



THE
SUPERHERO'S
GUIDE TO
FUNDRAISING



Dear Superhero,

When we started the first Superhero Run/walk for A Kids Place 8 years ago, we did so with a simple message: “every child needs a hero but abused children need superheroes.”

Simply supporting Life Stories proves that you are already a superhero for more than 600 children in Weld County whom Life Stories serves each year. The fact that you are fundraising to help provide those children with a safe place to tell their story or to give them a powerful voice in court through a CASA makes you a Superhero Crusader!

Through our Child Advocacy Center, children are given the opportunity to voice their very difficult story of abuse in a child-friendly, safe environment. In our CASA (Court Appointed Special Advocates) program, community volunteers give a voice to abused and neglected children in the court system. Through both of our programs, we strive to help all of the children we serve as they travel the very difficult path of healing from child abuse.

You don't need to raise \$500, \$1,000 or \$10,000 to make a difference for children in need. If every person who runs this year only raises enough to match their registration fee, we will soar past our fundraising goals. **Keep in mind, you don't need to register to fund raise for us—every donation, no matter the size or how it is raised, helps give a voice to children who have been abused or neglected.**

So whether you raise \$5,000 or \$50, you are making a difference. If you raise over \$100 you will get a \$25 off your registration, even if you have already paid. Thank you for your time and effort. Thank you for sharing our mission at Life Stories with your networks. Thank you for being a superhero for kids who have been abused and neglected. Thank you!

Sincerely,



Gwen Schooley,
Executive Director



Cheryl Brown,
Business & Development Manager

GETTING STARTED

Don't wait until September, start fundraising early.

SET A FUNDRAISING GOAL

Choosing a goal gives you and your donors something tangible to shoot for. Your friends want to help you reach your goals.

MAKE A SELF DONATION

Sometimes the first donation is the hardest. Inspire your donors with your dedication to Life Stories Child & Family Advocacy by being the first person to donate to your page.

CONSIDER YOUR POTENTIAL DONORS

Your network of potential donors is bigger than you think. Use our list of "People to Ask" to start brainstorming who to ask.

SHARE YOUR ENTHUSIASM

Share your enthusiasm about Life Stories and how they help abused children and youth and why that's important to you.

SEND AN ASK LETTER

The best way to get people to donate is to ask them directly. Check our toolkit for a sample ask letter.

CHOOSE A SUPERHERO AND MAKE A COSTUME

Running in a costume is what makes the Superhero run unique. Choosing a superhero and creating a costume will make fundraising fun for you and your donors.

ASK, ASK, ASK

Your donors might not give the first time you ask. Stay positive. Make regular posts to social media and bring up your fundraiser in person when you can. Use our toolkit for a sample Facebook post.

THANK YOUR DONORS

Reach out to your donors to thank them for donating. If you feel comfortable doing so publicly, thanking donors on your social media can help inspire new donors. You can use our toolkit for a sample thank-you letter.

FIND YOUR SUPER DONORS

Many superheroes don't feel that they can fundraise because they don't think they have any donors. Like any comic book superhero, Superhero fundraisers need to rely on people around them. Follow the example of some of the greatest superheroes to find the Super Donors in your life.

ORIGIN STORY:

Members of your family make great donors. Every superhero had to start somewhere.



ALTER EGO:

Even though they've never seen you in a cape, your coworkers will want to support your super-heroism. The staff at the Daily Planet are always very generous to Clark Kent.



JUSTICE LEAGUE:

Look for donors in your church, bowling league or book club.

Wonder woman asked each Justice League member for \$10 and they each gave \$15.



SIDEKICKS:

Your friends have your back, no matter what. Just like Robin is there to help Batman whenever he needs it, your friends are there to help you reach your fundraising goals.



THE CITY YOU SWORE TO PROTECT:

Ask your neighbors to help you reach your fundraising goals. They care about the fate of our citizens too.



YOUR FUNDRAISING PAGE

Your donors choose to give to your fundraising campaign because they want to support you, so personalizing your fundraising page is a great way to encourage donations.

CREATING YOUR FUNDRAISING PAGE:

- Go to <https://runsignup.com/Race/Donate/CO/Greeley/Superhero5KWeld>
- Click on “BECOME A FUNDRAISER”
- Enter your fundraiser name, your fundraising goal and write a description (why you chose this cause)
- You can upload a picture for your team
- and then click on “Set Up Fundraiser
- At this point, you can create a linked Facebook fundraiser.

JOINING AN EXISTING TEAM:

If there is already a team that you would like to join and help fundraise for:

- Go to <https://runsignup.com/Race/Donate/CO/Greeley/Superhero5KWeld>
- Find the fundraiser you would like to join and click “Select”
- Fill out your donation amount and click “CONTINUE”.
- Fill out fields and click “Confirm donation”

WRITING A GOOD ASK LETTER

The best way to get someone to donate to your Superhero Fundraiser is to ask them directly. Successful fundraisers pick out key relationships and send them an email or letter. Here are some tips for writing a good fundraising letter.

MAKE IT PERSONAL

When someone donates to your fundraising page, they may care deeply about the cause, but they are choosing to donate now because they support you. Share with them why this cause is important to you.

HAVE FUN

The Superhero Run isn't like other races. If you choose to run, you are doing so as a superhero so have fun with your letter. Throw in some superhero puns or a picture of you "flying" around the house in a cape.

ASK, ASK, ASK

Make sure to directly ask people to donate instead of just suggesting.

SHARE YOUR GOAL

Setting a fundraising goal and letting your donors know about it gives them something concrete to reach for. Your friends want you to help you reach your goals.

SUGGEST DONATION LEVELS

Your friends may not know how much to give. Consider asking your donors for specific amounts, like \$10 for each mile you run (3.2 miles), the money they'll save skipping lattes to drink work coffee for a week (\$15) or a donation of "\$50 or more."

SEND A REMINDER

The fact that someone didn't immediately donate doesn't mean they won't. It could mean that they read your email on their phone and then forgot. Remind them.

THANK YOUR DONORS

Every donation to the Superhero Run helps to give abused and neglected children a voice. Make sure they know how much you appreciate their support.

SEVEN STEPS TO \$500

Here are 7 simple steps to become a fundraising Superhero and raise \$500 for Life Stories Child & Family Advocacy!

1

Match the registration fee. (\$25)

2

Ask your two best friends to start off your campaign with \$25 donations. (\$75)

3

Make three Facebook posts of your progress putting together your costume and get 10 friends to donate \$20 each. (\$275)

4

Knock on the doors of four neighbors (that you know) in a mask and cape and ask them for \$10. (\$315)

5

Send an email to five family members, asking them for \$20 each. (\$435)

6

See if six people from your church, bowling league or book club will donate \$5. (\$465)

7

Challenge seven coworkers to skip their morning lattes to help children and donate \$5 to you instead. (\$500)

Don't get discouraged when someone says no. You can make up the money in one of the other steps. You'll find people will surprise you with how generous they can be.



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