

2021  
**steps**   
 **SOS**  
5K VIRTUAL RUN/WALK

# FUNDRAISING TIPS & TOOLS



## TIP #1

### Commit to a Goal

Setting a goal is an important first step and the key to a successful fundraising campaign. Raise a minimum of \$100 to receive a Steps for SOS T-shirt. Raise \$500 or more to become an SOS Champion with special championship benefits and recognition.

We're here to help you reach your goal by providing online assistance and fundraising tips.

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## TIP #2

### Lead by Example

After setting up your fundraising page...Make the first gift. It gets the ball rolling and people like to see you're supporting your own cause!

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## TIP #3

### Just Ask

Ask your friends, family and co-workers for support. It turns out, most of them are actually more than willing to help. Think of it this way, every time you ask, you are giving your friends the opportunity to do something good for foster kids.

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## TIP #4

### Share

Keep sending messages and sharing the link to your page with friends on social media and keep everyone up to date on your progress. Go above and beyond, by asking them to share your page too!

*\*See sample Facebook & Twitter posts on page 5 to get started.*

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## TIP #5

### Build Your Team

When it comes to fundraising, there is strength in numbers.

Invite friends to register and become a part of your team. The virtual event allows participants to be near or far!

## Tip #6

### Send an Email

One of the best and easiest ways to ask for a donation is to send an email letting everyone you know about the commitment you've made to help our kids.

*\*See the sample fundraising email on page 4*

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## Tip #7

### Double Down

Check to see if your employer matches charitable donations. If so, you've doubled your fundraising efforts!

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## Tip #8

### Zoom Party!

Throw a VIRTUAL Steps Party (ie a zoom happy hour, dinner party, or game night) and encourage your group to donate to your steps page in order to participate!

to collect donations or just personally ask your friends to give on your page.

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## Tip #9

### Say Thanks

Send a personal thank you to everyone who donates to your page. If they feel appreciated, they'll be more likely to support your efforts in the future.

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## Tip #10

### Inspire!

After you receive a donation, encourage your friends to share their support on social media or ask them to run or walk alongside you.





**SAMPLE**  
Fundraising  
Email

Dear (Insert Your Friend's Name),

This May, I'm participating in the Annual Steps for SOS Virtual 5K Run/Walk and have committed to raising (your goal) to help give the foster children growing up at SOS Children's Villages - Florida the home, family and childhood they deserve.

Please help me reach this goal and support this amazing cause by making a donation to my fundraising campaign. Every little bit counts. Whether it's \$10 or \$50, you are making a difference in the lives of these children and young adults. Your help is truly appreciated.

(Insert Your Fundraising Link Here)

SOS Children's Village is a foster care neighborhood in Coconut Creek with 12 houses that are currently home to 72 foster kids. Your support helps keep their homes warm and safe, provides each of them with a caring family, ensures they have a childhood filled with happy memories and gives them the education they need to grow up to be successful young adults.

Thank you,  
(Your Name)





**SAMPLE**  
**Facebook &  
Twitter Posts**

### Sample Facebook Post #1

I'm participating in the Steps for SOS Virtual 5K Run/Walk and have committed to raising (your goal) for the foster kids growing up at @sosflorida. Help me reach my goal and support these kids by making a donation today! Thanks for your help. (Insert fundraising link) #stepsforsos

### Sample Facebook Post #2

I'm taking steps for foster children at the Steps for SOS Virtual 5K Run/Walk. Please support this awesome cause by making a donation to my fundraising page. Thanks for your support. (Insert fundraising link) #stepsforsos

### Sample Facebook Post #3

I just started my team for the Steps for SOS Virtual 5K Run/Walk. Support my efforts by making a donation or joining my team. Click here! (Insert fundraising link) #stepsforsos

### Sample Tweet #1

I'm moving for foster children at the #stepsforsos virtual 5K on 5/15! Help me reach my (your goal) goal to support @sosflvillage (insert fundraising link).

### Sample Tweet #2

Help me reach my (your goal) #stepsforsos goal to help the foster kids at @sosflvillage! (Insert fundraising link)