Tunnel to Towers Foundation

# 2023 TUNNEL TO TOWERS FUNDRAISING GUIDE

# WELCOME

## TABLE OF CONTENTS


2 Welcome

3 National Run, Walk & Climb Series

4 Why Fundraise?

8 Strategies

9 Teamwork

10 Spread the Word

11 Matching Gifts

12 Social Media - Facebook

14 Social Media - Twitter

15 Social Media - Instagram

16 Say Thank You!


Thank you for registering for the **Tunnel to Towers Foundation's National Run, Walk, & Climb Series.** Your support and dedication are greatly appreciated.

Participants are paying homage to the 2,977 people who lost their lives during the terrorist attacks on September 11, 2001 as well as those who have lost their lives due to 9/11 related illnesses in the last 20 years. **The funds raised at these events support our programs that honor our first responders and military personnel** who have made extraordinary sacrifices in the line of duty.

The Tunnel to Towers National, Run, Walk & Climb series honors firefighter Stephen Siller who strapped 60lbs of gear on his back and raced on foot through the Brooklyn Battery Tunnel to the Twin Towers on September 11, where he valiantly laid down his life to bring others to safety.
**Retracing Stephen's last steps is a symbol of our mission to DO GOOD.**

This fundraising guide is filled with helpful tips to ensure that participants have all the tools necessary to have a **fun and successful fundraising experience.**

For any questions or additional information, please email us at **info@t2t.org** or give us a call at **(718) 987-1931.**

# NATIONAL RUN, WALK & CLIMB SERIES

The Tunnel to Towers Foundation's National Run, Walk, & Climb Series has expanded tremendously over the last few years, with **nearly 80 events scheduled to take place around the country in 2023!**

Our signature event is the annual Tunnel to Towers 5K Run & Walk NYC that is held on the last Sunday in September. It started with a humble 1,500 people in 2002, and grew to over 40,000 participants last year.

Funds raised in these events go towards the In the Line of Duty program. This program **provides mortgage-free homes to our nation's catastrophically injured veterans and first responders**, as well as provides mortgage-free homes to Gold Star families and Fallen First Responder families with young children.

# WHY FUNDRAISE?

We encourage participants to fundraise at **National Run, Walk, & Climb Series events since they directly support the In the Line of Duty program** that honors America's heroes and the families with young children of fallen military service members and fallen first responders.

Registration feeds help offset some of the expenses associated with planning the Tunnel to Towers National Run, Walk, & Climb Series, as one of the country's largest annual events. **Fundraising is an essential part of our mission** that enables us to make a difference in the lives of so many first responders and military heroes that have made significant sacrifices for our great nation.

# WHY FUNDRAISE?

> $500K

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

x $100 =

That's 5 NEW *smart homes*

If 25,000 National Run, Walk & Climb Series participants raise a **MINIMUM** of $100, the total amount rasied would be $2,500,000.

# WHY FUNDRAISE?

## IT'S EASY TO RAISE $100!

OR

Ask 10 friends TO DONATE $10 EACH

Ask 5 friends TO DONATE $20 EACH

# STRATEGIES

**START EARLY.** The sooner you begin asking, the more money you will be able to raise. Create a fundraising page.

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

**IDENTIFY PROSPECTS.** A good place to start is within your own social circle of family, friends, and colleagues.

**MAKE A GREAT CASE.** Let others know why you are passiontate about Tunnel to Towers' mission, and also include why they should support and/or join you.

**USE SOCIAL MEDIA.** Social media platforms like Facebook, Instagram, and Twitter are great ways to promote your fundraising efforts and keep people updated on your activity.

**BE CREATIVE.** A successful fundraising campaign begins with a creative idea that not only generates revenue, but also excites participants by making 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 is important to keep your focus and remember that your contributions are making an impact on the lives of the people that Tunnel to Towers helps.

