



*Running Farther To Serve Others*

# MS Run the US

## Fundraising Manual

MS Run the US, Inc.  
PO Box 2273, Brookfield, WI 53008  
[www.msruntheus.org](http://www.msruntheus.org)



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## **What is MS Run the US, Inc.?**

### **Overview**

Wisconsin native Ashley Schneider founded MS Run the US in 2009 inspired by her mother, Jill Kumlien, who lived with MS from 1980 - 2017. Jill passed away on January 10th, 2017 due to secondary symptoms from the disease. The organization was created to raise disease awareness, funds to further research for a cure, and to assist those living with disability due to MS. MS Run the US partners with The National MS Society and various research programs across the U.S. selected by the Board of Directors to help find an end to the disease.

The inaugural U.S. crossing took place in 2010 when Ashley ran 3,288 miles solo across America from San Francisco, CA to New York, NY. During Ashley's run, on average, she ran 26 miles a day, six days a week, for six months. She burned through 11 pairs of shoes and about 257,000 calories. The 2010 event raised \$56,000 in donations and rallied immeasurable amounts of community awareness and support for the cause. To date, MS Run the US has raised well over 1.2 million dollars for the cause.

### **Mission Statement**

MS Run the US is dedicated to raising awareness and funds to support multiple sclerosis (MS) research, while also supporting those living with disability due to MS through financial assistance. Our running events focus on promoting a healthy lifestyle while inspiring others to maximize their capabilities and become more active to help those in need.

### **Purpose**

The number of cases of MS are increasing daily - and no one is immune. MS does not discriminate; it affects men, women, and children, and impacts over 2.5 million individuals worldwide.

## What is MS?

MS Run the US relies on dependable information from trusted resources to increase our knowledge about the multiple sclerosis disease. Please take a minute to visit the pages of the National MS Society and MS Active Source listed below for more in-depth information on MS.

Multiple sclerosis (MS) is believed to be an autoimmune disease in which the body's own white blood cells (the immune system) attacks the protective covering on neurons located on the brain, the spinal cord, and the optic nerves. The disintegrated protective covering, or the scar that forms, can cause disruption in communication between the brain and body, resulting in symptoms all over the body that range from pain, numbness, tingling, loss of vision, paralysis, and more. The severity, location, and time of untreated disease from onset are the reasons individuals experience MS individually. No two cases of MS of the 2.5 million cases worldwide are alike.

### The National MS Society Resources

**What is MS?** <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/what-is-ms/index.aspx>

**The four (4) variations of MS:** <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/what-is-ms/four-disease-courses-of-ms/index.aspx>

**What causes MS?** <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/what-causes-ms/index.aspx>

**Common FAQ's:** <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/faqs-about-ms/index.aspx>

- **MS 101 Part 1:** <http://youtu.be/aUsUTzzcp5M>
- **MS 101 Part 2:** [http://youtu.be/BewpDS\\_dvNB8](http://youtu.be/BewpDS_dvNB8)

### MS Activesource Resources

**What is MS?** <http://www.msactivesource.com/what-is-ms.xml>

**Types of MS:** <http://www.msactivesource.com/types-of-ms.xml>

**MS Symptoms:** <http://www.msactivesource.com/multiple-sclerosis-symptoms.xml>

**What causes MS?** <http://www.msactivesource.com/what-causes-ms.xml>

## Fundraising Programs

**Please read the MS Run the US IP Guidelines before participating in any fundraising for MS Run the US**

### The Relay

The Relay begins every year mid-April near Los Angeles, CA and finishes mid-August in New York, NY. Runners are selected via our online application process as a participant for the team. Each runner commits to running approximately 160-miles over six consecutive days during his or her assigned segment. The entire Relay spans just over 4 months and involves 19 individual relay runners. More info at [www.msruntheus.org/the-relay/](http://www.msruntheus.org/the-relay/)

### Nationwide Events

As the Relay team crosses the country the organization hosts celebration events in major cities at most of the relay segment finishes. For more information on the events along the Relay route visit: [www.msruntheus.org/events/](http://www.msruntheus.org/events/)

### Ambassadors

The Ambassador Program is an opportunity for individuals everywhere to achieve their goals while helping to improve the lives of individuals affected by MS. Each of our Ambassadors has the unique opportunity to be part of the MS Run the US team, raise funds for our organization and contribute to our mission.

