



13TH ANNUAL

SUPERHERO

**10K ⚡ 5K ⚡ 1M
KIDS FUN RUN**

TO BENEFIT **LIFE & STORIES**
child & family advocacy



SEPTEMBER 20, 2025

**LIFE STORIES LEGENDS
HERO TOOLKIT**



WELCOME HEROES!

Every child deserves a champion, someone to stand by their side and fight for their future. That's where YOU come in! By joining the Life Stories Legends, you're not just running or volunteering—you're stepping into the role of a hero for children in our community.

Life Stories Child & Family Advocacy works tirelessly to support children who have experienced abuse and neglect, ensuring they have a voice and a safe path forward. With every dollar you raise, you help provide advocacy, stability, and hope to kids who need it most.

Together, we can make a difference. Your fundraising efforts will fuel vital programs that empower children to heal and thrive. So, lace up your running shoes, rally your friends, and get ready to be a superhero for kids!

Let's make this year's Superhero Run more powerful than ever. Ready to save the day? Let's go!

13TH ANNUAL SUPERHERO RUN



Saturday, September 20, 2025



Registration Start - 7:15am | Race Start - 8:30am



Greeley FunPlex | 1501 65th Ave, Greeley, CO.

GET SOCIAL!

For the most up-to-date information, follow us on social media.



facebook.com/LifeStoriesWeld



[@LifeStoriesWeld](https://instagram.com/LifeStoriesWeld)



THE RISE OF THE LIFESTORIES LEGENDS

In this epic fundraising initiative, everyday heroes become powerful allies for a cause. It's not just giving—it's assembling a force for good.

As a Life Stories Legend, you turn compassion into action by sharing your story and rallying your community. You're not just participating—you're leading a mission to create a brighter future for children and families. By reaching out to those who know and care about you, you become the spark that inspires real change.

HOW IT WORKS

- You sign up to become a fundraiser on behalf of Life Stories
- You personalize your page with your story, photos, and why you're racing or volunteering.
- You share your page through email, social media, and conversations.
- Your network donates, and their support helps Life Stories continue its mission.

WHY IT MATTERS

- People are more likely to give when asked by someone they know.
- Every dollar raised helps children and families in our community.
- You become a **hero** not just by racing—but by rallying others to join the cause.

YOU ARE NOT ALONE!

We'll give you all the tools, templates, and support you need to make fundraising easy and fun. Whether you raise \$50 or \$5,000, you're making a difference.

This year, **our goal is to raise \$5,000 to support the vital work of Life Stories**—and we know our Life Stories Legends can make it happen!

Every dollar helps protect and empower children and families in our community.

Pro Tip:

Set your personal goal at \$250 or higher to give yourself a challenge—and a cushion to go above and beyond!



HOW TO GET STARTED

Becoming a Life Stories Legend is easy—and every step you take helps change lives. Here's how to launch your fundraising journey:

STEP 1: SIGN UP TO BECOME A FUNDRAISER

- Visit: runsignup.com/Race/Donate/72977/BecomeFundraiser
- Fill out your fundraiser details (name, goal, story, and photo)

STEP 2: PERSONALIZE YOUR FUNDRAISING PAGE

- Share why you're supporting Life Stories
- Add a photo of yourself (superhero costume encouraged!)
- Set a fundraising goal that feels meaningful to you

STEP 3: SHARE YOUR PAGE

- Post your fundraiser link on social media
- Send emails or texts to friends and family
- Use our sample messages (included in this packet!)

STEP 4: KEEP THE MOMENTUM GOING

- Thank your donors personally
- Post updates about your training or fundraising progress
- Encourage others to join as fellow Legends or donate

STEP 5: CELEBRATE AT THE SUPERHERO RACE!

- Join us on race day in your best superhero gear
- Celebrate the impact you've made as a Life Stories Legend
- Take photos, meet other heroes, and enjoy the day!



HOW TO PROMOTE YOUR FUNDRAISER

SOCIAL MEDIA

Social media is a powerful tool to reach friends, family, and colleagues. Here's how to make the most of it:

POST REGULARLY

- Announce your fundraiser with a personal story about why you're participating.
- Share updates on your progress to keep momentum going.
- Celebrate milestones (e.g., "I just hit \$100! Help me reach \$250!").

USE ENGAGING MEDIA

- Post photos of yourself preparing for the run (training, choosing your superhero outfit, etc.).
- Share Life Stories' impact stories and visuals to show donors where their money goes.
- Go live to talk about your fundraiser and answer questions.
- Include the Superhero Logo

ENCOURAGE CHALLENGES

- Challenge friends to donate or start their own fundraiser.
- Create fun incentives (e.g., "If I hit \$500, I'll run in full superhero gear!").

