

FUNDRAISING TOOL KIT



OURHOUSE

GRIEF SUPPORT CENTER

Run For Hope



Sunday, April 28

West Los Angeles Civic Center & Bandshell

Presenting Sponsors

The Hollander Family



PAWS FOR LIFE
K9 RESCUE



FUNDRAISING TOOL KIT

Thank you for joining us for the 2019 Run For Hope!

Because of your support, OUR HOUSE continues to provide grief support services, education, resources, and hope to thousands of children, teens, and adults throughout Los Angeles County and beyond every year.

We know that fundraising can feel challenging but setting a simple goal can be very rewarding. We suggest a fundraising goal between \$500 and \$2,500 per team.

Imagine, if you raise \$500, you are funding one child in a grief group for 10-weeks. If you raise \$2,500, you are sending a kid to Camp Erin-LA for a weekend. Of course, whatever you raise makes a meaningful difference in guiding a person from **grief** to **hope**.

If you have questions or need assistance, please contact me at 310-473-1511. Thank you for your support of the **OUR HOUSE Run For Hope!**

Best,

Ginnean Shaw
Development Associate
ginnean@ourhouse-grief.org



HOW TO GET STARTED

Set a GOAL!

Setting a goal is important. You can set a goal to improve your walk/run time, or create a certain team size, or to fundraise. By setting a fundraising goal, you can keep your friends and family up to date with your progress, and it is a great way to motivate others!

When you register, it is easy to set up an individual or team fundraising page and share your goal on Facebook, TWITTER, Instagram...and of course, to email your family and friends. There are tools on your dashboard page to help you achieve your goal.

When you set up a team fundraising page, you become a team captain and you can share your page with others and ask them to fundraise towards your team goal. Every individual on the team that raises money contributes to your team goal. Or you can fundraise as an individual with your own personal page. In this case, you set your own goal and people contribute to your goal.

START FUNDRAISING!

When you set up your page, make **the FIRST donation**. This can be as little as \$50 or as much as \$100 dollars, or even \$1,000! Showing you are committed will motivate others to be committed as well. Fundraising is easy! Here is a formula for success:

1. Ask at least **TWO family** members to support you for \$50
2. Ask at least **FOUR friends** to contribute \$25
3. Get your **TWO coworkers** involved and ask them to give \$35
4. Do the neighborly thing and ask **TWO neighbors** to give \$25
5. Approach **TWO businesses** that you frequent to give \$50
6. Ask **TWO** people you know on **Facebook** to donate \$15

If you use the above formula and you will have already raised \$500. Double the amount of people you ask, or double the amount you are asking, and you will have raised \$1,000! Before you know it...you are fundraising!

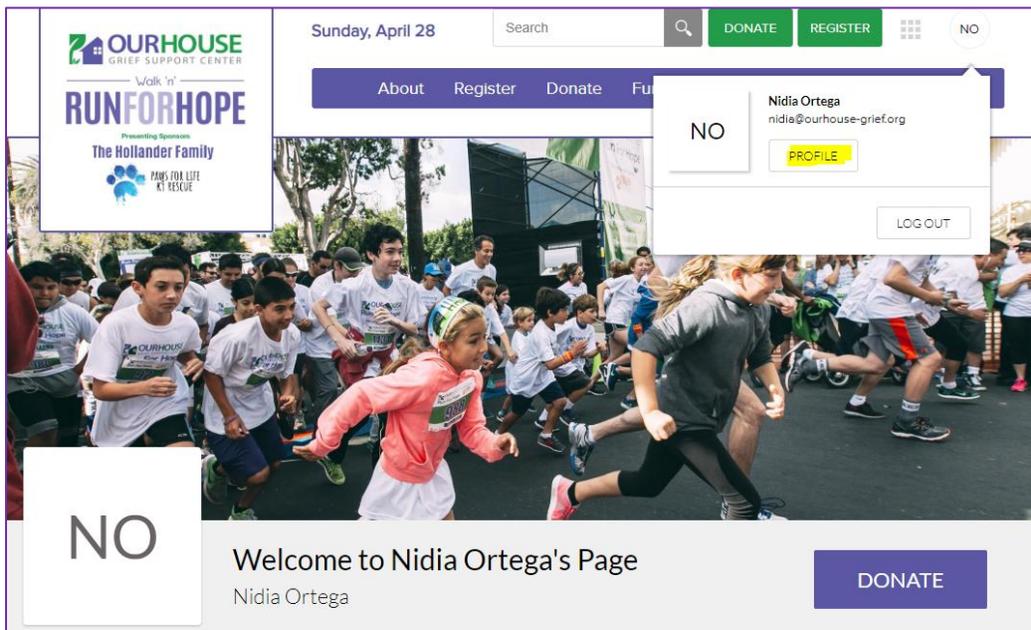
Remember, if you raise \$2,500 you are sending a kid to Camp Erin-LA so...increase the goal and raise \$2,500! Of course, **ANY AMOUNT** you fundraise is appreciated!