We work with our Ambassadors in various different capacities from social awareness to fundraising to volunteering! We love engaging with individuals committed to understanding multiple sclerosis, embracing and supporting our mission, raising awareness in their community, and meeting the expectations outlined for the program.

More information at: [www.msruntheus.org/ambassadors](http://www.msruntheus.org/ambassadors)

### Individual Events

MS Run the US, Inc. encourages all individuals interested in helping the cause to fundraise through our online platform or by hosting a community event! We are dedicated to working *with* individuals to fundraise in their community for our mission. More information at: [www.msruntheus.org/](http://www.msruntheus.org/)

## Getting Started

Remember, the sooner you get started the sooner you will see support coming in!!!

### Your Quick Start Check List

- \_\_\_ 1. Set up your Fundraising web page
- \_\_\_ 2. **Get Comfortable with your approach to share your personal story! (Pissst. THIS IS THE MOST IMPORTANT STEP!)**
- \_\_\_ 3. Make your contact list
- \_\_\_ 4. Write your email template
- \_\_\_ 5. Write your letter template
- \_\_\_ 6. Send and mail your email/letters
- \_\_\_ 7. Plan one to three fundraising events.
- \_\_\_ 8. Invite contacts and promote event(s)

### What to do in the first 48 hours...

**1.) Get comfortable with asking for donations.** Many people would much rather donate than be an active fundraiser for a cause. Why? It's difficult to hear "no" and invest a lot of personal time for a greater good. BUT you are on a mission for those who need YOUR help, so here are a couple tips:

- **Ask.** Your request will be much better received if you start out with: "May I share something with you?" Then proceed to tell the person about your cause, event, and request for donation.
- **Be Courageous and Outgoing.** Remember you are not doing this for yourself! Just 20 seconds of courage to approach someone can mean the difference in achieving and exceeding your fundraising goal, or falling short.
- **There is Always Opportunity.** "No" or the lack of a donation does not mean, "No, because you are not worth supporting", it means, "Not right now" or "I already give to another cause". Remember, even if you don't receive a donation from a personal request it is still an opportunity to raise awareness about the MS disease AND about your event!
- **Be prepared to follow up a request:**
  - We CANNOT STRESS THIS ENOUGH! On average an individual must ask for a donation 3-to-5 times before the potential donor will actually donate. ***You are not being a pest; people are busy! Reminding them that they can and should support you is important!***
- **"Thank you for your time and consideration."**
  - Whether someone gives or not, thank them for their time & consideration. If the person/company is donating be sure to have all of their contact information to send a receipt and "Thank you" note (See **Appendix B** for donation receipt).

## 2.) Set up your fundraising web page!

1. Relay Runners: Please follow the instructions emailed to you.
2. Other fundraisers: Go to [www.msruntheus.org](http://www.msruntheus.org) & click "create a campaign"
3. Follow the registration promptings.
4. Your page will be Live when you click "Submit".
5. Note: Your page is not Live if you only click "Save and Preview" you must click "Submit" for the page to publish online.

## 3.) Make your 100 List

- **Using the “Everyone you could possibly ever think of” (Appendix E) Memory Helper, try to make a list of at least 100 people that you know of.** If you can't think of 100 people, don't get too bogged down! Write until you can't think of anyone new, then take a break, and revisit the list a few hours later.
- Also, don't worry if you don't have everyone's contact information that you write down. There are many means to finding their information through direct contact (call/text), online (email/Facebook), or asking family, friends, or a co-worker.
- Continue compiling the list for a couple of days until you have a strong contact list to reach out to!

### Do's:

- Ask your parents and family for the names and addresses of people you knew growing up. Fundraising is a GREAT opportunity to reconnect!
- Send your letter to everyone on your holiday card list, party list, and wedding invite list.
- Look through your checkbook and bank statements to identify people and places that you regularly visit and spend money...

