

SUPERHERO 5K RUN/WALK TO PREVENT CHILD ABUSE

Fundraising Toolkit



Help us reach the top!

***SUPERHERO
5K RUN/WALK
TO PREVENT CHILD ABUSE***

TEAM NAME

FUNDRAISING GOAL

ALL PROCEEDS BENEFIT



INTRODUCTION

As a participant in the 2018 Superhero 5K Run/Walk to Prevent Child Abuse, you are making an impact on families in the Wiregrass. We're excited you will join us on April 28th! We've put together this toolkit with resources to help you reach, and maybe even exceed, your fundraising goals.

SHARE YOUR STORY

What is your reason for connecting with The Exchange Center's Superhero Run/Walk?

- What does the Superhero Run mean to you?
- Why did you make the commitment to run/walk?
- What are your goals for this year?

CHOOSE A CAMPAIGN IDEA

- **Questions to ask yourself:** Why are you going to run/walk in 2018? What are your goals this year? What family members or friends can you ask for support?
- **Tips:** Send about four different types of communication to your supporters. Make an announcement that you're running/walking, share an update on your goals, thank your donors individually, and announce your grand total on April 29th.

CREATE A SUPPORT TEAM

- The Superhero Run/Walk has a variety of audiences, yet the thing that brings everyone together is all wanting to put an end to child abuse.
- This year, if you create a team of 10+ people, you can put a team logo on the back of the shirt. It is easy and fun to build a team.

Create a team name. It can be your company, group, or a new name. When you register, make sure to include your team name on the registration form.

Define a team captain. If you are the team captain, please list all your team members on the registration form *NOTE: Every team member must register individually.*

Start fundraising. The team who raises the most funds will receive a prize!

Come dressed for April 28th! You can create a theme around your favorite superhero and create a team run shirt/costume to wear at the Run.

COLLECT THE FUNDS

Create your Razoo profile and share on Facebook with friends and family.

THANK YOUR DONORS

Be sure to thank everyone who supported and donated to your fundraising page. Hand written notes mean a lot to donors.

WHAT'S NEXT?

DESIGN A TEAM SHIRT!

After you pick a theme, design a fun shirt/costume for your team to wear. There will be a prize for the team with the best shirt/costume idea. (Kid-friendly, please!)

DEADLINE TO REGISTER TEAM

The deadline to register your team and be eligible for putting your team of more than 10 people on the back of the run shirt is April 5th. You can still register your team after April 5th; however, your team will not be eligible to have your name on the shirt.

HOW TO TURN IN FUNDS RAISED

You may turn in the entirety of your team's funds raised anytime prior to the run. Please place all checks, cash, team sheet, etc. in an envelope with your team name and overall total written on the front and deliver to The Exchange Center at 102 Morgan St. Dothan, AL 36301. Or we can arrange for someone from the Center to meet you for pickup. You can also turn in funds the day of the Run beginning at 7am at Westgate Tennis Center.

WHAT HAPPENS WITH THE MONEY RAISED?

All of the proceeds raised through the Superhero 5K Run/Walk stay right here in the Wiregrass and are used to fund our prevention programs including the In-Home Parent Support Program, the hospital-based Baby Whisperer Program, and our prevention education that teaches parents, kids, and professionals how to identify and report early signs of child abuse and help stop the cycle

TEAM INCENTIVES

There will be prizes for the team that raises the most funds and for the team with the best t-shirt design/costume! Judges of the costume contest will be a panel of kid judges.



FAQS



Is being a team captain time consuming?

Team captains' primary responsibility becomes organizing team efforts by creating your team profile. Recruiting friends and family to join the team, and organizing day-of team logistics (like team theme and where to meet up).

What happens if it rains?

In the event that weather conditions (such as lightning, strong wind conditions, hail, heavy rain) are deemed by event organizers and/or city officials to be potentially hazardous to participants and volunteers, the organizers reserve the right to postpone the start time or cancel the event outright. Cancellation of the event may take place prior to the start of the event or at any time during the event.

How long will the event last?

The 5K Run starts promptly at 8am. The 1 Mile Kid's Fun Run will begin right after the 5K. Teams and runners are encouraged to line up along the Fun Run trail to cheer on these superheroes! After the Fun Run families and children can enjoy the kid's area with games, inflatables, prizes, and face painting. The event ends at 11am.

Can I walk the 5K or 1 mile Fun Run?

Yes! Runners, walkers, and strollers are welcome on these courses.

Can I bring a dog?

Yes! And dress them up, too! There will be separate costume contests for humans and pets as well.

Award Ceremony

5K awards will start after the 1 Mile Kid's Fun Run.

Where do I go to create my team's fundraising page?

Go to www.razoo.com to create your team's profile, and select The Exchange Center for Child Abuse Prevention as your charity. You can share it to Facebook to find more support and donors.