LEVERAGE HASHTAGS

Use event and cause-related hashtags to expand your reach:

- #LifeStoriesLegends
- #WeldSuperheroRun
- #BeAHero
- #RunForACause
- #LifeStoriesWeld



SAMPLE POSTS TIMELINE:

Launch Post

- I've joined the Life Stories Legends campaign to support Life Stories Child & Family Advocacy! ❤️
- Help me reach my goal and support kids in our community.
- 🖱️ [Insert link]
- #LifeStoriesLegends #SupportSurvivors #FundraiserForGood

Progress Update

- We're halfway there! 🎉 Thank you to everyone who's donated. Let's keep the momentum going!
- ❤️ Every gift makes a difference.
- 🖱️ [Insert link]

Final Push

- Just a few days left! ⏳ Help me finish strong and support Life Stories' vital work.
- ❤️ Donate today: [Insert link]

TAG & THANK DONORS

Publicly thanking donors encourages others to give. Example post: "A huge shoutout to [@DonorName] for supporting my fundraiser! Your generosity makes a real difference for children in need. ❤️ #BeAHero"



OTHER POST IDEAS

🌟 I'm fundraising for **Life Stories Child & Family Advocacy** through the Life Stories Legends campaign! Every dollar helps support children and families impacted by abuse and neglect in our community. Join me in making a difference! ❤️

🔗 [Insert your fundraising link here]

#LifeStoriesLegends #ProtectChildhood #FundraiseForHope

I'm proud to support Life Stories Child & Family Advocacy through the Life Stories Legends campaign! ❤️

Together, we can bring hope and healing to children and families impacted by abuse and neglect.

Every donation—big or small—makes a real difference.

🔗 [Insert your fundraising link here]

#LifeStoriesLegends #SupportSurvivors #ProtectChildhood

Let's make an impact! 💪 I've joined the Life Stories Legends fundraiser to help protect children and support families in our community.

Your support fuels the mission of Life Stories Child & Family Advocacy—and every dollar counts!

❤️ Donate now: [Insert your fundraising link here]

#FundraiseForHope #LifeStoriesLegends #BeAChampionForKids



I AM A LEGEND FOR CHANGE BADGE

How to download the badge:

1. Click 'Download'. The image will open in a new tab.
2. Right click on the badge and then select 'Save Image As'.
3. Choose a location to save it (such as your Desktop), then click 'Save'.

To share the badge on social media:

1. Log in to your social media account.
2. Start a post, then select 'Add Photo' or the camera icon.
3. Select the badge.
4. Write a message.
5. For example: "I'm A Legend For Change. Join Life Stories Legends and be a hero in a child's life."
6. Click 'Publish' to share.



EMAIL AND TEXT MESSAGING

Not everyone spends time on social media, so email and text outreach can be just as effective.

EMAIL TEMPLATE

Subject: Be a Hero for Kids in Need 🚀

Dear [Name],

I'm excited to be part of the Superhero Run for Life Stories Child & Family Advocacy! This amazing organization gives a voice to children who have experienced abuse and neglect, ensuring they have the support they need to heal and thrive.

I've set a goal to raise [\$Amount], and I'd love your support! Every dollar makes a difference in providing advocacy and stability to vulnerable kids.

Click here to donate: [Fundraising Link]

Together, we can be heroes for children who need us. Will you join me in making an impact? Thank you for being part of something incredible!

TEXT MESSAGE EXAMPLE

"Hey [Name]! I'm fundraising for the Superhero Run to support kids in need. Every donation helps provide advocacy and healing for children experiencing abuse. Would you consider donating to my campaign? [Fundraising Link]"



FREQUENTLY ASKED QUESTIONS

HOW DO I BECOME A LIFE STORIES LEGEND?

Just visit this link: bit.ly/superherolegends

You'll create a personal fundraising page and start your journey as a Life Stories Legend!

IS THERE A FUNDRAISING MINIMUM?

There's no required minimum. Whether it's \$50 or \$500, every dollar you raise is making an impact!

ARE DONATIONS TAX-DEDUCTIBLE?

Yes! Life Stories is a registered nonprofit, and all donations are tax-deductible to the extent allowed by law. Donors will receive a receipt via email.

HOW DO I SHARE MY FUNDRAISING PAGE?

Once your page is set up, you'll get a unique link. Share it via social media (Facebook, Instagram, etc.), Email or text, QR codes on flyers or posters

We've even provided sample messages to make it as easy as possible

CAN I FUNDRAISE AS PART OF A TEAM?

Absolutely! Fundraising with friends, coworkers, or family can be even more fun. You can create or join a team during registration.

WHAT HAPPENS IF I REACH MY GOAL?

Celebrate! And feel free to raise your goal and keep going—every dollar makes a difference.

WHERE DOES MY MONEY GO?

Funds raised support Life Stories' mission to protect, heal, and empower children and families impacted by abuse and neglect in Weld County. Your efforts help provide advocacy, education, and hope.

NEED HELP OR HAVE MORE QUESTIONS?

We're here for you!

Reach out to us at:

✉ mattie@lifestoriesweld.org

☎ 970-353-5970

