



RUN & RAISE

What makes a successful athletic fundraiser? Follow these simple steps and you'll be hitting your goal in no time!



**ATHLETE'S
CHOICE**

Whether it's stair climbing or mountain climbing, hiking a trail or biking across the country, you can use any athletic challenge to raise funds for International Medical Corps.

STEP 1

Set up a fundraising page.

Crowdrise makes it easy to set up your own fundraising page, where donors can make gifts directly to International Medical Corps. You don't have to collect checks, keep track of paperwork or mail anything in. Just share the link to your fundraiser and supporters can make their gift to your fundraiser online.

STEP 2

Set a goal.

Set a specific amount you wish to raise and make sure to include that goal in any communications you send to promote your campaign.

STEP 3

Make it personal.

Explain to your friends and family why you have chosen to run/walk/bike, etc. and raise funds for International Medical Corps and what it means to you. Do you have a personal experience that inspired you to support the mission? Why is it important to you to help International Medical Corps provide medical care and supplies, sanitation and hygiene education, and healthcare training to people in times of crisis and beyond?

STEP 4

Get the word out.

Your loved ones love you! They want to see you succeed. Send them pictures of you training. Do you have an Instagram account? Post your progress and encourage them to support your fundraising efforts with a link to your Crowdrise fundraiser.

STEP 5

Share, share, share.

Use the power of social media to promote your cause. Post stories from our website that inspire you on Facebook and include your Crowdrise link. Use hashtags like #MotivationMonday or create your own. Ask your friends and family to share your progress so you can tap into their networks. We encourage you to reach out to your network at least once a week in the months leading up to the race. Hashtag Awesome!

STEP 6

Say "Thank You"

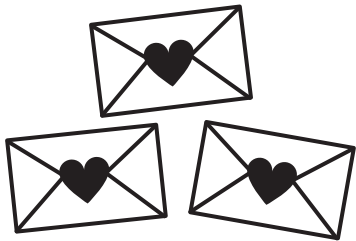
Send everyone who supports your fundraiser a heartfelt message of thanks. They took time out of their day to stop, read your story and support your cause, so they deserve some kudos! (Plus it's just good manners.) In Crowdrise, you can set up an email to automatically send to your donors, or trigger the send yourself. Need a sample? We've included some language below. And don't forget, when you reach your goal, let everyone know!

STEP 7

Let us help!

Need pictures or stories from International Medical Corps to illustrate the work we do? Nervous about making "the ask?" We're here to help. Please contact community@internationalmedical-corps.org for advice, inspiration and pep talks!

"How Do I Raise Money for Charity While Also Training for a Race" Women's Running http://womensrunning.competitor.com/2015/03/training-tips/how-do-i-raise-money-for-charity-while-also-training-for-a-race_36274#VC64IAi5g2Hs-7BYu.97



Sample communications for athletic fundraising

APPEAL FOR DONATION

Dear Wonderful Supporter,

*I am **[RUNNING, BIKING, WALKING, etc]** to raise funds for International Medical Corps and their lifesaving work around the world, and I'm asking for your support.*

International Medical Corps provides medical relief for people suffering the impacts of conflict, disaster and disease in some of the toughest places in the world. With every response, they also provide training for local health workers, leaving communities better prepared to be their own best First Responders.

*I support International Medical Corps because **[YOUR PERSONAL REASONS.]***

Your generous gift will help International Medical Corps bring health care and hope to those who need it most.

*I hope you'll make a donation to my fundraiser for International Medical Corp's lifesaving work. You can make your gift here: **[LINK]***

Thanks for considering my request,

[YOUR NAME]

FOLLOW-UP APPEAL FOR DONATION

Dear Wonderful Supporter,

*I am **[RUNNING, BIKING, WALKING, etc]** to raise funds for International Medical Corps because disaster, war and disease impact more than 250 million people every year, 80% of whom are women and children.*

Wherever and whenever disaster strikes, International Medical Corps is on the frontlines of these emergencies, delivering lifesaving health care and training.

I wanted to check in one more time to ask if you'd make a donation to my fundraiser for International Medical Corp's lifesaving work.

*You can make your gift here: **[LINK]***

Thanks again for considering my request,

[YOUR NAME]

THANK YOU TO DONOR

Dear Wonderful Supporter,

*Thank you for supporting me in **[EVENT]** and for your generous donation to International Medical Corps. Thank you for rooting for my success in this challenge.*

Thanks for rooting for the success of International Medical Corps as well. Your generous gift will help International Medical Corps bring health care and hope to those who need it most.

Gratefully,

[YOUR NAME]

*P.S. Please consider sharing this donation opportunity with your networks. Every bit helps! You can use this link: **[LINK]***