



THE STATUE OF
LIBERTY★5K
BENEFITING SPECIAL OLYMPICS NEW JERSEY

2019
FUNDRAISING
TOOLKIT

Welcome

TAKE ON LADY LIBERTY!

You're about to embark on a mission of epic proportions for Special Olympics New Jersey. Not only will you get the opportunity to run with Lady Liberty before she's open to the public, you'll also be supporting Special Olympics New Jersey athletes in the process. It's a win-win! Raising \$100 can seem daunting at first, so we put together this Toolkit to help you get there. Remember, this isn't your typical fundraiser...you'll be surprised how quickly your friends and family will donate to see your amazing pictures running around our country's greatest landmark on the most patriotic of days.

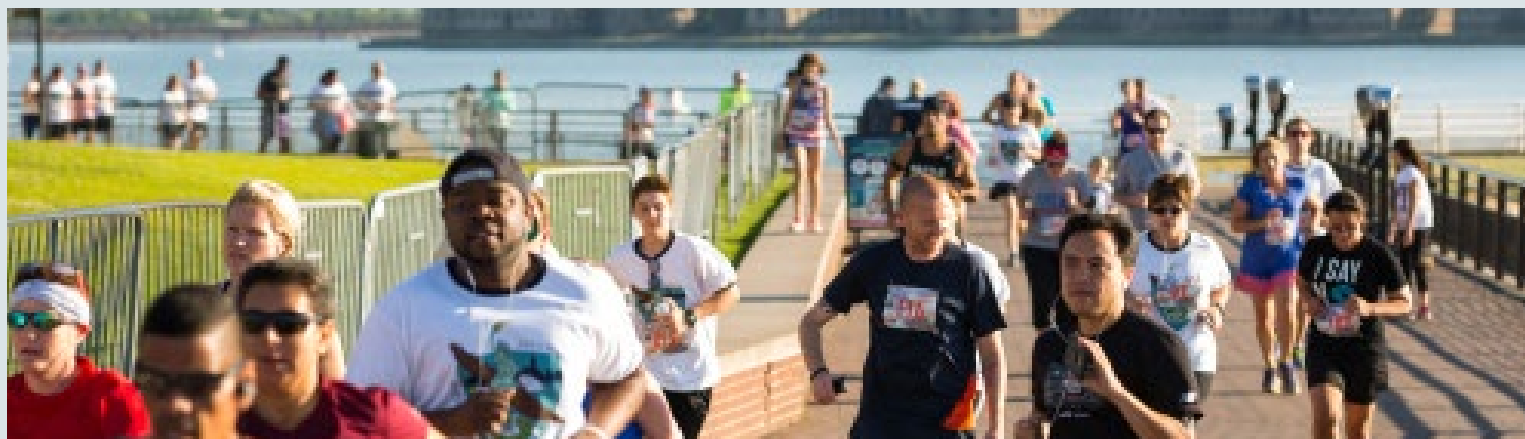


Your Impact

Running a 5K race around Liberty Island is amazing but to do it for Special Olympics New Jersey is epic! We currently serve over 25,000 athletes throughout the state who benefit from FREE participation in our year-round programs. Every dollar you raise, and every step you take around Lady Liberty, helps us reach more athletes, families and volunteers as we strive to build a bigger, better community.



Getting Started



01

SET UP YOUR PERSONAL FUNDRAISING PAGE

If you didn't get a chance to set up your personal fundraising page when you registered, be sure to do so ASAP! Classy should have sent you a confirmation email to verify your registration, and you'll be able to use that log-in information to create and edit your personal page. Simply visit www.liberty5k.org and log in.

02

RAISE FUNDS

Now you'll have a personalized fundraising web site and link to share with friends and family. Start by sharing your link on Facebook, sending it via email to your contacts and tweeting it out to the world! For more tips and templates to help you share your link and raise funds, see pages 4 – 5.

03

AIM HIGH

You're running around the Statue of Liberty on Independence Day...why not aim HIGH with your fundraising goals? All runners will receive a patriotic event t-shirt, one of a kind finisher medal and transportation to and from Liberty Island, but if you're willing to go above and beyond you can earn some amazing incentives.

04

RUN FOR THE CAUSE

July 4, 2019 will quite possibly turn out to be one of the best (and most exciting, awesome, and patriotic) days of your life! You'll receive detailed information about day-of logistics as we get closer to event day. Of course, you always visit www.liberty5k.org to find more event information or you can email letr@sonj.org if you have any questions.

TOP 10 Fundraising Tips

1

Share YOUR story.

Make your fundraising page as personal as possible with text and photos.

2

Remember that anyone is a potential donor.

You're running this race for Special Olympics New Jersey...Everyone should know that.

3

Aim High.

Ask for a \$50 donation and settle for \$25, instead of asking for \$25 and settling for \$10.

4

Donations are tax deductible.

Don't forget to share this fact with your potential donors.

