



Dear Team Captain,

Thank you so much for your participation in the 2010 Donate Life Family Fun Run. Teams play a very important role in the Donate Life Family Fun Run. So round up everyone you know, think of a catchy name and get ready to join in the fun on September 25th!

The Donate Life Family Fun Run is a non-competitive 5K run and 1K walk to raise awareness for organ, eye and tissue donation and celebrate Maryland's organ and tissue donors and their families. Proceeds from the Donate Life Family Fun Run benefit the Living Legacy Foundation of Maryland to further the organization's mission of providing advocacy, family support, comprehensive public and professional education, and commitment to enhancing the organ and tissue donation process.

Now that you've registered yourself and created your team, you can now start recruiting team members and raising money. Below, you may download a packet of information to help you build your team and tips on fundraising.

The bigger the team, the bigger the perks!

Teams with 25+ members and raise more than \$1,000 will receive a Donate Life Family Fun Run water bottle. Additional prizes will be awarded to the team that raises the most funds, the team with the most members and the individual who raises the most funds. Teams with 15+ members will be able to check in as a team at the VIP check-in table on race day.

Team t-shirts

Teams are encouraged to customize their t-shirts to honor a loved one or celebrate the gift of life they've been given. Teams registered by **August 1, 2010** will be eligible to pick up their t-shirts prior to race day so they can customize them however they'd like. Pick-up dates and times will be e-mailed out after August 1st.

Thank you again for your participation in the 2010 Donate Life Family Fun Run. If you have any questions, please contact Lauren Muskauski at lmuskauski@thelf.org or 410-242-7000 x2005.

Live. Give. Run.

Lauren Muskauski
The Living Legacy Foundation of Maryland



Fundraiser Check List

Set a Goal

- I will raise \$ _____ by this date _____.
- I will contact _____ people in order to reach my goal.
For example, Mary wants to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to reach her goal.

Customize your Personal Webpage

- Upload personal pictures
- Create a message connecting yourself to the cause

Email Everyone!

- Send an email to all family and friends, asking them to contribute or join your team. Sample e-mails can be found on the Family Fun Run website (<http://LLF.kintera.com/FamilyFunRun>) as well as in this packet.
- Email local businesses that might be interested in your cause. Ask them to sponsor you
- Send an email to your co-workers inviting them to contribute or join your team
- As you receive contributions, write them a thank you note or email

Tips for Successful Email Campaign

- Make it personal. Briefly explain why this cause is so important to you
- Your subject line should be simple and cause-related
- Be sure to include a link to your fundraising page, make it bold to stand out
- Educate your contributors about Team Maryland and stress the benefits to contributing
- Always ask contacts to forward your email to others
- Keep contributors updated on your progress

Keep Track of all Offline Donations

- Use the contributions chart in this packet to keep track of all offline donations. If you'd like, you may mail or drop off any offline donations to:

The Living Legacy Foundation
ATTN: Family Fun Run
1730 Twin Springs Road
Suite 200
Baltimore, MD 21227

- Remember to collect home addresses from off-line donors so the Living Legacy Foundation can mail out receipts for tax purposes.



Quick and Easy Fundraising Ideas

REMEMBER

Start Early: The earlier you start, the more time you have to reach your goal.

Set Goals: Remember, goals = success.

Ask: The key is to ask! If you don't ask, the answer is always no!

