

***Special
Olympics***
Southern California



Fundraising Toolkit

We Run the City

**Special
Olympics**
Southern California



Request a Donation Sample Letter or Email

Dear (Name):

I am participating in the We Run the City 5K/10K to raise awareness and money for the athletes of Special Olympics Southern California. Please donate to my cause and help me reach my fundraising goal!

With your support, we can enrich the lives of thousands of athletes with intellectual disabilities and their communities through sports, education, and athlete health.

Special Olympics provides children and adults with intellectual disabilities with the chance to live happier, healthier, and longer lives. We provide training for life.

For every athlete who has benefited from the programs, there are many more who we have not reached yet. Help give the power of sport to one or more person with intellectual disabilities.

Please visit my online fundraising page at (enter personal web page) to learn more about my great cause and to make a secure online donation. If you prefer to mail in a donation, please let me know. I will provide you with an Offline Donation Form.

Thank you in advance for your time and consideration in supporting me and the athletes of Special Olympics.

Sincerely,

(Your Name)



Who to Ask for Donations?

Don't think you know enough people to join your team or to ask for a donation?
Take a minute to think of 50 people you can ask to help you meet your fundraising goal.

Make a phone call to:

- | | | |
|-------------------|--------------------|-------------------|
| 1. Parents | 5. Brothers-in-law | 9. Nieces/Nephews |
| 2. Sisters | 6. Aunts/Uncles | 10. Grandparents |
| 3. Sisters-in-law | 7. Cousins | |
| 4. Brothers | 8. Children | |

Others you might call or email:

- | | | |
|------------------------|------------------------|----------------------|
| 1. College Friends | 5. Children's friends | 9. Former co-workers |
| 2. Fraternity/Sorority | 6. Children's teachers | 10. Coach(es) |
| 3. High school friends | 7. Neighbors | |
| 4. Facebook friends | 8. Parent's friends | |

Send an email to:

- | | | |
|---------------|-----------------------|---------------------|
| 1. Accountant | 5. Chiropractor | 9. Physician |
| 2. Attorney | 6. Landlord/Manager | 10. Wedding planner |
| 3. Babysitter | 7. Real estate agent | |
| 4. Dentist | 8. Physical therapist | |

Maybe you know people from:

- | | | |
|-------------------|----------------------|-------------------------|
| 1. Work | 5. Places of worship | 9. Golf course |
| 2. Bowling league | 6. Coffee house | 10. Favorite restaurant |
| 3. Gym or yoga | 7. Neighborhood café | |
| 4. Childcare | 8. Camp | |

Drop off a card to:

- | | | |
|-------------------|----------------|--------------------|
| 1. Pet groomer | 5. School | 9. Gym/Yoga studio |
| 2. Drycleaner | 6. Supermarket | 10. Pharmacist |
| 3. Florist | 7. Manicurist | |
| 4. Barber/Stylist | 8. Bartender | |



How to Raise \$500 (or more) in 10 Days

- Day 1** Sponsor yourself for \$25
- Day 2** Ask 2 family members to donate \$25 each
- Day 3** Ask 5 friends to contribute \$20
- Day 4** Ask 5 co-workers to contribute \$10
- Day 5** Ask 5 neighbors to contribute \$10
- Day 6** Ask 5 people from your place of worship to contribute \$1
- Day 7** Ask your boss for a company contribution of \$50. Better yet, find out if your company will match all of what you raise! Learn more at www.matchinggifts.com/specialolympics
- Day 8** Ask 2 businesses or companies (ie: insurance agent, lawyer, etc.) that you deal with through work to contribute \$25
- Day 9** Ask businesses you frequent to personally contribute \$15 (hair salon, dry cleaner, favorite restaurant, etc.)
- Day 10** Hold a virtual fundraiser (virtual fitness challenge, virtual contest, etc.)



How to Recruit Team Members

1. **Start early.**

Begin recruiting as soon as you've registered your team online. The earlier you get your team members involved, the sooner you can begin planning your team's fundraising activities and building excitement. Send out emails with the link to your web page so individuals can register for your team. Share your team fundraising goal with the people you are trying to recruit.

2. **Get the word out.**

Let your family, friends, co-workers, classmates, and/or neighbors know you are looking for team members. If they are not interested, they may know someone who may love to participate.

3. **Post on Social Media.**

Tell all your friends about your fundraising goal and connection to Special Olympics. Invite them to register for your team and raise funds online. Be sure to include the link to your web address so that they can register. On the Fundraising Tips page, see the Facebook Tips document for sample messages.

4. **Offer incentives.**

Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly. If you are participating on a company team, perhaps you could convince the boss to offer an incentive like a half day off for participating or for reaching a specific fundraising level.

5. **Make it fun!**

Excitement is contagious. Continuously update everyone on your efforts, success of different team members, fundraising, and milestones reached. They'll see how committed you are and want to be a part of the success!



Sample Thank You Letter

Dear (Name):

Thank you so much for supporting me as I participated in the We Run the City 5K/10K to raise awareness and money for the athletes of Special Olympics Southern California.

With your support, we will enrich the lives of athletes with intellectual disabilities and their communities through sports, education, and athlete health.

Every dollar raised through this fundraiser not only provides equipment, uniforms, and training for our athletes, but also gives them empowerment, courage, and joy.

Special Olympics is more than a sports program. Special Olympics Southern California athletes are five times more likely to hold a job than the general population of individuals with intellectual disabilities. They are also more physically fit and live happier, healthier, and longer lives.