**REMEMBER TO SAY THANK YOU.** Be sure to show appreciation to those who contribute to your fundraising goal.

# FUNDRAISING WITH A TEAM

**Recruit friends, family, and colleagues to participate in the Run, Walk, & Climb Series with you!**
Sharing your enthusiasm with others is inspiring and contagious. Sharing your commitment to DO GOOD will inspire others to follow your lead, multiplying your impact on fundraising.

**Tips for Group Fundraising:**

1. Create a team fundraising page and select a captain for your group. This will be your team's fundraising coordinator.

2. Brainstorm ways to promote the team and bring in donations.

3. Share updates regularly on your team's activity. Create competition among team members! Healthy competition will propel team members to push harder towards the team goal.

4. Encourage team members to recruit others to support your group effort.

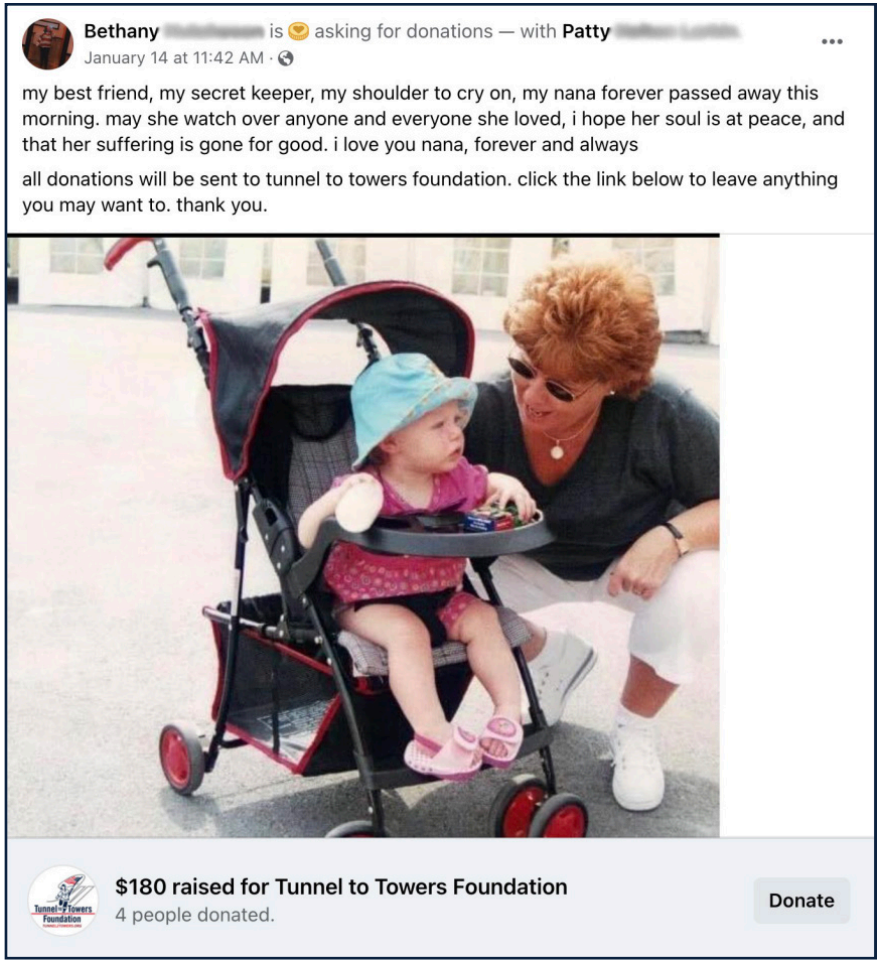
# SPREAD THE WORD

1. Use social media to keep people updated on your progress. Sending emails and mailing letters works, too.

2. Explain why you are choosing to support Tunnel to Towers' mission to DO GOOD.

3. Tell your story with candor and heartfelt spirit as you compose messages.

4. Adding photos and videos can help add color and foster an emotional connection with your reasons for fundraising, which will inspire people to support you.



# MATCHING GIFTS

Gift matching is a vital component to any fundraising initiative that could dramatically increase donations by doubling or tripling contributions.

