

9/11 MEMORIAL & MUSEUM 5K RUNWALK

PRESENTED BY

RXR

Fundraising Toolkit 2024

Thank you for being part of the 12th annual 9/11 Memorial & Museum 5K Run/Walk, presented by RXR, on Sunday, April 28!

100% of the dollars you raise support the 9/11 Memorial & Museum and its mission. More than two decades 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 the day of the attacks and beyond.

KICKSTART YOUR FUNDRAISING TODAY WITH THESE

3 SIMPLE STEPS:

DON'T FORGET TO USE **#911MEMORIAL5K**

1

Customize Your Photo and 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

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. If you don't have a personal connection to 9/11, that is okay! It's just as important to learn why you want to support the 9/11 Memorial & Museum. You can also share your story in an email 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 9/11 Memorial & Museum 5K themselves!

3

Follow Up and Say Thank You

It may take a few emails 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.

By letting people know how their dollars are put to use, you can show them how far a donation will go. Share these facts wherever you can:

\$50 DONATION

Sponsors two students visits to the Museum to learn about 9/11 history



\$75 DONATION

Cares for the Survivor Tree on the Memorial plaza



\$100 DONATION

Helps preserve the Museum's collection of over 74,000 artifacts



NEED MORE INSPIRATION?

Here are some more creative fundraising ideas:



Pledge per mile

Ask your family and friends to pledge a specific amount of money per mile you walk or run leading up to or on April 28, 2024. Track your miles on Strava so they can see how far you'll go to help support the 9/11 Memorial & Museum.



Outdoor or virtual game night

Host a virtual or outdoor 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.



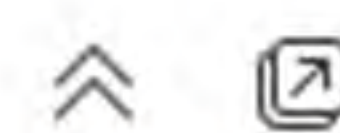
Virtual bake sale

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.

Sample Emails

SUPPORT ME

From: sender@email.com



To: recipient@email.com

Cc Bcc

Subject: Support Me

Priority ▾

Dear Friends and Family:

Over two decades have passed since the attacks on September 11, 2001. [PERSONAL STORY HERE IF APPLICABLE].

To support the 9/11 Memorial & Museum and in honor of all first responders, I'm participating in the 9/11 Memorial & Museum 5K Run/Walk, presented by RXR on Sunday, April 28. I've committed to raising [INSERT FUNDRAISING GOAL AMOUNT], but I need your help to reach my goal.

All funds raised help maintain the 9/11 Memorial & Museum and grow our education programs, ensuring that new generations learn the history and ongoing impact of the day that changed our world forever.

Making a donation is quick and easy. Simply click here: [LINK TO PERSONAL FUNDRAISING PAGE]. I'll keep you updated on my training as we get closer to the event. Every dollar counts, so thank you in advance for your support.

JOIN MY TEAM

From: sender@email.com



To: recipient@email.com

Cc Bcc

Subject: Join My Team

Priority ▾

Dear Friends and Family:

Over two decades have passed since the attacks on September 11, 2001. [PERSONAL STORY HERE IF APPLICABLE].

To support the 9/11 Memorial & Museum and in honor of all first responders, I'm participating in the 9/11 Memorial & Museum 5K Run/Walk, presented by RXR on Sunday, April 28. I've started [TEAM NAME] and I hope you'll run/walk with me. The bigger our team gets, the more impact we'll make to remember those killed on 9/11 and honor the courageous first responders who risked their lives to save others.

Joining our team is easy. Simply click this link: INSERT TEAM URL and let me know if you need any help or extra motivation! I truly hope you'll join me and thousands of others as we unite to ensure we never forget 9/11.

Sample Emails

FUNDRAISING UPDATE & 2ND DONATION ASK

From: sender@email.com



To: recipient@email.com

Cc Bcc

Subject: Fundraising Update & 2nd Donation Ask

Priority ▾

Dear Friends and Family:

Thank you for your generous donation and for helping me get closer to my fundraising goal in support of the 9/11 Memorial & Museum 5K Run/Walk, presented by RXR on Sunday, April 28. I've set an ambitious goal but I'm not there yet. Please consider spreading the word about this meaningful event and my commitment to honor first responders and ensure we never forget 9/11. You can forward them this email or simply copy and paste this link: [PASTE YOUR PERSONAL FUNDRAISING LINK HERE]

Remember, there's still time to join my team on April 28! If you would like to join me or register yourself, click here: [INSERT REGISTRATION PAGE.]

I'm excited to be a part of such an important day, and I have you to thank for helping me get there.

Thank you again.

THANK YOU (POST EVENT)

From: sender@email.com



To: recipient@email.com

Cc Bcc

Subject: Thank You (Post Event)

Priority ▾

Dear Friends and Family:

We did it! On Sunday, April 28, I joined thousands of people who participated in the 9/11 Memorial & Museum 5K Run/Walk, presented by RXR.

[INSERT ANY PERSONAL ANECDOTES ABOUT YOUR EXPERIENCE HERE]

I could not have done it without your support. Together, we're helping the 9/11 Memorial & Museum fulfill its critical mission and provide a sacred place of remembrance and reflection for 9/11 families and all who wish to visit.

But my fundraising doesn't have to stop just because the event is over. So, if you would like to make an additional donation or know someone who might want to support the 9/11 Memorial & Museum, please share use the link below.

[INSERT PERSONAL FUNDRAISING LINK]

From the bottom of my heart and on behalf of all those committed to ensuring our city and our nation never forget - thank you!