



Count down to the Big Race *Fundraising Training Schedule*

Week 1 (January 21-January 27): Set up your fundraising page. Start talking to your friends and family about your run and make sure they are prepped to donate. Set your fundraising goal...something you can potentially reach (\$350-\$500) is a good range.

Week 2 (January 28-February 3): E-mail your fundraising page out to your friends and family. It's a good idea to break down into groups of friends and family so you can tailor your request to what will appeal to them. Remember to thank people as they donate.

Week 3 (February 4-February 10): Keep spreading the word about your run!

Week 4 (February 11-February 17): Set-up a Facebook group and link so you can invite your Facebook to support you.

Week 5 (February 18-February 24): You're halfway there!

Week 6 (February 25-March 3): E-mail friends and family who haven't donated again to remind them.

Week 7 (March 4-March 10): Keep sharing on your Facebook. Tweet/text/call your friends and family and remind them of the race.

Week 8 (February 11-February 17): Keep pushing. Almost at the finish line!

Week 9 (March 18-March 24): Last e-mail reminder to friends and family reminding them to donate a few days before (and after) race day.

After the Race...

E-mail/write cards to your donors with to thank them and tell them how the race went. Don't treat your friends like a piggy bank. Make sure to thank them.