Tunnel to Towers utilizes the Double the Donation tool to assist fundraising participants in finding out if companies will multiply their donations with corporate employee gift matching. **Visit T2T.org/Matching-Gifts**

**IMPORTANT FACTS!**

65% of Fortune 500 companies and countless others match donations.

An estimated $6-$10 billion is left unclaimed annually, and only around 9% of employees utilize their company's gift matching policy.

# SOCIAL MEDIA FACEBOOK

**Facebook is a great platform to use for promoting a fundraising page.**

1. Fundraising participants can secure the support of friends, acquaintances, family members, and colleagues through posting Facebook status updates. Tunnel to Towers has a prepared message for this or participants can create their own that is more personal to them.

2. For a more personal Facebook status update on fundraising, create a status update with a sentence or two about your fundraiser. Adding personal photos that help tell your story and the link to your fundraising page will help draw more attention to your cause.

3. Consider making Facebook posts public to reach a bigger audience, and ask friends to share your updates with their contacts.

4. You can also start a Facebook group solely dedicated to your fundraising and invite people to join to follow along on your journey.

# SOCIAL MEDIA FACEBOOK

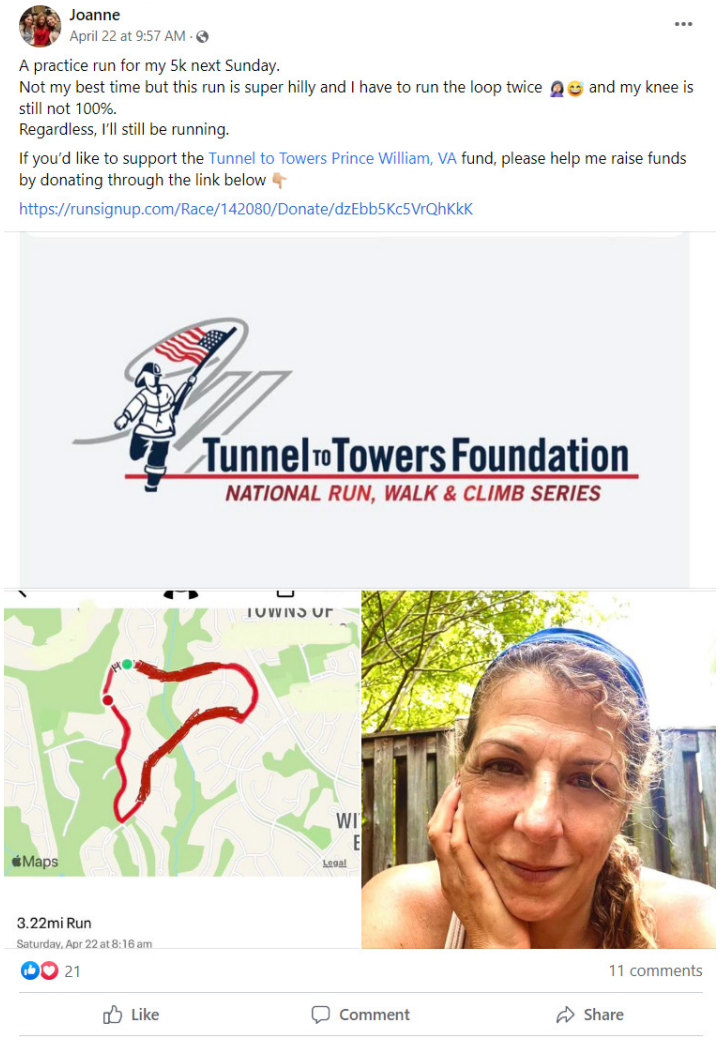
**Images and short videos are the most shared on Facebook.**
**Use images that are relevant to your reasons for fundraising.**

1. Use images of those who you are running in honor of.

2. Use images from your past participation in a Tunnel to Towers event.

3. Post videos and/or images of your training.

4. Any images and videos that Tunnel to Towers posts on Facebook, Instagram, or Youtube can be shared to your social media pages— just remember to include the link to your fundraising page in the post.



