9/11 Memorial & Museum
Nationwide Run/Walk
Fundraising Tips

One hundred percent of the dollars you raise support the 9/11 Memorial & Museum and its mission. Nearly 20 years after 9/11, your fundraising will ensure that those with no lived memory of that tragic day will learn about the 2,977 victims killed, and the selfless acts of service and sacrifice shown on 9/11 and beyond.

Kickstart your fundraising today with these 3 simple steps:

1. **Customize Your Photo & Set Your Goals High**
   The more you personalize your fundraising page, the more you can raise. Choose an appropriate photo that reflects your reasons for walking or running. Set an ambitious fundraising goal, even if you think you might not reach it. A high fundraising goal will encourage your friends and family to give.

2. **Share Your Story and Ask For Support**
   Don't forget to use #911memorialrunwalk!
   Share your own story and connection to 9/11 to help potential donors understand why you’re taking part in the event and then put it on your fundraising page. You can also use your story in an e-mail to friends and family or on social media with a link to your fundraising page. Your story is powerful and will inspire others to give or join the Run/Walk themselves!

3. **Follow Up and Say Thank You**
   It may take a few e-mails or social posts before you begin to receive donations. That’s normal and to be expected. Sending reminders or updates on your fundraising progress and training efforts will help you reach your goals. And don’t forget to send a thank you note after you receive each donation. A little thanks goes a long way.

### Need more inspiration?

Here are some more creative fundraising ideas:

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<th><strong>Pledge per mile</strong></th>
<th><strong>Outdoor or virtual game night</strong></th>
<th><strong>Virtual bake sale</strong></th>
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<td>Ask your family and friends to pledge a specific amount of money per mile you walk or run leading up to or on April 25, 2021. Track your miles on Strava so they can see how far you’ll go to help support the 9/11 Memorial &amp; Museum.</td>
<td>Host a virtual game night: Ask your friends and family to join you for trivia, Pictionary, charades or any communal game you love to play. The only entry fee is a donation to your fundraising page.</td>
<td>Put your baking skills to work! Create some treat boxes with your favorite baked goods and invite your friends to pick up a box to go in return for a donation to your fundraising page.</td>
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By sharing how dollars are put to use, you can show people just how far a donation will go. Share these facts wherever you can:

- **$50** Cares for a tree on the Memorial Plaza
- **$75** Helps preserve artifacts from 9/11 in the Museum
- **$100** Cares for a Memorial cobblestone

If you have any questions or need help with your fundraising, please send us an email at runwalk@911memorial.org.