

Tell your contacts. Share your fundraising page with family, friends, colleagues, parishioners, or anyone in your community. Firstgiving provides email templates you can use in **your account**.

Thank your donors. Firstgiving automatically emails a "thank you" message to your donors. When editing your fundraising page, personalize it. Tell donors what it means to you or how their donation is helping your nonprofit.

Keep sharing. Send updates on your fundraising, life, or training. Sharing your stories about challenges and achieving milestones makes donors feel a part of your fundraising efforts. Firstgiving provides an email template you can use in **your account**. Who knows - you may inspire some donors to join or advocate for your efforts.



You can also try some of these other fundraising ideas.

Talk about your fundraising efforts on your blog. A blog is an online journal. This is a great place to update donors on your marathon training – the good and bad, and your fundraising progress. Be sure to add a widget or link to your fundraising page. For more information on adding a widget to your blog, click "widgets" at the bottom of www.firstgiving.com

Link to or add your page to your social media sites.

- On Facebook? We are too. Talk about in your fundraising/training efforts in your status and add your fundraising page to your profile via our application. To add our application, visit <http://apps.new.facebook.com/firstgiving>
- On MySpace? Talk about your fundraising page and add a badge to your space. To learn how to add a badge or widget, click "widgets" at the bottom of www.firstgiving.com
- On Twitter? Tweet about your fundraising efforts and link to your fundraising page.
- On other social networking sites? Talk about your fundraising efforts and link to your fundraising page.

Optimize the matching gift

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.
- Know your nonprofit's Tax ID number (EIN), address, and your contact who organizes your donation's details.
- Tell your nonprofit that a matching gift is coming so they can look out for it.
- Promote the company who provided the matching gift on your fundraising page.

Offer your services. In exchange for a donation to your fundraising page, you could:

- Babysit
- Drive a friend to the airport
- Rake leaves, shovel snow or cut the grass

Dedicate mileage or body parts for a donation.

- Offer your t-shirt, arms, legs, or head for a donation.
- Dedicate a mile or kilometer to remember or honor someone for a donation.

For more fundraising ideas or to share your fundraising and running ideas and successes, please visit our endurance fundraising blog, www.teamfirstgiving.com

www.firstgiving.com
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