

## HOLDING A FUNDRAISING EVENT TO HELP YOU REACH YOUR GOAL

Here are a few ideas to get you started on how you can raise money by holding an event. Let your creativity fly and think of ways that showcase your likes or talents. Whatever you choose, make sure you clearly explain why you are holding the event (Shooting Star 5K Run and Walk for Life), who the money is going to (Morning Star Pregnancy Services) and your fundraising goal.

- ▶ **Corporate Matching Gift Programs.** Check with your employer or Human Resources Department to see if they have a Matching Gift Program. It's a great way to double your donation money. You can also ask your sponsors whether their employers have a Matching Gift program as well.
- ▶ **Hold a Dress Down Day at Work.** Work with your Human Resources Department to hold a "Dress Down Day." Co-workers who donate money to your fundraiser can dress casually on a specific day. You can either pick a specific dollar amount or let coworkers choose how much to donate.
- ▶ **Hold a Bake Sale.** Your sports team could make baked goods and sell them at a concession stand at one of the games. Your church could sell treats after a church service. Ask co-workers to donate baked goods and hold a bake sale in the break room. Wherever you are holding a bake sale, post a sign announcing that you will be participating in the Shooting Star 5K Run and Walk for Life and your fundraising goal.
- ▶ **Music Night.** If you're musically talented, play at a local coffee shop, putting out a tip jar for your fundraiser. You can talk about your fundraiser before, between sets, and after. Have information on the Shooting Star 5K Run and Walk for Life next to the tip jar or post a sign next to it, so your audience knows what the money is going toward.
- ▶ **Lemonade Stand.** Fun family activity!
- ▶ **Hold a Car Wash.** Ask a local business that has access to water and a large parking lot to partner with you. Find some friends to help, make some signs, gather some supplies and take advantage of photo ops!
- ▶ **Restaurant Night.** Ask a local restaurant if they would be willing to have a Fundraising Night for you. Advertise the date to all of your friends, family and coworkers. Work with the restaurant to agree upon the percentage of the proceeds that will be donated to Morning Star.
- ▶ **Talent Night.** Find a local coffee shop or community center to hold a talent night. Charge an admission fee to audience members. You can even hold it in your backyard for a Neighborhood Talent Show!
- ▶ **Chili Cookoff.** Find people passionate about chili and hold a cook off at a specified location. Attendees can pay an entrance fee to sample all the chilis and vote!
- ▶ **Teach a class.** Maybe you're a painter, a fitness instructor, a guitar player or a social media guru. Whatever your talent, hold a class and charge a fee. Plan out the space you will need and supplies to cover costs.



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The Morning Star logo features a stylized orange sun with rays above the text "Morning Star" in a bold, blue, sans-serif font. The background of the entire top section is a photograph of a person's legs wearing light blue pants and white sneakers with blue accents, standing on a light-colored surface.

**Morning Star**

## SOCIAL MEDIA IS WHERE IT'S AT

It's the quickest way to reach the largest audience and include pictures that build excitement. Whether its Facebook, Twitter or Instagram, you can use the following sample posts to announce your participation in the Shooting Star 5K Run and Walk for Life and give updates throughout your fundraising campaign. Post frequently, give updates, share photos and make sure you say thank you!

### ► **Announcement**

I just registered for the Shooting Star 5K Run and Walk for Life! Held at City Island on September 11th, I am excited to be (running a 5K) (walking for life) to raise funds for Morning Star Pregnancy Services. Please help me reach my fundraising goal of (your goal amount)!

### ► **Post Two**

I'm (running/walking) in the Shooting Star 5K Run, hoping to raise \$1,000 to support Morning Star - whose mission is near and dear to my heart. If you are interested in helping me reach my goal, please take a minute to look at my page. Once you agree that this is a FANTASTIC organization to support, would you consider donating to help me reach my goal!

### ► **Post Three**

Just a quick update to say THANK YOU! I'm over half way to my goal & couldn't do it without you! I've been training for this event and think I'm ready - Getting close to my goal and I'll soon be off to the races!

### ► **Post Four**

I'm almost there! Please consider sponsoring me, as I strive to hit my goal of (\$your goal).

### ► **Thank You Post**

We did it! Thank you for helping me achieve my goal! I was able to donate (\$your total) to the Shooting Star 5K Run and Walk for Life event to support Morning Star Pregnancy Services. As you can see from my pics, it was such a fun time! (share a memorable moment. Maybe you were the winner in your age category for the 5K or took a train ride around City Island).



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## WRITING A FUNDRAISING LETTER FOR MORNING STAR'S 5K RUN & WALK FOR LIFE

### **Make a list of everyone you know.**

Think about everyone you know and make a physical list (you will use this physical list to keep track of funds raised, who to follow up with and who to send thank you cards to). Do not disregard someone because you think they cannot or will not support you.

### **Invite them to support you.**

Explain Morning Star's 5K Run and Walk for Life and how you are participating in the event. Are you running, walking or both? Maybe you are volunteering to help at the event. Whatever your involvement, invite your potential sponsors to support you. Make sure you include your personal fundraising goal and suggest possible contribution amounts. Be excited about your fundraising goal and how your support will help Morning Star.

### **Personalize It.**

Explain why you are participating and supporting the Shooting Star 5K Run and Walk for Life. Write a story or tell why Morning Star is special to you. Sharing a personal story of significance to you helps people to make a connection to you and Morning Star, making them more likely to support your fundraising goals.

### **No Mass Emails.**

You can use essentially the same letter when emailing potential sponsors, BUT individualize each one in the salutation. For example, "Hi Sally, it was so good to see you at the pool this summer." In addition, do not send a mass email with everyone's email address showing. This makes the email more impersonal and will more likely result in your potential sponsor deleting it from their Inbox.