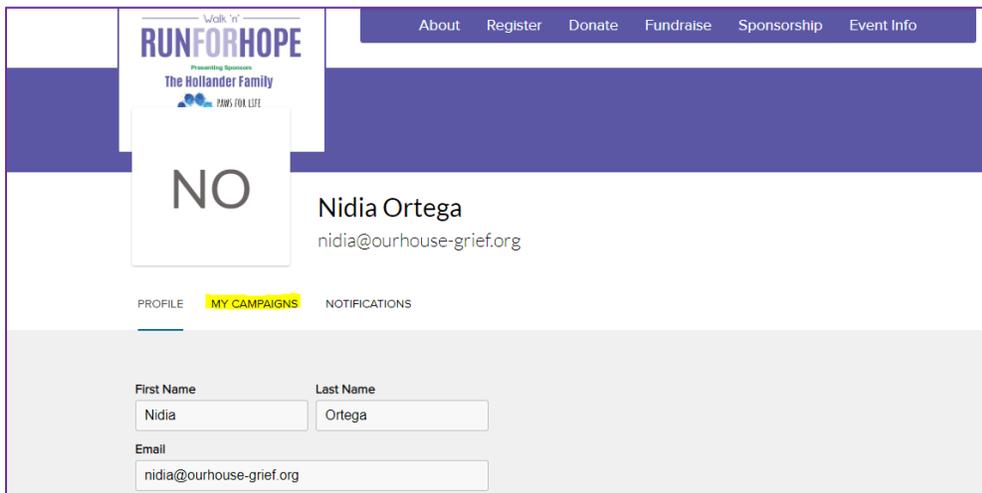
Personalize Your Fundraising page

You can personalize your Dashboard page. Here is how you do it:

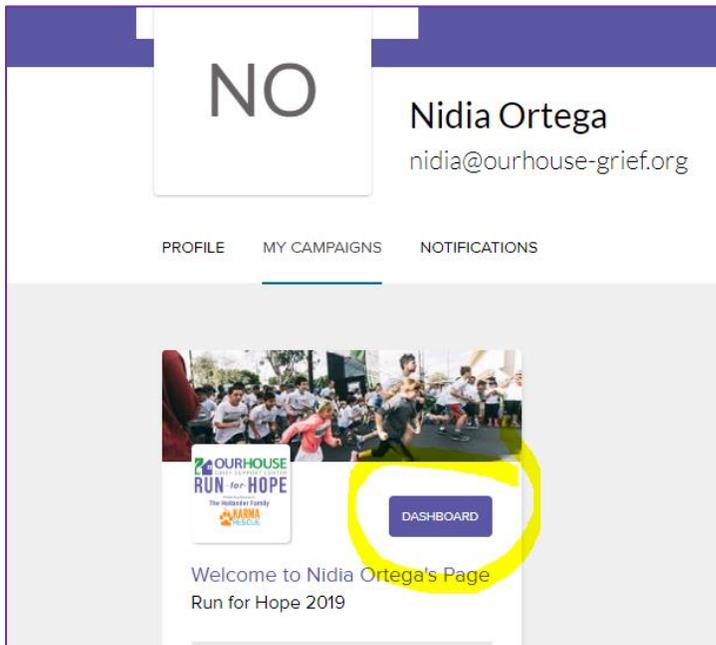
Step 1 - Log in to your Rallybound account with your email address that you used to register and password.