Thank you again for your donation and support. For more information about Special Olympics, please visit www.sosc.org.

Sincerely,

(Your Name)

Social Media Guide

- Add your fundraising page link to EVERY post so your friends can easily access your page to donate or register. For Instagram, you can put your fundraising link in your profile.
- Make sure you are asking your friends to do something. Use words like, “Donate now,” “Share this,” or “View my fundraising page.” Remember that you have to be specific to get results.
- Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- If you have teammates on your social media channels, tag or message them to create healthy competition.
- Use the @ symbol to tag your friends. Just type @ in front of someone’s name in your post.
- Don’t just use posts to talk about your fundraising goal. Message everyone you know! Spread the word with messages, chat, etc.
- Why are you fundraising for Special Olympics? Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Imagery [Click here](#) to download a We Run the City social media graphic.

Sample Fundraising Messages

I am participating in the We Run the City 5k/10K to raise awareness and money for Special Olympics. Please donate to support my fundraising efforts! [\(insert personal link\)](#)
#WeRunTheCity5K

I am running for [School Name](#) to raise funds and awareness for Special Olympics athletes. Donate today and make a difference! [\(Insert personal link\)](#) #WeRunTheCity5K

Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support me as I [run/walk](#) in the We Run the City 5K/10K for Special Olympics!
#WeRunTheCity5K [\(insert personal link\)](#)

Sample Join Fundraising Messages

I am [running/walking for School Name](#) at the We Run the City race to raise funds for Special Olympics! Join me at [\(insert website link\)](#) #WeRunTheCity5K

Who’s ready to raise money for a great cause? Join me in fundraising for the We Run the City 5K/10K to support the Special Olympics Southern California. [\(insert website link\)](#)
#WeRunTheCity5K

Sample Thank You Messages

Thank you [\(insert donor’s name\)](#) for supporting Special Olympics. Your gift makes a big difference!
[\(insert personal link\)](#) #WeRunTheCity5K

Thank you [\(insert donor’s name\)](#) for your donation to Special Olympics. You have helped bring me closer to my personal goal of \$_____ and to making a difference in the lives of individuals with intellectual disabilities! [\(insert personal link\)](#) #WeRunTheCity5K

Thank you [\(insert donor’s name\)](#) for supporting me as I run for Special Olympics. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. [\(insert personal link\)](#)



**Special
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Offline Donation Form

I would like to make a donation in the amount of:

\$25 \$50 \$100 \$200 or Other: \$ _____ (Please specify amount)

In support of (Check One):

A specific participant A general donation to **Special Olympics Southern California**

Participant's First Name _____ Last Name _____

******Participant information must be filled out in order to apply to their donation goal***

Donor Information

First Name _____ Last Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ E-mail Address _____

Method of Payment:

Enclosed is a cash gift for **Special Olympics Southern California**

Enclosed is my check payable to **Special Olympics Southern California**

(NOTE: Please put "We Run the City" in the MEMO area)

Charge to: Visa MasterCard American Express

Acct# _____ Expires: _____

Cardholder name: _____ Security Code: _____

Signature: _____ Today's Date: _____

* Please call for card number

Thank you for your support! Federal Tax ID # 95-4538450

Please mail this form to:

Special Olympics Southern California, Attn: We Run the City
1600 Forbes Way Suite 200, Long Beach, CA 90810
(562) 502-1100



How to Edit Your Fundraising Page

EDIT A PERSONAL PAGE

1. Log in to the fundraising website
 - a. Click **“Login”** at the top of the home page.
 - b. Enter your login information that you created when you registered.
2. Click **“Participant Center”** at the top of the page
3. Go to the section called **“Personal Page”**

Personal Page

Personal Page URL:
<http://fundraising.sosc.org/goto/testing123> [URL Settings](#)

Title
Welcome to the Fundraising Page of (First Name Last Name) [Edit Content](#)

Body
Show your support for Special Olympics Southern California. With your donation, we can enrich the lives of athletes with intellectual disabilities and their communities through sports, education, and athlete health. Every dollar raised by Special Olympics not only provides equipment, uniforms, and training for our athletes, but also gives them empowerment, joy, and improved health.

Photos/Video [Update Media](#)

a. Create a simplified URL to share in email and on social media

- Click “URL Settings”
- Enter your desired text and click “Save”
- Your new page URL will appear in the box. Copy and paste this into emails and to social media to direct people to your personal fundraising page.

b. Enter a title & content for your page

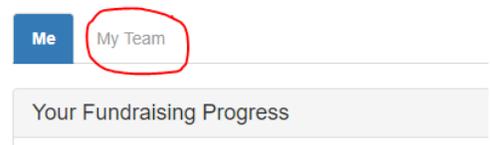
- Click “Edit Content”
- Enter the title and body text you want your page and click “Save”

c. Add a photo/video

- Click “Update Media”
- Choose a photo or video from your computer
- The system will prompt you to crop all photos to a tall rectangle (300 pixels wide by 400 pixels tall)
- Click “Save/Upload”

EDIT A TEAM PAGE

1. Go to the section titled “Me” and “My Team” (above “Your Fundraising Progress”)
2. Click on “My Team” and follow Step 3: a, b and c, as outlined above.



There are many other tools in the Participant Center to help you with your fundraising efforts! You can send fundraising emails to your contact list, enter offline donations, edit your fundraising goals and more! Have a look around and happy fundraising!