## Share your story and goals!

Put together a simple, emotional, and compelling message. Research suggests people give to charity out of emotion, not reason, so form a story and include pictures that will target emotion. Research also suggests that identification of one individual affected, rather than the larger sum of those affected, will create an instant connection with your fundraising efforts.

To put it simply, tell the personal story of your connection to MS. If you don't personally know someone, use the inspiration of MS Run the US, Jill Kumlien!

#### 4.) Emails

Did you know that people who fundraise online raise 200% more on average than those who do not? Additionally, the average online donation is 46% higher than cash and check donations!

##### Email and post on social media to share your fundraising page

- Your in-depth story will be displayed on your fundraising page so keep your email simple, emotional, and inspiring!
- Include interesting, blunt, and unknown facts about the MS disease to grab the attention of your audience.
  - Try to relate this to your connection/experience with MS, again, to make it about an individual with MS rather than a group.
- Make it personal - Include your feelings and desires!
- Include pictures if you have some.
- Clearly state your fundraising goal and date of when you would like to receive donations by (usually 30 days after initial request).
- Perspective – Break your fundraising goal apart into mathematically obtainable goals. For example, if you're overall goal is \$5,000, let your supporters know you have reached out to 50 of your closest friends, hoping they will donate \$50 and ask a friend to donate \$50, which will equal \$5,000. Many hands make light work!
- Be clever – Fundraising doesn't always have to be serious. Be funny and outgoing in your fundraising efforts and you'll get more donations!

##### **Email Example #1:**

Did you know that every hour someone is newly diagnosed with multiple sclerosis (MS)? This fact didn't interest me until my mom was diagnosed with MS 10-- years ago. This fact changed my life and the life of my family forever. We also found out that there is no cure for MS, so now my mom is faced everyday with a lifetime of possibly debilitating symptoms. I've always wanted to do something for a cause and my mom's diagnosis, along with these disturbing facts, were enough for me to get involved with an exciting non-- profit MS organization called MS Run the US, Inc.

Through my online fundraising page here: [Insert your URL link] I have set a goal to raise \$2,000 by [date] for MS research for a cure! I appreciate our friendship and your support of my goal...after all, if you donate just \$20 towards my effort, with the help of others that I've written, I will surely be able to reach and possibly exceed my fundraising goal!

I appreciate your time and consideration of my MS fundraising goal!



**Email Example #2:**

Can you imagine running a full 26.2 marathon? Can you imagine running a marathon every day for six days in a row? I could hardly believe it when I heard a woman ran 125 marathons across the entire country in six months for her mom who had MS, but it's true!

After reading about the story I knew I had to join her non-profit's mission to raise awareness and research funds to support a cure to MS. I started my own fundraising page, which you can find here [insert URL link]. I will be running my very first half marathon in 2 months in an effort to bring attention to my fundraising goal. I'm really nervous, but also excited, and I would really appreciate any support you could give towards my fundraising goal. I would appreciate a \$13 dollar donation, one dollar for every mile I run for MS, but any amount is received with deep gratitude. My fundraising page closes on [DATE] so I would appreciate your support before then!

**5.) Letters or cards**

- Follow the fundraising tips for email writing using the MS Run the US post card and letter examples available to you. (**Appendix D**)
  - We have branded post cards & thank you cards on our downloads page at: [www.msruntheus.org/downloads/](http://www.msruntheus.org/downloads/)
  - Make your own personalized postcard online at <http://www.zazzle.com/custom/postcards> or similar postcard making site.
- Both examples include content that you may choose to use if you like!
- **Letter writing elements:**
  - Introduction about you and your event
  - Information about MS Run the US & the MS cause
  - Specific donation request
  - How to donate
  - Where to send donations
  - Due date for donation request (30 days after request is made).
  - Closing
- **Donor Form (Appendix C)**
  - It's suggested to include a donor form in your letter. Here are some tips:
    - Make form about 1/2 of a sheet of paper (keep it small!).
    - Provide clear donation amount choices.
    - Keep in mind that many people will choose the lowest amount on your list; choose that amount thoughtfully so the bulk of your donations are not in \$10 increments. **Then list the amounts from highest to lowest so the donors see the highest number first.**
    - Designate an "other" space for an amount of donors own choosing.

