

AMAA “Youth Running” Fundraising Blueprint

The key to a successful charity fundraising campaign is a well organized email campaign. Here are a few simple points to help you with your efforts:

1. **Start early!** Set up your web site as soon as it becomes available. Include a picture and any pertinent info you want people to know about you.
2. **Organize!** Create a master group e mail list that you can use to send all messages to. Include not only running friends but business acquaintances, high school and college friends and anyone else in your regular e mail contact list that you know on more than a casual basis.
3. **Initial mailing!** Send your first mass mailing as soon as possible....4-5 months ahead if possible. Tell everyone which race you are running and when. Include information on the charity and include 2 links. The first to the charity web site and the second to your donation web site. Explain you will follow up monthly with how your training and fundraising are going. Send this message to your significant other and have them forward it along to their friends.
4. **Send monthly updates!** Remember your audience may not all be runners so keep the information as to your training general. Not everyone can appreciate fartlek training. Repetition on a monthly basis is key....many people have good intentions but simply forget to donate. Remind them. Always include both links.
5. **Prompt reply to donations!** When somebody makes a gift, send an individual thank you to that person within 24 hours and ask them to consider forwarding on your messages to their friends. They obviously thought your cause was worthwhile...their friends may too.
6. **Race Time!** Send a request 1 week before the race. Many people that have waited until the last minute will respond to this.
7. **Race Time Again!** Send one last request a day or two before you leave for the race. This will often prompt those people that have delayed giving. Let them know this is their last chance to help.
8. **After the race send out a message detailing your race** to your master list and include thanks to all for their support. Name, individually, all those that contributed and express gratitude to them for their gifts. Include both links again for those that may still want to help out.

Your donations may come from the most unexpected places. Be persistent and you will be pleasantly surprised. *Good Luck !!!*