



Fundraising Tips and Tricks

**Thank you for choosing to fundraise with CALICO!
Below are a few easy tips help you meet your goals**

1) Create and personalize your fundraising page at calicocenter.dojiggy.com.

Don't be afraid to customize your page with pictures and messages. People want to know why you are running and ways to support you. Here's an example of an informative page: <http://calicocenter.dojiggy.com/christinawalburn>

2) Send an email to your friends and family asking for support.

An email lets friends and family know about what you're doing and ways they can support you in this fantastic effort! Try a version of the email below:

"On March 20, I am running a [insert race here] in the Oakland Running Festival to support CALICO, a non-profit organization that works to achieve justice and healing for abused children and their families. I hope you will support me in my run.

I am running for CALICO because I believe that every child deserves to be kept safe and healthy. Every \$1,000 raised for CALICO will provide a family in crisis with a comprehensive package of services, including a quality forensic interview, crisis intervention, follow up support and referrals for community-based services. My personal fundraising goal is [\$XX]. Will you support me in reaching my goal? You can donate here: [insert link to your personal fundraising page]

*For more information about the services that CALICO provides, please see here:
http://calicocenter.org/our_role/services.*

Thank you for supporting me and taking a stand against child abuse,"

3) See if your company will match your fundraising efforts.

Many employers match employee charitable fundraising efforts. Contact your company's Human Resources Department to find out more.

4) Ask your donors if their employers will match their donation.

Many organizations, such as Google, Bank of America, and Apple will match charitable donations.

5) Use Social Media to your advantage.

a) Post on Facebook, Twitter and Instagram about your running and fundraising efforts.

Social media is a great way to get in touch with people who want to support you. Don't forget to share your fundraising goal and a link to your page! Try a version of the sample below.

EXAMPLE: Hi Facebook friends and family! On Sunday, March 20th I will be running in the Oakland Running Festival to support CALICO, a non-profit that helps abused children and their families. Check out my page to support my run!

b) Post about your hard work and progress on social media.

People want to see what you're doing and want to cheer you on! Don't be afraid to post pictures and messages.

EXAMPLE: 1st Run for CALICO! The run is March 20th, time to get in shape!

c) Thank and publicly recognize each of your supporters on social media - everyone loves the spotlight!

EXAMPLE: Thank you to Jo Smith for being my 1st supporter for my upcoming run for CALICO! My goal is \$500- only \$450 to go. Please donate at my website below!

d) Ask your friends and family to challenge you to tough runs

Asking for challenges, like running up hills, stairs or around major landmarks, is an easy way to get people involved and show your dedication. Remind them if you'll do their challenge if they donate! And post pictures of you completing the challenge.

Happy Fundraising! Go Team CALICO!