



Transforming Lives One Mile At A Time

WELCOME TO THE
back on my feet![®]
FUNDRACING
FAMILY!



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Congratulations!

Welcome to the Back on My Feet FundRacing Team!

We are incredibly grateful that you've chosen to join our fight against homelessness by dedicating your race to Back on My Feet! Dollars raised through our FundRacing program ensure that we can continue to help our country's homeless population get back on their feet -- literally and figuratively.

Without your participation in this program, the continued success of Back on My Feet nationwide would not be possible!

We want to be sure that you're equipped with everything needed to reach – and even exceed! – your FundRacing goal; that's why we've created the **Back on My Feet FundRacing Kit**. You will find useful tips, advice and resources within the kit. Don't hesitate to reach out if you have any questions, concerns or need more help! We're here to support and help you reach your goals!

Thanks again for joining Back on My Feet FundRacing Team. We are so glad to you have decided to accept the challenge and join our BoMF family!

Warm Regards,

Sydney O'Neil

Sydney O'Neil
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Running Engagement Manager



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THE IMPORTANCE OF AN EDUCATION

This is Dante.

When Dante joined Back on My Feet, he did not know what he wanted to do with his life. What he did know is that he needed to change.

While running with us Monday, Wednesday, and Friday mornings at 5:30AM, Dante received daily encouragement from his teammates. Empowered, Dante made a decision to wear a new hat - a chef hat. This hat is the culmination of the daily decision to put one foot in front of the other, whether running, or working towards a Bachelor's Degree.

This hat signifies the lives Back on My Feet is transforming because of your support.



OUR MISSION

Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources.

OUR VISION

Back on My Feet seeks to revolutionize the way our society approaches homelessness. Our unique running-based modes demonstrates that if you first restore confidence, strength, and self-esteem, individuals are better equipped to tackle the road ahead and move toward jobs, homes, and new lives. For all in need, we aim to provide: practical training and employment resources for achieving independence; an environment that promotes accountability; and a community that offers compassion and hope. For all with the capacity to serve—volunteers, donors, community and corporate partners—we seek to engage you in the profound experience of empowering individuals to achieve what once seemed impossible through the seemingly simple act of putting one foot in front of the other.



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YOUR AWESOME ONLINE FUNDRAISING PAGE

When you register as a FundRacer for Back on My Feet, you will receive an online fundraising page* that is customizable with your own pictures, text, page name, fundraising goal and website address, and more! It's fast, easy and free!

Here are the steps to creating your personal fundraising page:

- 1. Find for your specific race at <http://give.backonmyfeet.org>**
 - Most popular: [TCS New York City Marathon](#), [BMW Berlin Marathon](#), [Chicago Marathon](#), [Boston Marathon](#), [London Marathon](#)
 - Should you be dedicating your own marathon, race, activity, wedding, birthday, etc. for Back on My Feet that may not have a specific race page, click "Start A Campaign" on the homepage and register with your event there.
- 2. Register for your specific race (if you haven't already)**
 - Go through all of the steps until you select your race type, agree to the FundRacer waiver, and enter in your credit card information for \$1 FundRacer payment
- 3. Check your email for your confirmation and log-in information**
 - Once you register for your race, you will receive an email confirmation about your payment and log-in information
 - Click the link to log-in to your race backend website.
- 4. Go through your personal fundraising page To-Do Checklist**
 - You will be prompted when you first log-in to go through a series of effective campaign to-do list items to emulate and create a successful fundraising page!
 - Be sure to upload a photo, add customized text on why you are doing this race as a FundRacer, and edit your URL – all of these items will help ensure donations!
- 5. Now, you can begin to send e-mails to friends and family directly from your fundraising page.**
 - Click "Promote via Email" in the backend of your website.
 - Click the Template drop-down and click "Outreach to Potential Donors"
 - TA-DA! There is an email already there ready for you to send!!
- 6. Visit your giving page often to check your fundraising progress!**



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- You will receive email notifications when you receive a donation – your donors will receive an email about their donation + receipt