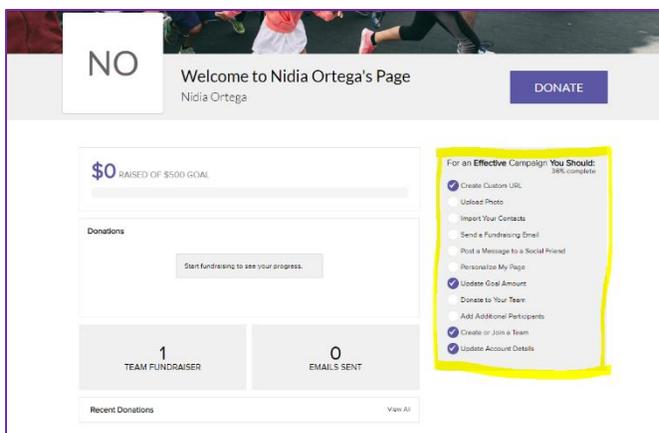
Step 2 - Once you are logged in, click on the circle with your initials then click on “Profile” in the upper right corner of the screen.



Step 3 - This will redirect you to your settings where you can change your profile, fundraising page and see your notifications. In the “Profile” section is where you can edit the picture you would like displayed on your fundraising page



Step 4 – Click on the “My Campaigns” then click on the purple button that says “dashboard” where you can increase your personal and team goals and customize your donation page URL. When you click save, you will see whatever changes you made reflected in your Team/ Personal page. You will also see a purple checkmark in a to do list posted on the right side of the screen for every item that you have completed.



The Dashboard has tools for you!

- Add additional team members
- Promote via Email
- Promote via Social Media
- Social Auto-Post
- Contact Book



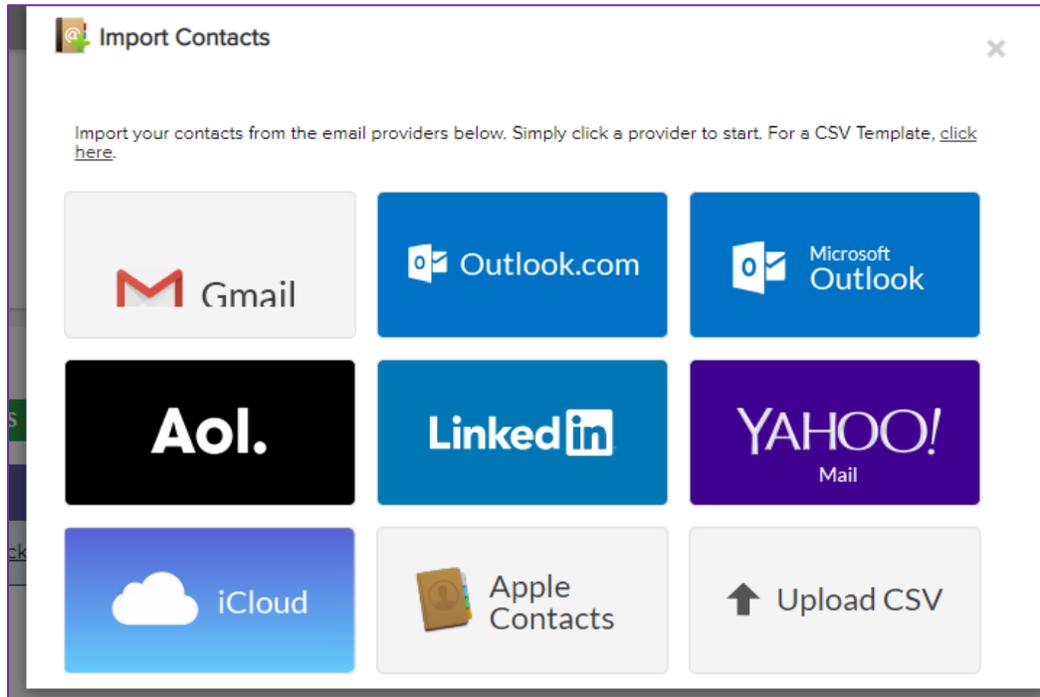
Upload Your Contacts

You can engage potential supporters directly from your dashboard by uploading your personal contacts or manually adding them in Here is how you do it:

Step 1 - Log in to your dashboard with your email address that you used to register and password.

