

2020 TUNNEL TO TOWERS  
**FUNDRAISING GUIDE**



*Stephen Siller*  
Tunnel to Towers Foundation

LET US DO GOOD

# WELCOME

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Thank you for registering for the Tunnel to Towers Foundation's National Run, Walk & Climb Series. 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 also supporting programs which honor our first responders and military personnel who make extraordinary sacrifices in the line of duty.

The Tunnel to Towers Foundation's National Run, Walk & Climb Series 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 on September 11. There, he valiantly sacrificed his life to save others. Retracing Stephen's last footsteps has become symbolic of our mission and allows each and every participant to DO GOOD. Our Run, Walk & Climb Series has been held around the globe, 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 successful fundraising experience. If you have any questions or need additional support, please email us at [Info@Tunnel2Towers.org](mailto:Info@Tunnel2Towers.org) or call (718) 987-1931.



# NATIONAL RUN, WALK & CLIMB SERIES

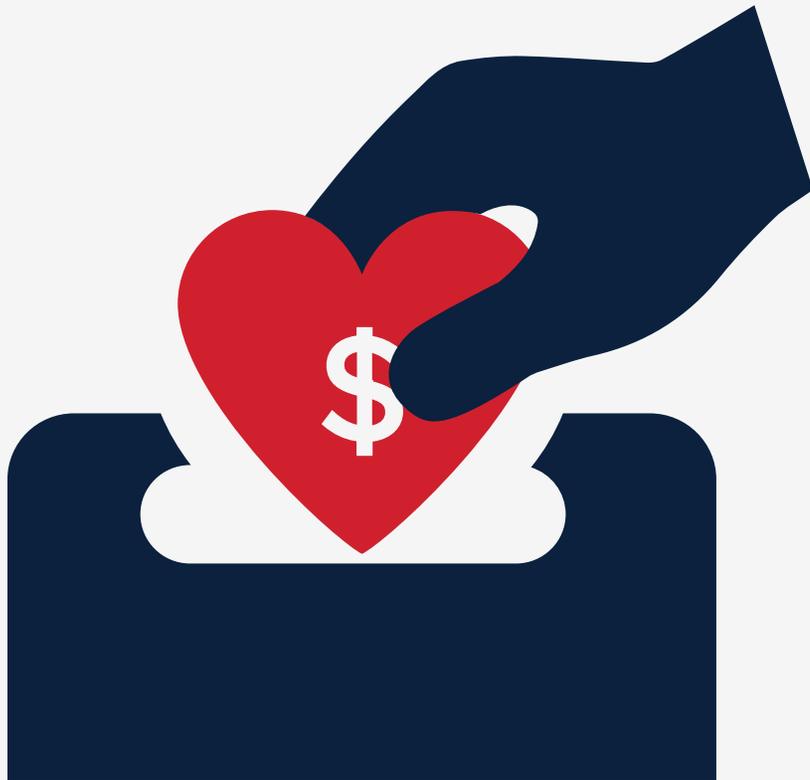


The Tunnel to Towers Foundation's National Run, Walk & Climb Series has grown by leaps and bounds over the past few years. Nearly 70 events will be held across the country in 2020! Our signature event, the annual Tunnel to Towers 5K Run & Walk New York City, held on the last Sunday in September, started with a humble 1,500 people in 2002 and grew to over 25,000 participants last year. Retracing Stephen's last footsteps has become symbolic of our mission and allows each and every participant to **DO GOOD**.

Proceeds from the events are used by the Foundation to support programs which honor our first responders and military personnel who make extraordinary sacrifices every single day.



# WHY FUNDRAISE?

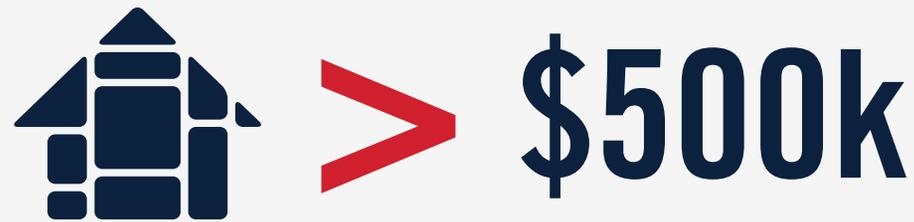


We encourage participants to raise funds to support our programs.