7. Cash/Check gifts to you

- Please note that the donations not made on your website (i.e., check or cash) will need to be submitted to Back on My Feet, where a staff member will add this to your page.
 - *Note: You can add offline donations through your personal fundraising page on the backend of the site, but these funds will have to be verified by Back on My Feet for them to appear on your webpage. This will appear in approximately five business days.*

FUNDRACING TIPS & TRICKS

Fundraising can seem like a scary thing. Asking people for money is sometimes awkward and uncomfortable. But fear not – it is my job to make it as easy as possible for you! Here are our favorite tips and tricks to successful fundraising:

1. Send a personal email

- a. People really respond to an individual email (or handwritten letter). It also puts the pressure on—people can hide in a group email, but there’s nowhere to run if you send them an email individually. In the nicest way, of course! Below is an example of a personal email you can use and edit to work for your friends and family.

Dear [NAME OF FRIEND OR FAMILY],

I’m doing something crazy and I need your help. I’m training to run for Back on My Feet in [RACE NAME HERE] on [DATE], which is around the corner! I’m so excited to be representing such an amazing organization. Back on My Feet (BoMF) combats homelessness through the power of running, community support, and essential employment and housing resources.

How does BoMF accomplish this? When members of their program put one foot in front of the other at their tri-weekly runs and commit to trying their best they are welcomed into the extended BoMF family. They also receive access to financial aid, job training, and financial literacy programs. Does it work? Absolutely – [check out how!](#)

I’m honored to be a part of this extended BoMF family through my commitment to race and FundRace for the program. Every dollar donated through my efforts goes



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directly towards helping Back on My Feet support their members. And by donating, you will become part of the extended BoMF family through your generosity.

[LINK TO PERSONAL FUNDRAISING PAGE]

I hope you will consider supporting me,

[YOUR NAME]

- b. The magic number is **10 emails**. Send at least 10 emails to 10 different people and you are 95% guaranteed a donation!
- c. Don't forget to follow-up! We all know how our inboxes look. Reminding your friends and family members with an email will show how important your race is to you!
 - i. And don't just limit those emails to family and friends! Reach out to your favorite high school teacher, significant other's parents, dog walker, dentist, and more! You'd be surprised who donates.

2. Self-Donation

- a. Donate \$1, \$5, \$10, or \$20 to your personal page to jump start your fundraising!
 - i. It is research-study proven that people are more willing to donate to a campaign that is on its way towards its goal, than when it is at \$0.
 - ii. Donating to your goal shows your donors that you are dedicated and willing to invest financially too, like them!

3. Update your personal page, OFTEN

- a. Change your photos, upload updates, tag friends – you name it!
 - i. You know what it's like – you are less likely to go to a restaurant that hasn't had a Yelp review in 2 years. Update your personal page to show your donors that you are constantly on your game and ready to share the wonderful news of your fundraising!

4. POST, POST, POST! Use your social media

- a. Social networks are a very powerful way to generate online donations:
 - i. Post a link to your campaign page on your Facebook page or in your Twitter page.
 - ii. Post photos, status updates, etc. about your training and FundRacing efforts



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1. e.g., “Gearing up for a 20-miler tomorrow – wish me luck;” “I’m halfway to reaching my FundRacing goal for the 2012 Chicago Marathon! Thanks to all for their support!”
- iii. Send out Tweets or status updates requesting a small number of donations from many people – e.g., “I’m looking for 10 people to help me raise \$100 in the next 100 minutes – who will help?”
- iv. Launch a blog that highlights your journey to the starting line
- v. Thank and acknowledge donors on Facebook

5. Make a Video

- a. Videos are extremely effective in raising money – they put a face to a story to your fundrasing efforts
- b. What you should include in your video (then put it on your personal fundraising page!)
 - i. Tell Your Story
 - ii. Back on My Feet’s Mission and how you got involved
 - iii. Your Fundraising Goal and encourage participation

6. Host a FundRacing Party!

- a. Find a space, set a date, use a theme (luau, barbecue, karaoke, sports (Superbowl Party), send out your invitations, and prepare a small presentation to tell people about your hopes and fundraising goals for Back on My Feet.
- b. Have copies of your donor pledge form available (or computer open), along with food, chairs and music, and be sure to have ample parking and restroom facilities.

