



FUNDRAISING TIPS!

Thank you for joining Team Addi Faith Foundation for the Houston Marathon & Half Marathon. We are so thrilled to be a part of this event and excited you are a part of it!

We've shared some information and tips that we think are helpful to you to reach your fundraising goals. We know that the idea of fundraising can be intimidating. We are available to help when needed if you have questions or need a little help along the way. We want to you to be successful!

What's Your Story?

As you begin the process of fundraising, we recommend that you reflect on why you're raising money for Addi's Faith Foundation. The answers to the questions below might help you inspire donors to support you.

- What does Addi's Faith mean to me?
- Why did I make the commitment to fundraise and run the half marathon/marathon?
- What's my goal?
- Is there someone I'm doing this specifically for or in memory of?
- How has pediatric cancer impacted my life?

THINK BIG!

You've made a fundraising commitment, so you have to think BIG about your potential audience. From the moment you decide to fundraise, everyone becomes a possible donor. Think about who you know that might donate to Addi's Faith Foundation. Think about the following groups in your own life:

- Friends & Family Members
- Neighbors
- Current or former colleagues
- Classmates
- Your professional, volunteer or religious network
- Your social media connections

DON'T BE AFRAID!

Don't be afraid to ask people who live outside of your community to support you. People across the globe have been affected in some way by cancer.

FOLLOW THESE EASY BREEZY STEPS FOR FUNDRAISING

- Announce that you've decided to run the Houston Marathon/Half Marathon and fundraise for Addi's Faith Foundation. Don't wait to start telling everyone what you're doing – remember, everyone is a potential donor so share it lots of places and ask them to share with their friends
- Share why this is important to you.
- Ask as many people for support as possible, in very personal ways.
- Keep folks updated on your progress and where you are in your goal.
- Thank the donors who have already given and remind those who haven't there's still time.
- Along the way AND after the event, share your experience – with words and pictures. Tell your supporters how much the Addi's Faith Team raised and it couldn't have been possible without their support.

SAY THANK YOU

There is NOTHING more important than taking the time to thank the folks who supported you through your journey. We will provide each of you with thank you note cards to send to each of your donors. We want them to know how much we appreciate and value them and WITHOUT THEIR HELP, we cannot continue our mission and work.