

Dear 5K participants,

Thank you so much for fundraising for the Jack's Abby United Way 5K. All proceeds from your registration fees and fundraising will directly support the program you selected when you registered.

We wanted to take a few minutes to check in and find out if you needed any help with your fundraising. Below are some recommendations that may help:

1. Is your fundraising page set up – if not, contact Julianna Randell at [Julianna.Randell@uwotc.org](mailto:Julianna.Randell@uwotc.org)
2. Don't be afraid, Just Ask! – Recognize that participating in a fundraising event is a selfless act that is a benefit to others. Be proud of what you are doing to help others in the community
3. Share the Why – Do you volunteer at the food pantry, answer phone at the mental health hotline, or read to children? Make sure you explain the work you do and/or the people who benefit from it? The elderly and veterans who enjoy a hot meal each night at the café, or those experiencing a tough time and need a kind ear to listen, or the child with not books, tell your story.
4. Leverage social media - Tell your story on Facebook, Instagram, and Twitter. People will "like" and retweet your story to others who may also donate. Include the link to your fundraising page to make it as easy as possible for people to give.
5. Keep people updated on your progress – Post photos of training runs or walks, thank donors on social media, and let them know what your goal is and how close (or far) you are to reaching it.
6. Get Donations Matched - Ask your company to match what you raise. When people donate, find out if their company has a matching gift program.
7. Have a bake sale or a yard sale – Hold a bake sale at work or a yard sale on the weekend or sell old items you don't use anymore on EBay. Put a donation jar on your desk at work with a sign that you're raising money, the donations will add up fast!
8. Don't forget to have a follow-up plan – If someone says they're going to donate put a reminder in your calendar to check-in if they haven't contributed. Friends and family get busy and don't mind a gentle reminder.
9. When all is said and done, send a personalized thank you note to everyone who donated – No matter how large or small the donation, make sure each person who donated receives a personal note from you. Email or hand written, it's up to you – but do it!

If you have any specific questions or need more information, please don't hesitate to reach out to special events manager Sandy Baldi at (508) 370.4873 or by email at [Sandra.Baldi@uwotc.org](mailto:Sandra.Baldi@uwotc.org).