7. "Sell" a body part

- a. Tell potential donors that they can "buy" an arm or a leg, then write their name or message on for race day.
- b. It's a creative way to make sponsors feel like they're more involved and crossing the finish line with you.



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8. Benefit Night

- a. Do you have a favorite bar or restaurant? If so, talk to the owner/manager about planning a special event where proceeds (of food or drinks, a raffle, a contest) go toward your fundraising efforts.

9. Silent Auction

- a. Many local merchants are willing to donate auction items. Theater tickets, dinner for two or four, tickets for sporting events and cooking classes are examples of the many goods and services people are willing to donate.
- b. Plan a silent auction in conjunction with a party to boost your fundraising.

10. Use Real Numbers

- a. People react well to specific numbers! Share with them the below:
 - i. Hosting a Member for an entire year, including earned access to grants for housing and career-related expenses, costs approximately \$1800. But every little bit helps:
 1. \$25: Running shirt and shorts
 2. \$50: Winter running uniform
 3. \$100: Member Celebrations
 4. \$250: Race fees and Member incentives
 5. \$500: Education and job assistance
 6. \$1,000: Member housing

11. E-mail Signatures

- a. Add a tagline at the bottom of your signature with your FundRacing link.

12. Corporate Matching

- a. Many major companies are more than happy to match donations to 501c3 organizations
- b. If one of your donors works for a company that matches (check out this database: <https://www.matchinggifts.com/rit/>), they could double their donation if they are willing to submit for the match on your behalf! That's extra, free money right there



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FUNDRACING CHECKLIST:

1 Set a Goal

 I will raise _____ by this date _____.

 I will contact _____ people in order to reach my Goal.

For example, if your FundRacing goal is \$600, think of it as 24 donations of \$25 or 12 \$50 donations.

2 Manage Your Network and Connections

 **Make lists of all your groups of friends, coworkers, and family members.**

 **Make sure you have all contact info for members in given groups and reach out if needed.**

 **Evaluate your potential contribution by filling out the FundRacing Planning Sheet.**

 **Keep track of who you've emailed and when.**

3 Create & Customize Your Personal Webpage

 **Upload a personal photo and link up using social media to promote your efforts.**

 **Craft a message connecting yourself to your cause.**

4 Contact Everyone!

 **Send an email to all friends and family members inviting them to contribute.**

 **Send an email to your co-workers inviting them to contribute.**

 **As you receive donations, write thank you emails.**

5 Look for 'Multiples'

 **Contact and email local businesses that might be interest in your cause. Ask them to sponsor you, or throw a fundraising event for your cause.**

 **Be sure to look into Company Matching Gift Programs, and let co-workers know.**



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PLANNING WORKSHEET:

1 Personal Network

Family, Friends, Neighbors

_____ X avg\$ _____ =

Extended Family, Clubs, Social Groups

_____ X avg\$ _____ =

School, Business Contacts, Alumni Clubs

_____ X avg\$ _____ =

total =

2 Workplace

Co-workers and Business Associates

_____ X avg\$ _____ =

Matching Donation Programs

_____ X avg\$ _____ =

Corporate Management Support

avg\$ _____ =

direct donation and individual sponsorship, corporate pledge, BoMF sponsorship

total =

3 Special Events

Special Occasions

birthday, anniversary, other

avg\$ _____ =

Party with a Purpose

raffle, auction, yard sale

_____ X avg\$ _____ =

Fundraising Events

happy hours, salsa night, trivia night

_____ X avg\$ _____ =

total =

FundRacing Planning Worksheet **GRAND TOTAL** =



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Thank you again for choosing to FundRace this year for Back on My Feet!

We look forward to working with you and growing our mission nationwide as we transform lives one mile at a time!

For any questions, please contact Fundrace@backonmyfeet.org



COMMITTED TO OUR COMMUNITY