Step 2 - Once you are logged in, navigate to your dashboard following the same steps outlined in the previous page. Click on the link that reads "Import Your Contacts".

Step 3 - You can choose to import contacts directly from your email provider or entering them manually.





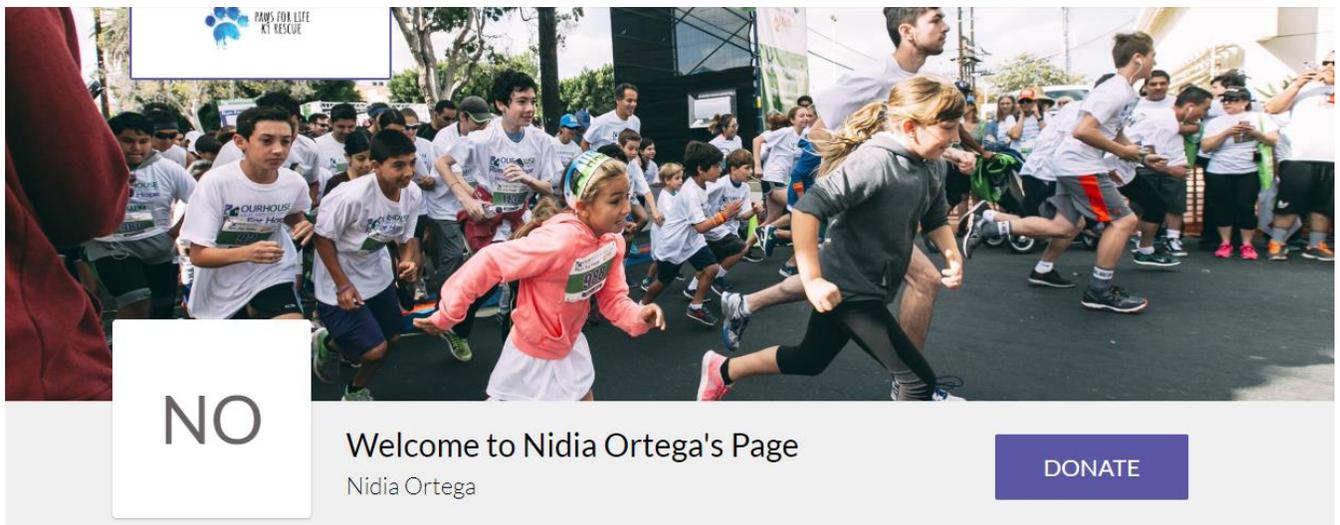
Use social media to ask for donations!

You can Promote via Social Media directly from your dashboard! Facebook, Twitter and Instagram are great ways to spread the word about fundraising and team recruitment.

Make sure you “like” the Run For Hope [Event Facebook page](#), follow us on [Instagram](#) and [Twitter](#). We also recommend posting status updates with a link to your donation page to get the word out about your fundraising goal!

Simply navigate to the dashboard like the previous steps have shown before and click on the link that reads “Post a Message to a Social Friend”.

Then it will ask you to log in to your own personal page where you can post updates and your own personal fundraising page.



Promote via Social Media

Let your network know you're involved. Share, tweet or post an update any time you want.