- 1. Online donations** – The easiest and quickest way to raise contributions is through email notifications. Set up a **Team Fundraising Page** on www.activegiving.com and send link via email to gather donations. Send email blasts on a regular basis (see email blast template)
- 2. Day Off Opportunity Drawing!** – Ask the owner of the company or boss to donate a paid day off to the winner of the drawing. Sell tickets for \$5-\$25 to your co-workers (this is an easy way for most companies/businesses to contribute without donating cash).
- 3. Ask your local community groups** – (houses of worship, professional organizations, and volunteer organizations) if you can make a 5 minute announcement at their next meeting and pass out personalized pledge form cards with link to your team on-line page.
- 4. Collection Jar** – Place collection jar with a personalized label on your desk and in common break areas for “impulse” donations.
- 5. Wine and Cheese Party** – Gather an assortment of wine and cheese and invite your friends and family over for a special wine and cheese party for \$20 per person (try to get the wine and cheese donated)
- 6. 50 / 50 Opportunity Drawing** – Hold a 50 / 50 opportunity drawing for a certain time period: a week, two weeks or a month. Half the money goes to the Donate Life Run/Walk and the other half goes to the winner of the drawing.
- 7. Dress Down Days at Work** - Ask management if you can have “Dress Down Days” to benefit your team at work. Request \$5 to wear jeans to work on Fridays or any other specified day. This is a quick and easy way to raise big bucks. Everyone wants to be casual at work; help people fulfill their dreams and contribute to a great cause.
- 8. Karaoke Night.** Sell tickets for an evening of not-quite “professional” singing at a local bar or at home. Get people to donate money to stop their friends from singing or have a singing contest. Charge an entry fee and have proceeds from the ticket sales go to your team fundraising goal.

Never forget the FUN in Fundraising. Use your creativity!



Benefits for Company and Organization Teams

Donate Life Family Fun Run associates companies with a powerful cause, increasing corporate credibility, brand exposure and consumer loyalty.

The 2001 and 2002 Cone Roper Report proves that a company's involvement with programs like Donate Life Run/Walk also enhances employee loyalty and boosts morale:

- Employees whose companies support social issues are almost 40 percent more likely to be proud of their company's values.
- Nearly 25 percent are more likely to be loyal to their employers than those whose companies do not engage in such efforts.
- Nearly six in 10 employees (57 percent) wish their company would do more to support a social issue.
- With more than three-quarters of Americans today considering a company's commitment to social issues when deciding where to work, executives attempting to strengthen internal morale should recognize the powerful impact of cause programs on employee attitudes and behavior.

The Donate Life Family Fun Run provides an opportunity for companies to not only attach their brand to a cause, helping to essentially grow sales and build customer loyalty, but to increase trust among the core of that company—its employees.

Through Donate Life Family Fun Run, companies and their employees can make a difference by supporting The Living Legacy Foundation of Maryland's efforts to save lives through organ and tissue donation.

If your company is interested in sponsoring the 2010 Donate Life Family Fun Run in addition to forming corporate teams, please contact Jim Ford, jford@thellf.org, 410-242-7000 x 2041.



Frequently Asked Questions

Is it difficult to organize a team?

Not at all! We help make it easy. We provide all the materials and guidelines you need to ensure your success in building a team and fundraising. Let us help you.

Who do I call if I am having a problem registering my team on-line?

For online registration problems, visit <http://llf.kintera.org/faf/help/>
For all other questions call or e-mail Lauren Muskauski 410-242-7000 x2005, lmuskauski@thellf.org.

Can I add cash/check donations I've received to my online fundraising goal?

Yes. Use the contributions chart in this packet to keep track of all offline donations. If you'd like, you may mail or drop off any offline donations to **The Living Legacy Foundation, ATTN: Family Fun Run, 1730 Twin Springs Road, Suite 200, Baltimore, MD 21227** and we will enter them onto your team fundraising webpage.

Can I register a team offline (not through the active.com) website?

Yes. Simply fill out the Team Fundraiser Collection Sheet from the Donate Life Family Fun Run packet to help you keep track of your team members and donations. On the day of the event, you and your team will need to register at the registration tables.

What if I register my team on-line and someone wants to join my team after the 5pm deadline on September 23, 2010?

Any individuals that want to join your team after the deadline will need to go to the registration tables the day of the event to register.

What happens if it rains?

