

2016 TUNNEL TO TOWERS FUNDRAISING GUIDE



NEVER FORGET BY DOING GOOD

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WELCOME!

Thank you for registering for the Tunnel to Towers 5K Run & Walk. Your support and dedication are greatly appreciated. Not only are you paying homage to all those who lost their lives on September 11, 2001, you're supporting programs which honor our first responders and military personnel who make extraordinary sacrifices in the line of duty.

As you know, the event honors firefighter Stephen Siller who, determined to carry out his duty, strapped 60 lbs. of gear to his back, and raced on foot through the Brooklyn Battery Tunnel to the Twin Towers, where he gave up his life while saving others. Retracing Stephen's last footsteps has become symbolic of the "let us do good" attitude of all participants. Tunnel to Towers Run & Walks have been held around the world, including London and Afghanistan.

This Fundraising Guide is filled with helpful information and tips to ensure you have all the tools necessary to have a fun and very successful fundraising experience. If you have any questions or need additional support, please email at Info@Tunnel2Towers.org or call (718) 987-1931.

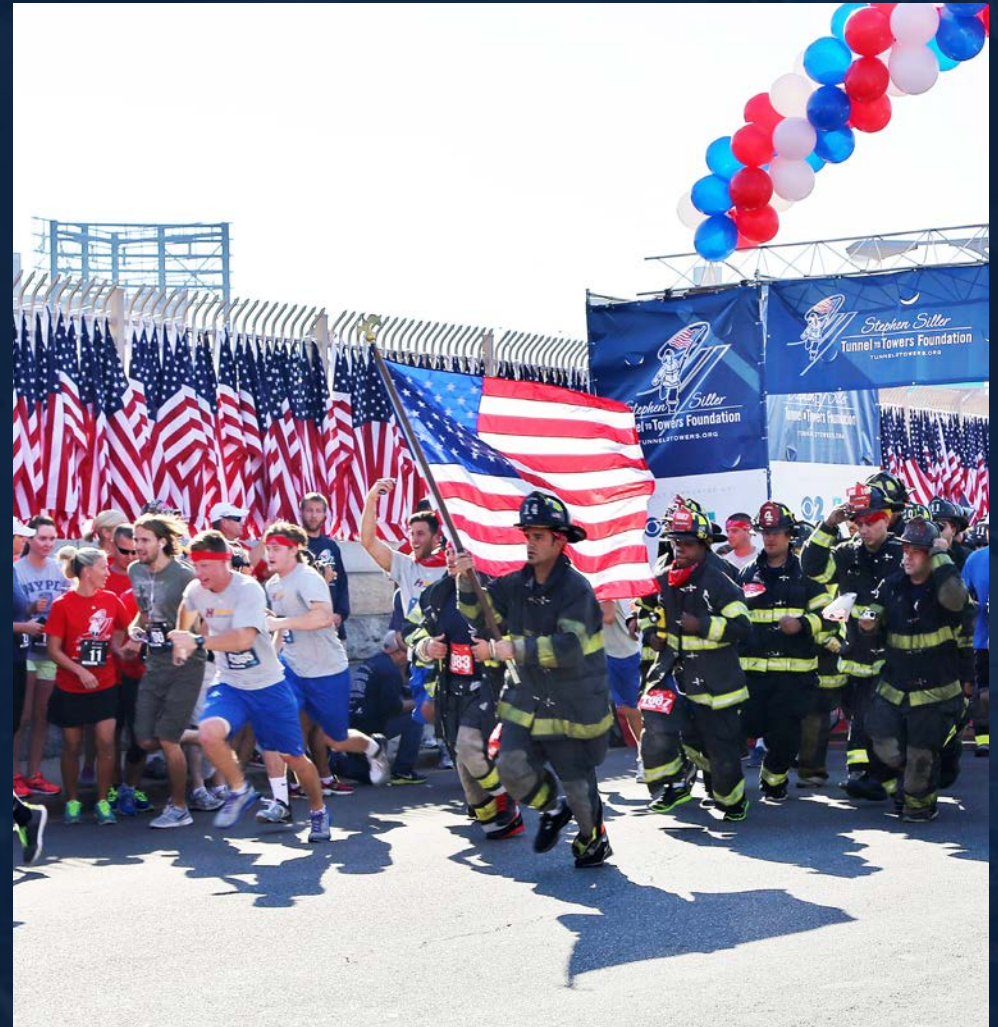


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TUNNEL TO TOWERS 5K RUN & WALK SERIES

The Tunnel to Towers 5K Run & Walk series has grown by leaps and bounds. Over 30 events will be held throughout the nation in 2016! Our signature event, the annual Tunnel to Towers 5K Run & Walk in New York City, which is held on the last Sunday in September, started with 1,500 people in 2002 and attracted over 25,000 last year. Retracing Stephen's last footsteps has become symbolic of the "Let us do Good" attitude of all participants. Tunnel to Towers 5K Run & Walks have been held around the world, including London and Afghanistan.