# SOCIAL MEDIA TWITTER

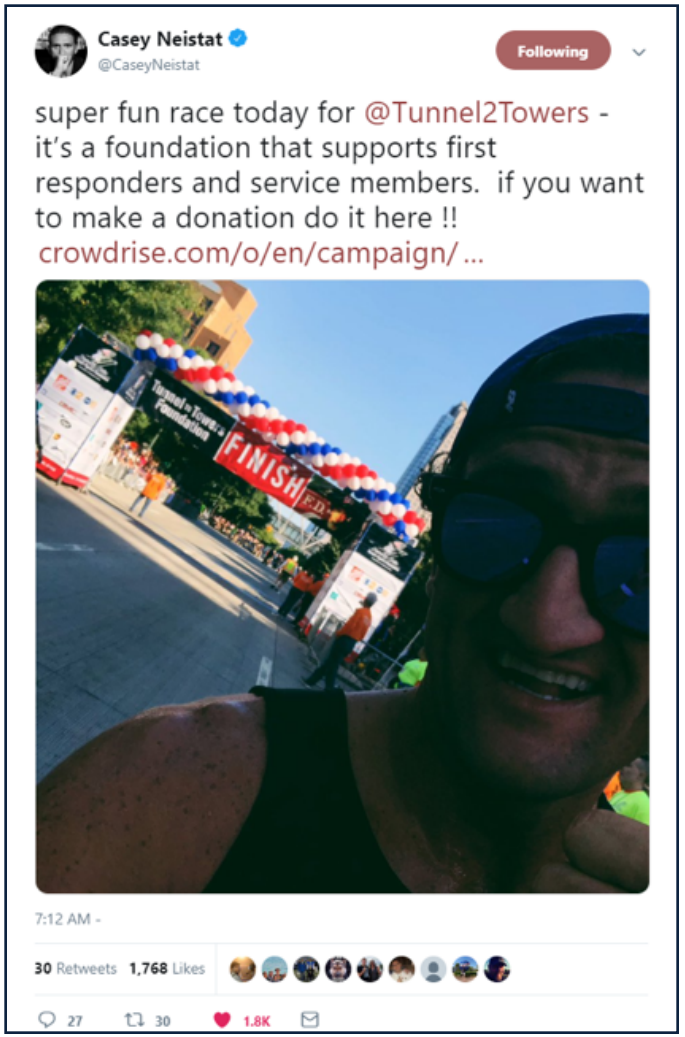
**Use Twitter to share about your fundraising efforts and make your followers aware of Tunnel to Towers and our mission.**

1. Compose tweets that are straight to the point about your campaign. Include relevant hashtags and the link to your fundraising page.

2. Keep your tweet to under 280 characters so that it's quick and easy for others to retweet and share your message.

3. Post tweets throughout your fundraising journey using hashtags that will help your posts gain traction.

4. Using personal images and/or videos that are important to your reasons for fundraising will help bring attention to your tweets. Using images from Tunnel to Towers' social media pages can also help with this.



# SOCIAL MEDIA INSTAGRAM

**Utilize Instagram to share photos and videos about your fundraising activities.**

1. Use hashtags like **#T2T, #T2TRUN, #T2TCLIMB, and #Tunnel2Towers** to boost visibility on your instagram post(s). Remember to draw attention to your fundraising page by including the link in your Instagram bio. Adding a message like "The link to my fundraising page is in my bio— help me reach my goal!" is a great way to drive people to tap on the link.

2. Keep captions concise so that your message is clear and easy to understand.

3. Reels on Instagram gain the most impressions on the platform. Consider creating a short reel to reach a larger audience.

4. Update your audience on your training progress, and what actions you are taking to raise funds.

5. If your account has the swipe up feature, add your fundraising link to your story.

# SAY THANK YOU!

**Be sure to thank every donor as soon as possible.**
**Showing appreciation goes a long way.**

In your thank you note, ask your donors to go a step further and share your fundraising page with their contacts.