5

Share the 2019 Liberty 5K Facebook photo.

[Check out our downloadable page for some cool interactive tools.](#)

6

Ask, remind, follow up.

Regularly share updates about your fundraising progress. If you've got something new to talk about, your donors won't mind hearing from you (remember, they're your friends, they love you).

7

Add an incentive for donating.

Are you a phenomenal baker? Can you doodle with the best of them? Offer to bring your donors a cookie if they donate \$10 to your page. Or promise to draw a custom doodle of the two of you if they donate \$20. The more creative and offbeat, the better!

8

Let them vote with their dollars.

A \$25 donation is a vote for you to wear an Uncle Sam hat while you run. A \$50 donation votes for a bald eagle costume. \$100 donation? You'll go full on Statue of Liberty.

9

Request matching gifts.

Many companies will match donations, so be sure to let your donors know to apply when they make their donation. During the donation process we've made it easy to look up to see if your company participates in a matching program.

10

Have fun.

It's cheesy, but it's true. Spending your 4th of July running around the Statue of Liberty is a VERY unique experience, so make the fundraising fun. The sky's the limit when it comes to creative ways of making an ask.

Fundraising Resources

From social media content down to shareable images, we have you covered. Download these great tools to help you with your fundraising efforts.

SHARABLE IMAGE

Post a Statue of Liberty 5K image to your Facebook, Instagram and/or Twitter page to share with your followers. Be sure to use **#SpecialOlympicsNJ** on your posts!



PRINTABLE POSTER

Print and share The Statue of Liberty 5K 8.5"x11" flyer in your school, classroom, office, next family get-together, etc. to help spread the word! [Click here to download.](#)

Fundraising Incentives

As you hit fundraising milestones, you'll earn the items below (which are cumulative), and help raise money for Special Olympics New Jersey athletes; it's a win-win! The more money you raise, the more cool items you will receive!



\$200 – \$399: Fanny Pack and Water Bottle

\$400 – \$799: Portable Charging Bank

\$800 – \$1,599: Running Singlet and Hat

\$1,600 & up: TBD

What is the minimum amount required to receive an incentive?

All runners must pay the registration fee to participate. The registration fee counts towards your fundraising total. As you reach a new fundraising level, you will receive that level's items including the previous level incentives – they are cumulative.

Are the incentives for sale?

We do not sell any of our incentives because we feel it is a privilege for those who participate and have earned the various incentive levels.

When do I receive my incentives?

All incentives are mailed out 4-6 weeks after the event.

*Please note all incentive colors and styles are subject to change based on availability.

If you have any questions, please contact us at letr@sonj.org.

Sample Emails

Not sure where to start when it comes to fundraising? Here are a few sample emails you can use to help spread the word about your AWESOME run. Also, don't forget to check out page 9 for more ways to show your donors how their dollars are making an impact! To use the sample emails, simply highlight the text, right click to copy it, then paste the message in your outgoing email message. You can do this from your personal email account or from within in your personal fundraising page. Don't forget to add in a link to your own personal fundraising page if you are using your own personal email account!

YOU GOTTA ASK:

On July 4th, I'll be running around the Statue of Liberty for Special Olympics New Jersey.

Did I get your attention?

You heard me correctly...I plan to run a 5K race around the Statue of Liberty on Independence Day as part of the fundraiser Statue of Liberty 5K. While I'm excited to experience Lady Liberty like no one has before, I'm also pumped to be able to support a cause I care about.

Did you know that Special Olympics New Jersey provides year-round sports training and competition for more than 25,000 athletes at no cost to the athletes or their families? Your donation will get me one step closer to the Statue of Liberty, but it will also help Special Olympics New Jersey build a bigger, better community.

Check out my personal fundraising page (click the link below) to make your donation.

Link to your custom Classy.org fundraising site:

Best,

Your Name

FOLLOW UP WITH DONORS:

Apparently, more people love Lady Liberty than I thought!

In fact, I'm only \$xxx away from raising \$100 for Special Olympics New Jersey. That also means I'm only \$xxx away from REALLY getting up close and personal with the Statue of Liberty.

Here's another fun fact: On average, it costs about \$25 to buy 10 Special Olympics gold medals. By the time I reach my fundraising goal, we'll have given 40 gold medals to our outstanding athletes.

Here's a link to my fundraising page – your donation is greatly appreciated!

Link to your custom Classy.org fundraising site:

Best,

Your Name

Where the Funds Go?

Donations do MUCH more than just send you around the Statue of Liberty! The donations you receive are making a real impact on Special Olympics New Jersey athletes:



Any dollar amount helps to build a bigger, better community!





FOLLOW US ON SOCIAL MEDIA!



Facebook: Special Olympics New Jersey



Twitter: @SONewJersey



Instagram: @SpecialOlympics NJ



Flickr photos: SONJPhotos



YouTube: SpecialOlympicsNJ