Registration fees help offset some of the expenses associated with making the Tunnel to Towers National Run, Walk & Climb Series one of the country's greatest annual events, but fundraising is essential for us to make a difference in the lives of so many first responders and veterans that have made sacrifices for our great nation.



# WHY FUNDRAISE?



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



If 25,000 National Run, Walk & Climb Series participants raise a minimum of \$100, the net from the event **INCREASES** by \$2,500,000.



# WHY FUNDRAISE?

## IT'S EASY TO RAISE \$100!




$$\times \text{ } \times \text{ } = \$100$$

The equation shows a group of 10 stylized human figures (5 blue, 5 grey) followed by a multiplication sign, a green \$10 bill icon, another multiplication sign, and the result "\$100".

or




$$\times \text{ } \times \text{ } = \$100$$

The equation shows a group of 5 stylized human figures (3 blue, 2 grey) followed by a multiplication sign, a green \$20 bill icon, another multiplication sign, and the result "\$100".

Ask 10 friends to donate \$10 each

Ask 5 friends to donate \$20 each



# WHY FUNDRAISE?

CHECK OUT THIS YEARS NEW FUNDRAISING INCENTIVES



**\$150**

**RUNNING BELT  
WAIST POUCH**



**\$250**

**INSULATED STAINLESS  
STEEL BOTTLE**



**\$500**

**CHAMPION® ATHLETIC  
BASEBALL HAT**



**\$1,000**

**ULTRA PLUSH BLANKET**



**\$1,500**

**SET OF HANDCRAFTED  
ALUMINUM COASTERS**



**\$5,000**

**DELUXE COASTERS &  
GLASSES COMBO**