The Donate Life Family Fun Run is held rain or shine. We reserve the right to cancel in extreme weather. There are no refunds. Registration fee will be used as a donation.

If I still have questions about forming a team or fundraising, who can I contact?

Please email Lauren Muskauski, lmuskauski@thellf.org, 410-242-7000 x2005.

**More Frequently Asked Questions may be found on the
2010 Family Fun Run web site: <http://LLF.kintera.org/FamilyFunRun>**

Team Fundraiser Collection Sheet
 (Off-line Team Donations)
 Donate Life Family Fun Run
 September 25, 2010



| | | |
|------------------|-----------------------|---------------|
| First Name _____ | Team Name _____ | Phone # _____ |
| Last Name _____ | Total Collected _____ | Email _____ |

TEAM MEMBERS

| First Name | Last Name | Phone Number | Email Address |
|------------|-----------|--------------|---------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
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Team Fundraiser Collection Sheet
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 September 25, 2010



| | | |
|------------------|-----------------------|---------------|
| First Name _____ | Team Name _____ | Phone # _____ |
| Last Name _____ | Total Collected _____ | Email _____ |

CONTRIBUTIONS

| Name | Address | Phone Number | Amount | Paid <input type="checkbox"/> |
|------|---------|--------------|--------|-------------------------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
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Sample E-mails

Please donate to my team

Subject: Please donate to my Family Fun Run team

Message:

As you may know, I am participating in the 2010 Donate Life Family Fun Run on September 25, 2010 at Druid Hill Park in Baltimore, MD. The Donate Life Family Fun Run is a non-competitive 5K run and 1K walk to raise awareness for organ, eye and tissue donation and celebrate Maryland's organ and tissue donors and their families.

Proceeds from the Donate Life Family Fun Run benefit the Living Legacy Foundation of Maryland to further the organization's mission of providing advocacy, family support, comprehensive public and professional education, and commitment to enhancing the organ and tissue donation process.

I'd like to ask you to please donate to my team if you can. Every little bit helps and is greatly appreciated!

To donate:

- 1) Visit <http://lf.kintera.org/familyfunrun>
- 2) On the left-hand menu, click "Donate to an Individual Participant"
- 3) Type in my name and click "Search"
- 4) Click on my name in the results section
- 5a) If you'd like to donate directly to me, which will ultimately show that I fundraised these funds for my team, you'll be in the right place.
- 5b) If you want to make a general donation to my team, click "My Team Page," then click the tab that says "General Team Donation."
- 6) Fill in the amount you'd like to donate, then click "Continue"
- 7) Fill out payment information

Thank you so much!



Sample E-mails

Join my team!

Subject: Please join my team and participate in the 2010 Donate Life Family Fun Run!

Message:

I am participating in the 2010 Donate Life Family Fun Run, which is a non-competitive 5K run and 1K run to raise awareness for organ, eye and tissue donation and celebrate Maryland's organ and tissue donors and their families.

I am looking for some motivated individuals to walk/run with my team on September 25th at Druid Hill Park in Baltimore, MD in support of this wonderful cause and thought you may be interested. If you would like to join the fun, please visit <http://llf.kintera.org/familyfunrun> and register to be on my team! My team name is _____.

Thank you!



Sample Flier

The 2010 Donate Life
Family Fun Run

Join Team Living Legacy
today!



When: September 25, 2010

7:30 a.m. - registration

8:30 a.m. - run/walk starts

What: 5K non-competitive run and 1K walk

Where: Druid Hill Park, Baltimore, MD

Who can participate?

ANYONE & EVERYONE! Invite family and friends to run/walk as part of TEAM LLF.

Help make TEAM LLF the biggest team at the FUN RUN

Contact Lauren Muskauski at 410-242-7000 ext. 2005 to sign up today!

Live. Give. Run.

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If you'd like a sample flier made for your team,
please contact Lauren Muskauski, lmuskauski@thellf.org, 410-242-7000 x2005.