

FUNDRAISING GUIDE



THE ONE • OF • A • KIND EVENT
THAT GIVES BACK TO YOUR CAUSE

Dear PARKticipant,

You DID IT! You're ready to start growing your team! 5k PARK Fest makes raising money for your cause super easy, especially when you start by reaching out to friends, family and people you know! Whether they prefer to run, jog, walk or just hang out and celebrate, supporting your cause is as simple as JOINING YOUR TEAM!

To give you a head start on reaching your fundraising goal, we've kindly written email copy and social media posts for you. Simply copy/paste the copy onto your twitter, facebook and emails and watch your team GROW!

You should also include images from our marketing resource gallery. We have created flyers, fact sheets and more that can easily be attached to an email or post!

Just click the link and download one of the images: <https://www.5kparkfest.org/media.php>

Be a leader! Always be a LEADER!!!

Encourage your teammates as well as your friends, family, volunteers, etc. to support you - don't be afraid to ask them to join your team and support your cause. Also, encourage them to ask their friends and family to join as well.

Grow your team and hit your goal!!

We hope this will help you raise tons of awareness and money for your cause!

Kindly,
5k PARK Fest Team

Phone: 786.571.7732

Email: team@5kPARKFest.org

Email is an incredibly effective way to encourage everybody around you to join your team and raise awareness for your cause. Whether you have a developed list or just a great group of people you would reach out to, start sending these emails as quickly as possible.

Start by sending email #1. Then in a week, send email #2. Please note there are two versions of email #2. Select the one that best suits you. Finally, use email #3. Again, there are two different version of that email for you to choose from.

#1. Invitation Email - *This is the email you can use to invite your friends and family to check out your page and join your cause. (feel free to rewrite/amend whatever you'd like in the email below)*

Hi < first name >

Guess what?! I just did something pretty awesome and registered for the **5k PARK Fest** coming up **October 3rd at the Historic Virginia Key Beach Park!**

This is the only 5k that lets people "PARKticipate" in support of their favorite cause. Since I'm passionate about <insert **organization name**>, I decided to do it and 5k PARK Fest has donated HALF my registration fee directly to my cause.

Now I'm asking all my friends and family to do the same and **JOIN MY TEAM!** Every person that joins will also have HALF their registration fee donated to this awesome cause. The concept is simple, the bigger the team, the more we fundraise... together!

Attached is the **Event Flyer** and I also threw in a **Fact Sheet** which has more information.

It's a free family festival so invite everyone. It's going to be a blast!

CLICK HERE to visit our Team Page <**INSERT LINK TO TEAM PAGE**> and JOIN!

Kindly,

<Your Name> | <Team Name> | <Organization>

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." -Margaret Mead

#2. Follow up Email - *This is the email you can use to remind your friends and family to check out your page and join your cause. (feel free to rewrite and rearrange whatever you'd like in the email below)*

A) CORDIAL / SERIOUS

Hi < first name >

Did you receive my last email? I know you're busy so I'm re-sending! I registered for the **5k PARK Fest** coming up on **October 3rd at the Historic Virginia Key Beach Park** and they donated HALF of my registration fee (\$20) directly to < **Insert Organization Name** >. I know you care about this cause too and I'm working on growing my team, so I would love it if you would be a part of it!

This is a family friendly 5k event and free community festival that focuses on promoting kindness and service. Together, we're hoping to raise over \$200,000 for South Florida Schools and Nonprofits.

CLICK HERE < **Insert Page Link** > to visit my page, get more information & JOIN MY TEAM!

Or just call me: (xxx) xxx-xxxx

Kindly,

<Your Name> | <Team Name> | <Organization>

"No act of kindness, no matter how small, is ever wasted." -Aesop

B) SENSE OF HUMOR

Hi < first name >

Maybe you didn't get a chance to read my first email or maybe you just haven't had a chance to get back to me... so I'm sending you another kind reminder. I wrote to tell you I'm doing something awesome for < **Insert Organization Name** > and I want you to be a part of it!!

5k PARK Fest is happening October 3rd at the Historic Virginia Key Beach Park!

When you JOIN MY TEAM, HALF of your registration fee is also donated to this awesome cause. The concept is simple, the bigger the team, the more we fundraise- together!

So stop being a < **Insert Descriptive Word(s)** > and JOIN MY TEAM! CALL ME UP if you have any questions!

CLICK HERE < **Insert Page Link** > to Join my Team

Kindly,

<Your Name> | <Team Name> | <Organization>

"No act of kindness, no matter how small, is ever wasted." -Aesop

#3. Time is Running Out Email - *This is the email you can use as last chance for your friends and family to check out your page and join your team. (feel free to rewrite and rearrange whatever you'd like in the email below)*

A) CORDIAL / SERIOUS

Hi < first name >

Time is running out!! I'm asking all my friends and family to join my 5k PARK Fest team. Everybody who registers helps me reach my goal of < **\$X,XXX** > - \$20 of your registration fee would go directly to < **Insert Your Benefitting Cause** >, my benefitting cause. The event is a 5k and festival and I'm sure you and your family would love it! It focuses on community and service and aims to raise over \$200,000 for South Florida Schools and Nonprofits.

I'm super excited to extend this warm invitation and since the event is right around the corner, I urge you to visit my page < **Insert Page Link** > and join my team today!

The event is October 3rd at the Historic Virginia Key Beach Park. You don't even have to run... just join us in the FUN! There will even be live music, a kids' run and much more!