Proceeds from the events are used by the Foundation to support programs which honor our first responders and military personnel who make extraordinary sacrifices in the line of duty, including the *Building for America's Bravest* program.



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We encourage participants to raise funds to support our programs. Registration fees help offset some of the expenses associated with making the Tunnel to Towers 5K Run & Walk one of the country's greatest annual events, but fundraising is essential for us to make a difference in the lives of so many in need.

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WHY FUNDRAISE?



The average cost of construction for a *smart home* is **GREATER** than \$500,000.



If 25,000 Tunnel to Towers 5k Run & Walk participants raise a **MINIMUM** of \$100, the net from the event **INCREASES** by \$2,500,000.

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WHY FUNDRAISE?

IT'S EASY TO RAISE \$100!

OR



A diagram illustrating a fundraising strategy. At the top is a large blue circle with a white outline, containing a white person icon and the text '1 PARTICIPANT'. Below this, on the left, is a smaller grey circle with a white outline, containing a white person icon and the text '10 FRIENDS'. To the right of this is a green rectangular icon representing a \$10 bill, with a white circle in the center containing '\$10'. To the right of the bill is a multiplication sign '×', followed by an equals sign '=', and then the text '\$100' in red.

ASK 10 FRIENDS
TO DONATE \$10 EACH



A diagram illustrating a fundraising strategy. At the top is a large blue circle with a white outline, containing a white person icon and the text '1 PARTICIPANT'. Below this, on the left, is a smaller grey circle with a white outline, containing a white person icon and the text '5 FRIENDS'. To the right of this is a green rectangular icon representing a \$20 bill, with a white circle in the center containing '\$20'. To the right of the bill is a multiplication sign '×', followed by an equals sign '=', and then the text '\$100' in red.

ASK 5 FRIENDS
TO DONATE \$20 EACH

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STRATEGIES



START EARLY. The quicker you begin asking for donations, the more money you will be able to raise. Get yourself organized and start asking!



SET A GOAL. Shoot for the stars, but make sure your goal is attainable.



IDENTIFY PROSPECTS. You have a slew of friends, family members, colleagues, and acquaintances who will support your effort.



MAKE A GREAT CASE. Tell a story. Let people know why you're passionate about the cause, and why they should join you.



USE EMAIL/LETTERS. Send out personal emails and letters to introduce the organization and its causes, and express the passion for your support.



USE SOCIAL MEDIA. Use status updates on Facebook, Twitter, etc. to keep your friends apprised of your fundraising and to provide a link to your fundraising page.



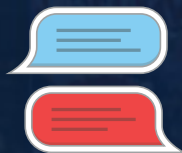
BE CREATIVE. A successful fundraising effort often begins with a creative idea that not only can generate revenue, but will also excite participants/donors. Make it fun!



FORM A TEAM. There is strength in numbers! Encourage friends & acquaintances, family members, and colleagues to team up with you to support the cause!



STAY THE COURSE. It's important to keep your focus on the task at hand. Remind yourself of why you're participating, and who you're raising funds for.



REMEMBER TO SAY THANK YOU. Be sure to let those contributing know how appreciative you are for their support by sending a letter, email, photo, etc.

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TEAMWORK

Recruit friends, family, and colleagues to raise funds, and run or walk with you. Sharing your passion is inspiring, and it's contagious! By sharing your commitment, and getting others to follow your lead, you will multiply the impact you're having.

- ❏ Create a team. There is power in numbers!
- ❏ Identify a team fundraising coordinator.
- ❏ Brainstorm as a team.
- ❏ Email, post, or blog about your fundraising activity.
- ❏ Create competition among team members. Fun, healthy competition can propel people to go after that next dollar!
- ❏ Encourage team members to get friends, colleagues and family members to support the effort.



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SPREAD THE WORD

SEND EMAIL & MAIL LETTERS





- ✎ Keep messages short and personal.
- ✎ Tell the recipient why you're participating.
- ✎ As you compose messages, tell your story with candor and heartfelt spirit.
- ✎ Words, photos and videos foster an emotional connection, and will inspire people to support and promote your fundraiser.