HOW TO ENGAGE WITH DONORS

Do you need some ideas for how to engage with potential donors on social media? There are so many creative ways to use social media to fundraise. If you need some ideas, here are a few:

- 1.) **Email signature:** Change your email signature to include the link to your fundraising page so that each time you send a message, the recipient will get a reminder to support your fundraising efforts.
- 2.) **Change your Facebook profile:** Change your Facebook profile to the OUR HOUSE logo so that people find out that you are doing the Run For Hope.
- 3.) **Twitter:** Tweet that you are fundraising so that your friends can support you in your fundraising efforts.
- 4.) **Retweet:** Retweet news and information about the event.
- 5.) **Broaden your donor base:** Ask your donors to help spread the word about your fundraising by sharing their donation and encouraging their friends to donate. “Friends of Friends” often donate!
- 6.) **Get personal:** Make a video or share a picture of your training, or post a picture from last year’s Run For Hope.
- 7.) **Self-promotion:** Do not be shy about the hard work you have put into fundraising! Let your friends and family know where you are with your goal.
- 8.) **Share your thanks:** When somebody sponsors you, thank them publicly on social media by writing on their Facebook wall or tagging them in a picture. Everyone likes to be thanked!
- 9.) **ASK:** Ask people to sponsor you or even join your team. People like to be asked!
- 10.) **GOAL:** Tell people your goal and ask them to help you achieve it!



CORPORATE MATCHING

Corporate gift matching programs are among the most efficient ways to meet your goals. If you are interested in taking advantage of corporate matching, ask your sponsors if their employers have a program available that matches personal donations.

Here is a partial list of companies in Los Angeles that match, but please check with your company to see if they have a matching program.

| | |
|-----------------------------|-----------------------------------|
| AIG SunAmerica, Inc. | JPMorgan Chase Foundation |
| Allianz Global Risks - U.S. | Los Angeles Times |
| American Express Foundation | Mattel |
| Amgen Foundation | Merrill Lynch & Company, Inc. |
| AT&T Foundation | NCR Foundation |
| Automatic Data Processing | Nissan North America, Inc. |
| Bank of America Foundation | Nuveen Investments |
| Bank of America United Way | Safeco Insurance Companies |
| Boeing | SAP Matching Gift Program |
| BP Amoco Foundation | SBC Foundation |
| BP Matching Fund Program | Sempra Energy Foundation |
| CA Matching Gifts Program | Starbucks Matching gifts Program |
| California Community | Teledyne Technologies |
| Charles Schwab Corporation | The Capital Group Companies, Inc. |
| ChevronTexaco | The Prudential Foundation |
| CIGNA Foundation | The Union Bank of California |
| Community Bank | TimeWarner |
| DirecTV | United Way, Inc. |
| Disney | Verizon Foundation |
| Edison International | Wachovia |
| Exxon Corporation | Wellpoint Foundation |
| GE Foundation | |
| IBM Corporation | |
| InterActiveCorp | |
| J. Paul Getty Trust | |
| J.P. Morgan Chase | |
| Johnson & Johnson | |

If you receive a matching gift, forward the confirmation of your matching gift to ginnean@ourhouse-grief.org by **April 26th** so that you and your team get credit.

WHO TO ASK TO SPONSOR YOU?

We know you are **EXTREMELY** popular so sometimes it is hard to narrow down whom to ask...so here is a quick checklist...

- Mother?** She loves you and is not going to say no.
- Father?** He will because your Mom did.
- Sister?** She will because your Mom told her to!
- Brother?** He will because he competes with your sister.
- Cousins?** Worth asking.
- Aunt?** She is happy you did not ask her to walk/run so she will do it.
- Uncle?** If your Aunt does, your Uncle will.
- Doctor?** He is happy you are exercising so he will.
- Boy/girlfriend?** Of course they will. If not, refer to next line.
- Ex-Boy/girlfriend?** They want to get back together so they will.
- Dog walker?** For what you pay your dog walker...they had better sponsor you!
- Book group?** Yes, and they want to be part of your team too! Book groups rule!
- Teacher?** They will donate and turn it into a teachable moment for their students.
- Pedicurist?** She is hoping your feet will need some attention after the walk/run so yes!
- Coach?** Yes...and they want you to do a marathon next.
- Accountant?** All the money you just paid having your taxes done, they better!
- Barista?** Of course, and they will even give you a non-fat latte the morning of the run.
- Roommates?** Only if they do not have to do it.
- Cantor? Priest?** Yes, and they will send you on your way with a blessing.
- Neighbor?** If it means you will not be mowing the grass at 7am on Sunday...YES!
- ...oh...and do not forget to sponsor yourself!**