CLICK HERE < **Insert Page Link** > to visit my page and get more information, Or just call me: (xxx) xxx-xxxx

Kindly,

<Your Name> | <Team Name> | <Organization>

"No Act of Kindness, no matter how small, is ever wasted." -Aesop

B) SENSE OF HUMOR

Alright listen < **first name** >, it's become clear you either never check your email or you have no heart... or maybe you do but it has ice water running through it. :) I've written you twice to tell you I'm doing something good for < **Insert Organization Name** > and I want you to be a part of it and you haven't even replied. Stop being such a(n) < **Insert Descriptive Word(s)** > and JOIN MY TEAM!!!! IO!!!!

Kindly,

<Your Name> | <Team Name> | <Organization>

Social Media is an excellent way to recruit team members as well as raise awareness for your cause! Here are a few posts you can copy/paste in order to grow your team and increase support!

Remember to always include a link to your team page and use the hashtag **#5kPARKfest!**

FACEBOOK:



5k PARK Fest is approaching fast, and we couldn't be more excited! This 1st year event expects to have 5,000+ runners, and raise over \$200,000 - but we can't do it without YOU!

Share this link with your friends and family- lets inspire everyone to leave their mark... PARK (Perform Acts of Random Kindness)! **<link to your team page>**

Are you ready for the most inspirational event of its KIND?

5k PARK Fest is coming up October 3rd at the Historic Virginia Key Beach Park with a mission of inspiring all of SFL to PARK (Perform Acts of Random Kindness)! JOIN & be a part of donating over \$200,000 to SFL charities this year! **<link to your team page>**

I am part of a movement that's inspiring everyone to leave their mark and PARK (Perform Acts of Random Kindness) for whatever cause they care about. I just registered for the #5kPARKfest happening October 3rd at the Historic Virginia Key Beach Park and I'm inviting you to JOIN MY TEAM !

HAIF of your registration fee will be donated to charity creating a ripple effect of kindness & support throughout SFL and the world. #5kPARKfest **<link to your team page>**

One Act of Random Kindness can make all the difference. Joining my team means #5kPARKfest will donate half your registration fee to **< Insert Name of your Cause >**. Joining my team would mean the world to me. Come out to the beach Nov. 2nd for this amazing event!

Click to learn more. Together we can make make a significant impact on our community. **<link to your team page>**

Have you heard about #5kPARKfest?? If you haven't, you're seriously missing out on the greatest event of all time... Seriously, OF ALL TIME!!! Would I lie...?

Join my team and they'll donate half your registration to **< Enter Nonprofits/Organizations Name >**. Doing something awesome like this beats anything you'll be doing that weekend, #FACT! Join my team, NOW! **<link to your team page>**

Running a 5k is easier than you think... especially when it's on the beach and proceeds go to your favorite cause!!! It's even easier if you jog, walk or just hang out. Join my team and #5kPARKfest donates half your registration fee directly to **< Enter Nonprofit/Organization Name >**

An awesome 5k, beach, sunshine, a free family festival and best of all, GIVING BACK...! Don't be a(n) **< Insert Descriptive Word >!!** Join my team and leave your mark...PARK, NOW!!! Click to Join **<link to your team page>**

TWITTER:



Mark your calendar and join the greatest #5kPARKfest team of ALL-TIME!! We're raising \$\$\$ & awareness for <Insert Organization/School Name or Twitter Handle> <Insert Link to TEAM page> #5kPARKfest

Leave your mark... Join my team and #5kPARKfest donates half your registration fee to <Insert Organization/School Name or Twitter Handle> <Insert Link to TEAM page> #5kPARKfest

Do you want to make a difference? #5kPARKFest donates half of every registration fee to your cause of choice. Join my Team and help <Insert Organization/ School Name or Twitter Handle> <Insert Link to TEAM page> #5kPARKfest

#5kPARKFest is the only 5k that donates half of each participant's registration fee to their cause of choice. Click here to check out my team <Insert Link to TEAM page> #5kPARKfest

JOIN the most inspirational event of its KIND October 3rd at the Historic Virginia Key Beach Park <Insert Link to TEAM page> #5kPARKfest

Join my team for #5kPARKFest - We're raising money for <Insert Organization/School Name or Twitter Handle> Let's make a difference together!! <Insert Link to TEAM page> #5kPARKfest

Has anyone ever told you that you got some great running legs...? Well you do! Join my team and support <Insert Organization/School Name or Twitter Handle> DO IT!!! <Insert Link to TEAM page> #5kPARKfest

Here's your chance to make a difference! Yea... I'm talking to you! I'm supporting <Insert Organization/School Name or Twitter Handle> <Insert Link to TEAM page> #5kPARKfest

So you run? Maybe you walk? Neither? Well, it doesn't matter - You can still join my team to support <Insert Organization/School Name or Twitter Handle> <Insert Link to TEAM page> #5kPARKfest

What's up there, crazy legs?? Let's help <Insert Organization/School Name or Twitter Handle> !!! Join my team <Insert Link to TEAM page> #5kPARKfest

Did you know "crazy legs" is "patas locas" in spanish? Well now you do! Join my team <Insert Link to TEAM page> #5kPARKfest

Don't just run any 5k... Join the one that gives back! #5kPARKFest donates half your fee to your favorite cause!! <Insert Link to TEAM page>



Let's get social before, during and after the event! Hashtag [#5kPARKFest](#)



If you have any questions/concerns, please contact the 5k PARK Fest Team:

Phone: 786.571.7732 | Email: team@5kPARKFest.org