### **List the Ways to Donate.**

List the ways in which your sponsors can donate to your fundraising goal. Can they send you a check? If so, what address should they mail it to? Make sure they know to make the check out to Morning Star Pregnancy Services. Do they want to drop it off to you or give it to you at a function you will both be attending? If so, how can they get in contact with you to set it up? Have you set up a fundraising page through Morning Star's website so they can donate online? If so, let them know how to access it or send them a link.



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## BUILDING A LIST OF POTENTIAL SUPPORTERS TO HELP YOU REACH YOUR FUNDRAISING GOAL

Below is a potential list of people you can ask to sponsor you at Morning Star's 5K Run and Walk for Life. You may also want to use this list to create a team to walk at the event! Divide your list into groups under the following categories of how you will reach out to them:

### PHONE CALL

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### EMAIL

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### LETTER TO MAIL

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### LETTER TO DROP OFF PERSONALLY

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### TEXT/SOCIAL MEDIA

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**POSSIBLE SPONSORS:** parents, siblings, aunts, uncles, grandparents, cousins, nieces and nephews, your children, in-laws, neighbors, co-workers, friends from high school, friends from college, church groups (ex.: Knights of Columbus or an Elder's Committee), friends from church, social media friends, teachers/professors, coaches, members of any clubs you belong to, your hairdresser or barber, gym members, gym trainer, schools, dry cleaner, doctor, dentist, accountant, local coffee shop, local businesses.

Feel free to add on to this list, this is just a jumping off point. Remember, do not disregard someone because you think they cannot or will not support you!



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## SAMPLE LETTER TO POTENTIAL SPONSORS

Dear

I will be (running a 5K) (walking for Life) at City Island on 9/11/21 to support Morning Star Pregnancy Services. This special event helps Morning Star to reach women, men and families in Central PA who need support for unplanned pregnancies. Morning Star is a non-profit organization that provides confidential counseling services, pregnancy tests, ultrasounds and other medical services. They also provide STI testing and treatment, abortion recovery healing retreats, material supplies for babies and moms, and education classes in our schools.

As you may be aware, this organization holds a special place in my heart. (Tell a personal story or why you are supporting Morning Star. Something that will connect your sponsors' hearts to you and your cause.)

I am asking for your support so I can achieve my fundraising goal of (ex: \$300. I only need 12 people to donate \$25.00 or 30 people to donate \$10.00.) To partner with me to support this worthwhile event, please go to my fundraising page online (type in your link here), or go to Morning Star's website at [www.SupportMorningStar.com](http://www.SupportMorningStar.com) and click on the race link. If you prefer to donate by check, please mail it to me by (your personal deadline date). My mailing address is (address). **All checks should be made payable to Morning Star Pregnancy Services.**

I invite you to join me at the event—all are welcome! For more information go to [www.SupportMorningStar.com](http://www.SupportMorningStar.com). There will be live music, free carousel and train rides, bounce house, face painting, a free pancake breakfast after the race, and prizes and medals for the winners of the 5K. It's a fun event for the entire family!

Thank you in advance for your support in helping me achieve my goal and supporting an organization that means so much to me and to so many women, men and families in our community!

(Name)



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## FREQUENTLY ASKED QUESTIONS

**When is the walk?** Saturday, September 11

**Where is the walk being held?** City Island, Harrisburg, PA

**What is the Shooting Star 5K Run and Walk for Life?** It is an annual event held at City Island in Harrisburg. Each year, hundreds of supporters of life partner with Morning Star Pregnancy Services to help women, men, and families in Central PA. Participants and sponsors help provide Morning Star with the critical resources we need to serve the people in Central PA who come to Morning Star for counseling, treatments, ultrasounds and material assistance.

The Shooting Star 5K Run and Walk for Life is a fun event for the entire family. There is musical entertainment and a free kids' zone that includes a carousel, train rides, bounce house, face painting and treats. In addition, there is a free pancake breakfast, prizes and medals being awarded to the top overall male and female runner in each age category, and a special prize to the highest fundraiser!

**How do I register for the run and/or the walk?** You can register online at [www.SupportMorningStar.com](http://www.SupportMorningStar.com) or call Morning Star to request an application form.

**How do I register a team?** You can register online at [www.SupportMorningStar.com](http://www.SupportMorningStar.com) or call Morning Star at 717-920-0411 to request an application form.

**Where can I get a printed application?** You can call Morning Star at 717-920-0411 for an application.

**How do I hand in the cash and check donations I have raised?**

You can:

1. Hand in your donations at registration on the day of the event.
2. Drop it off at Morning Star's Administrative Office prior to the event. Call 717-920-0411 for hours of operation.
3. Mail checks to: *Morning Star Pregnancy Services, 2509 N Front Street, Harrisburg, PA 17110.* Please do not mail cash.

**Can one of my sponsors pledge a donation and be billed for it?** Yes. You can select "Bill" on the printed registration form or "Bill Me Later" on your fundraising page and Morning Star will bill them.

**Who should checks be made payable to?** Morning Star Pregnancy Services

**Can people donate with credit cards, and if so, how?** Yes, through your fundraising page or through Morning Star's website. Credit card donations will also be accepted at the event.

**Can people donate online directly to Morning Star?** Yes

**How can they donate online so I get credit toward my fundraising goal?** They should donate on your fundraising page or through the event website, in which they can select your name from a drop down menu.

**As a Walker, how can I submit my donations in time to get my free tshirt?**

Enter in any cash or check donations onto your fundraising website or submit your form to Morning Star by the deadline.

**How do I set up my fundraising page?** You will receive a link once you register for the run/walk. Click on the link you receive after you register.