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SOCIAL MEDIA - FACEBOOK

Use Facebook as a platform to raise funds

-  You can secure the support of friends & acquaintances, family members, colleagues, etc. by using one of our prepared messages or by creating one of your own.
-  Create a status update with a sentence or two about your fundraiser, a great personal photo that helps tell your story, and the URL link to your CrowdRise page.
-  Make your update public to get more views. Ask friends to share your update with their contacts, too.
-  Post updates to your wall, start a group to support your cause, and/or create an event and invite your friends.

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SOCIAL MEDIA - FACEBOOK



Images and short videos are shared the most on Facebook. Use images related to why you are fundraising. **Here are some examples:**



Use an image of who you are running for and honoring.



Use images from your past participation in a T2T event.



Post videos or images of your training or fundraising efforts.



Any images T2T posts on their Facebook page is able to be shared to your own page. Just remember to include the link to your fundraising page.



Share videos from YouTube:

<https://www.youtube.com/user/TunnelToTowers>



Kathy Robertson Cunningham

September 15, 2012 · 🌐

In 9th place out of 320 teams...fundraising for Tunnel To Towers Run! Help us to reach our goal and join TEAM SHAMROCK or simply donate to this great cause. www.t2trun.org/nyc ...click on teams...then "T"....scroll to TEAM SHAMROCK. Thank you for your generosity and for Never Forgetting.



Barbara Zanni Balzano We are running for my cousin Ray Meisenheimer FDNY Rescue 3 on Sept. 12th in Vero Beach, FL....God Bless you Ray and all the firefighters who we lost on 9/11

Unlike · Reply · Message · 👍 1 · September 3, 2015 at 10:21pm · Edited



Quinn Chestnut Richard 'Bruce' Van Hine who was with Squad 41 at the WTC, is who I honor when I participate. He had been with us at the West Point, USMA, Fire Department before becoming a member of NY's Bravest.

Unlike · Reply · Message · 👍 2 · September 4, 2015 at 12:09pm



Tara Young Burns I am running for my Brother-In Law Keith Burns.

Unlike · Reply · Message · 👍 1 · September 4, 2015 at 9:09am

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SOCIAL MEDIA - TWITTER



Use Twitter to “tweet” about your fundraising effort and to make others aware of the organization you’re supporting.



Write short tweets about your campaign. Include a relevant hashtag and the URL link to your CrowdRise page.



Post tweets at various times of the week. Check which ones get responses or retweets, and apply your learnings to your next round of tweets.



Keep the total message under 140 characters (including spaces!) so that it’s quick and easy for others to retweet your entire message.



Use personal images or videos that are related to your story, or take images from the Tunnel to Towers social media pages and website to use in your posts. This helps your audience visualize why you are fundraising.



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SOCIAL MEDIA - INSTAGRAM



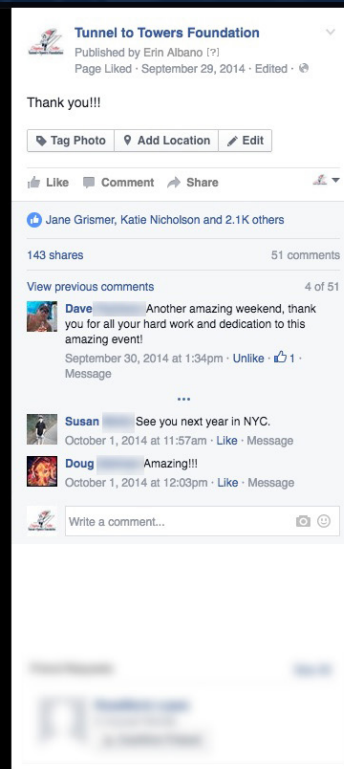
Utilize Instagram to share photos and videos regarding your fundraising activities.

- Most Instagram posts just contain photos and captions, usually with hashtags. Include the link to your fundraiser in your bio, and reference “Link to my fundraising page is in my bio, help me reach my goal.”
- Keep captions concise for a message that is clear and easy to understand.
- Create a quick video to share.
- Show your audience how your training is going and what action you are taking to raise funds.
- Feel free to use multiple hashtags on this network, i.e. **#T2TRun**



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SAY THANK YOU!



Be sure to thank every donor as quickly as possible. It goes such a long way. In your thank you, ask them to go a step further and share a link to your fundraising page with a few of their friends.



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