

TIGHTY NIAGARA HALF MARATHON



Fundraising Guide

A fundraising event for Niagara Hospice



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THE CAUSE: WHY RUN WITH US



Hospice is a way of caring for patients with end-of-life illnesses and supporting their family and loved ones through the illness and dying process. At Niagara Hospice, we believe every day is a gift and we value quality of life for each and every patient. As the only hospice provider in Niagara County, our staff and volunteers take pride in their compassionate service to others. Just one call to Niagara Hospice provides loved ones the physical, emotional, psychosocial, spiritual and bereavement care they need.

Niagara Hospice is a not-for-profit charitable 501(c)(3) organization recognized by both New York State and the Internal Revenue Service.

YOUR IMPACT: WHERE THE MONEY GOES

The care and comfort our hospice program provides to thousands of patients and their families each year is due in great part to donations. Niagara Hospice is proud of the fact that we go above and beyond what is covered by insurance. When you participate in the Mighty Niagara Half Marathon and the Hospice Dash 5K, you are making a difference in the life of a Niagara Hospice patient and their family. Your support of Niagara Hospice gives hope for comfort when a cure is no longer feasible; hope that a secure, familiar care setting can be enjoyed; hope for personal dignity and freedom from unwanted procedures. Additionally, Hospice gives hope that the family will be nurtured and supported, even after the death of their loved one.



START EARLY

A great way to get started is to self-give. It doesn't need to be a large sum of money, but it lets your donors know up front that you believe in what you're doing!



CREATE YOUR FUNDRAISING PAGE & SET A GOAL

On your **It's Your Race** fundraising dashboard, you'll be able to personalize your fundraising page.

1. Set your fundraising goal.
2. Think about why your fundraising & develop your "ask". The most compelling fundraising pages include a personal story about why you are participating and fundraising.



WHO TO ASK?

The more people you ask, the easier reaching your fundraising goal will be! Think about more than just family and friends like:

- Members of clubs and organization you belong to
- Coworkers (past & present)
- Neighbors
- Local businesses

The number one reason why people give is because they are asked by someone they trust! Don't be afraid to ask. Asking can be as easy as sending a text like,

"Hi Alicia, I'm participating in the Mighty Niagara Half Marathon in honor of my grandma. My goal is \$500. Would you be able to help me reach my goal?"



FORM A TEAM!

Fundraising, training and participating with a team of your friends, family & colleagues is a great way to experience the Mighty Niagara Half Marathon or Hospice Dash 5K!

Step 1: Choose a team name, designate a team captain and create the team online.

Step 2: Teammates can then register anytime and join the already existing team. Click "join existing team" and click your team name from the dropdown to be added to the Teams Fundraising Page.

Step 3: If you are already registered and forgot to "Join the team" you can still do so. Just go to the Fundraising/Donate Tab and do a search for your team. You will be able to click Join Team to be added!



GET SOCIAL

Social media is a great place to drum up additional fundraising support and to tell folks about your passion for what you're doing. Facebook, Instagram, TikTok, X, Snapchat, etc. are all great ways to reach out to your community and keep them up to date on your fundraising progress! Here are a few tips & tricks:

- Provide updates on your fundraising and training efforts. Tag your generous supporters who have contributed to your fundraising. Tell a story about your experience so far!
- Add photos or videos so your posts are more engaging and more likely to be shared!
- Always include a link to your fundraising page so people know where to go to make the donation.
- Use #iammighty and tag the Mighty Niagara Half Marathon to help us build buzz online.
- Follow the Mighty Niagara Half Marathon on social media:



FOLLOW UP

We're all very busy. Send a friendly reminder in case your initial request slipped through the cracks. More often than not, emails get moved down the "to do" list and your donors just need a friendly reminder to take action. Let them know that they play an important role in your success of the event.

A simple text could say, "Hey Alicia! My training for the Mighty Niagara Half Marathon is going well, up to 10 miles! I've raised \$300 so far in honor of my grandma and was wondering if you could help me get closer to my goal of \$500?"



THANK YOUR DONORS

Personally thank everyone who has donated. Tell them how much you appreciate their generous support.

As if you can thank them publicly as well on social media! By thanking your donors, friends & family may also want to get involved & donate!

"Giving is not just about making a donation. It is about making a difference."

Kathy Calvin



@mightyniagarahalfmarathon



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