# 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 your 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.



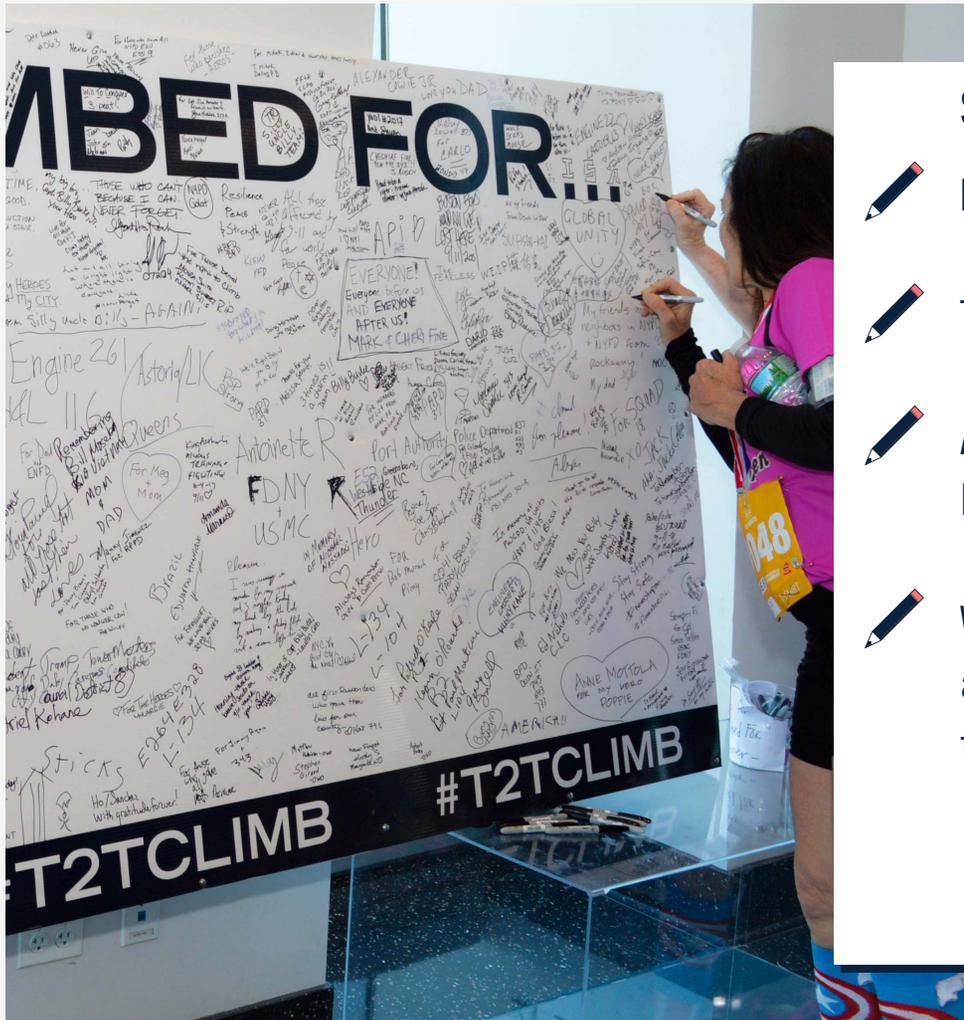
# TEAMWORK

Recruit friends and family to raise funds, and run, walk or climb with you. Sharing your passion is inspiring 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.



# 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.



# MATCHING GIFTS

Matching gifts are a vital component to any fundraising initiative, allowing a fundraiser to dramatically increase his or her totals by DOUBLING, TRIPLING OR IN SOME CASES QUADRUPLING CONTRIBUTIONS.

The Tunnel to Towers Foundation utilizes Double the Donation's tools and resources to increase fundraising from corporate employee matching gift.

Visit [Tunnel2Towers.org/Matching-Gifts](http://Tunnel2Towers.org/Matching-Gifts)

## Important Facts!

65% of Fortune 500 companies and countless small companies offer matching donations.

An estimated \$6 - \$10 billion is left unclaimed, annually.

Only 9% of employees utilize their company's matching gift policy.

## DOUBLE THE DONATION

Did you know many companies match employee donations?

Gifts from spouses and retirees may also be eligible.

[Click here for info on your company!](#)



# 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 fundraising 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.



# 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.

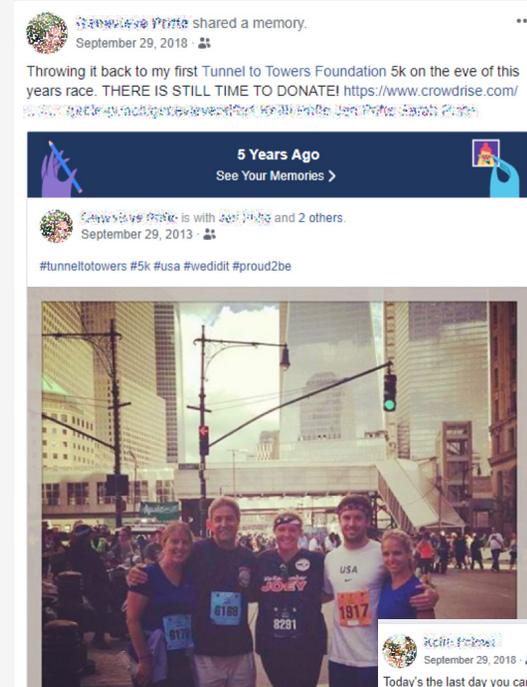


Any images T2T posts on their Facebook page is able to be shared to your own page. Just remember to include the link to your fundraising page.



Share videos from YouTube:

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



# SOCIAL MEDIA - TWITTER

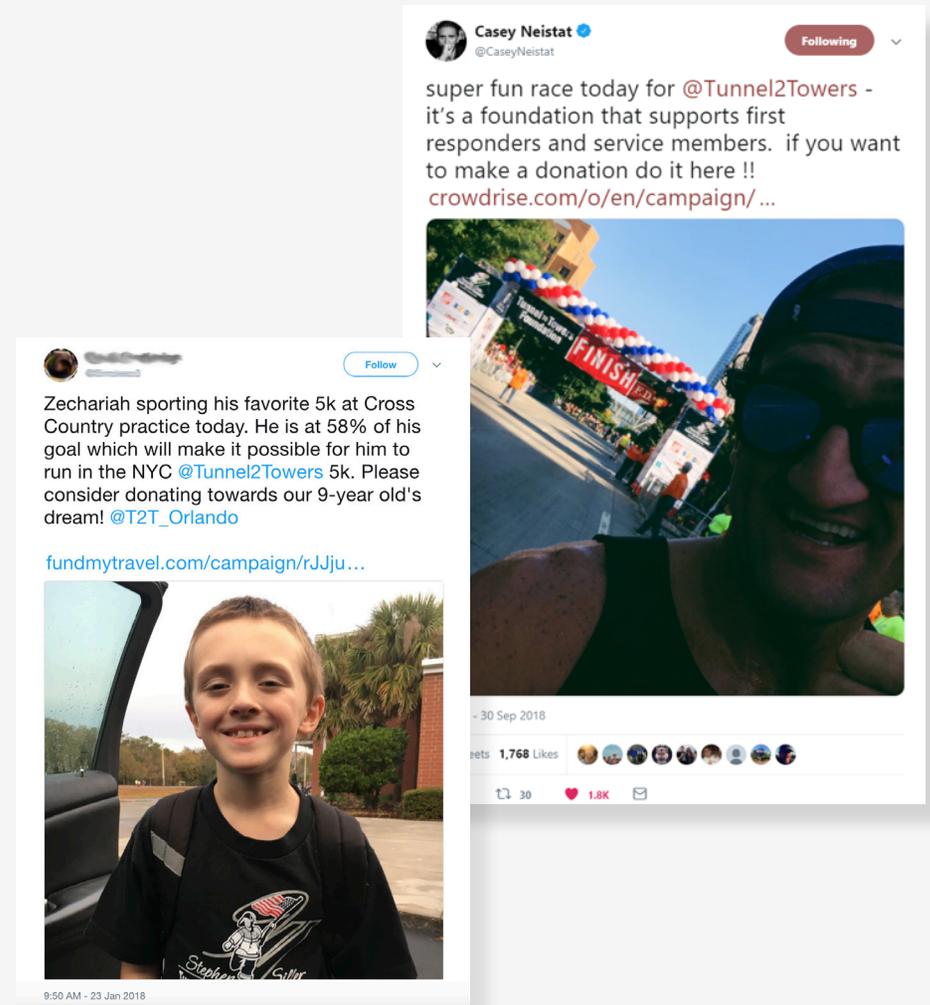
 Use Twitter to “tweet” about your fundraising effort and to make others aware of the organization you’re supporting.

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

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

 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.

 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.



# 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](#)  
[#Tunnel2Towers](#)



# SAY THANK YOU!



**Tunnel to Towers Foundation**  
Page Liked · October 3, 2018 ·

Because of your generosity, passion and support, we are able to DO GOOD for our nation's first responders and service members. Thank you for making this year's 2018 Tunnel to Towers NYC 5K Run & Walk the best one yet. See you next year!

👍❤️👍 279      11 Comments 46 Shares

Like Comment Share

Most Relevant

**The Kings Point**  
Midshipmen reported that it was one of the most awe inspiring experience of their lives. Thank you for all you did to enable the United States Merchant Marine Academy to run that day. Very apropos since the Midshipmen and their teachers helped saved people on 9/11.  
Like Reply 16w

**👍👍👍**  
I started my reply with a bunch of 'I' statements dating back to 9/11/01 but this event isn't about me or my service. It's solely about taking care of the family members of our fallen first responders and of our fallen military.  
Thank you for what... See More  
Like Reply 15w

**👍👍👍**  
Thanks to all involved!  
Like Reply 16w

**👍👍👍**  
It is my pleasure to be able to give back with you!!!  
Like Reply 16w

**👍👍👍**  
Such an amazing event!! Your staff and volunteers are amazing.  
Like Reply 16w

**👍👍👍**  
Thank you and your welcome. It was an honour  
Like Reply 16w

Write a comment...

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.



**Team #669** is with **Robert Murray** and 8 others.  
September 30, 2018 ·

Thank you to everyone who donated to Team #669 this year! I'm so appreciative of everyone who donated and sent thoughtful messages today. Special shout out to Pete & Steve for running with me and to **Max Martin** for getting the Young Professionals Group for #T2T started and continuing to support our first responders and veterans! ❤️👍👍 #LetUsDoGood #TunnelToTowers  
(All Island Kiwanis, Noreen, Patsy, Cheryl, Florence, & Kaye Moore)