- Provide space for donors name, address, email, and phone number for records.
- **Include your name and address on the donor form. This way if the donor sends the donation directly to MS Run the US we will know it is for you!**
- **Return envelope**
  - It's recommended that you include a self-addressed return envelope. You'll get a better response from your donors! Feel free to address the envelope to MS Run the US but if you choose to do so, make sure that the donor indicates who the donation is for otherwise it will be assumed as a general donation!

## 6. Double Your Donations - Gift Matching

Many companies do “gift matching”, in which they will match the donation that one of their employees makes to a non-profit. Make sure to include this in your email, letter writing, and card sending requests! A simple reminder should do: “Does your company do gift matching?! Please check in order to DOUBLE your gift!”

- Paperwork and proof of donation are the general requirements of gift matching.
- The contribution to your fundraising goal will be added once MS Run the US receives the check from the company.

### What Your Donor needs to do:

1. Ask your potential donors to inquire if their employer matches donations to MS Run the US and if there is a minimum donation requirement.
2. If they have such a program, donor obtains the matching gift form from their company, usually from the HR department.
3. The donor makes donation to you, either online or via check/cash.
4. Donor receives receipt, either from online donation or in-person from check/cash donation [See **Appendix B**].
5. Donor fills out their company's matching form.
6. Donor gives you form and donation/receipt.
7. If required, mail matching form to MS Run the US and we will take care of the rest!

### Follow up

- Many donors need to be asked 3 to 5 times to give before they actually do. Life gets busy and the world has much noise, so don't feel rejected if you've only asked once or twice. Likely your friends, family, and co-workers intend to give, it's just not their first priority. Remind them!

## Fundraising Events

Fundraising events are planned special events that you host with the intent of raising money for your fundraising goal! Fundraising events are excellent ways to raise money while having FUN!

**Fundraising event ideas:**

Bake sale	Golf outing/tournament	Super bowl party
Garage sale	Bingo night	Valentine card sale
Silent auction	Hot cocoa sale	Monday night football party
Raffle	Craft show	Volleyball tournament
Pub crawl	Car wash	Movie night
Karaoke night	Snack bar at work	Wine tasting
Trivia night	Pancake breakfast	Bracelet Sale
Win-a-date Auction	Bowling tournament	Community Runathon
Wine and cheese party	Scrapbook party	Dollar-per-mile commitments
Grocery store collections	Dinner party	
Cookout stand	Art auction	
Candy sales	March madness tournament	

- Start planning early
- Consider your budget and ways to save on expenses. Use a donated venue; inform businesses that you would like to use their services for a charity event so they consider providing a discount for you; ask around...use your network and connections to obtain the things you need for a successful event!
- Promotion! Planning your event is half the battle; you have to get people in the door to make it a successful fundraiser. Use email invites (evite.com is a good, free website), Facebook events, Twitter, and hang fliers in the community to bring awareness to your fundraiser.
  - It's recommended that you continue to inform your network of the approaching date in the following manner:
    - 8-weeks out – Initial promotion of your event
    - 4-weeks out – Reminder of your event
    - 2-weeks out – Reminder of the approaching date
    - 5-days out – Alert your network 5-days to event!
    - 1-day out – Urge your network to donate and/or participate
    - Post event – Inform your network of the results of your event
- When possible try to get a head-count before your fundraising event, or sell pre-event entries to get an idea of the amount of people attending your event.
- Do something YOU enjoy!!! Your event will be much more successful, and you'll be much better at promoting, if you choose to host a fundraiser doing something you enjoy!
- Hosting a raffle and/or silent auction of items you collect from local businesses and friends are simple ways to boost your fundraising!
- Involve kids you know at the event by having them walk around at the event with an "extra donations" jar.

- Use the Fundraising Event Breakdown (**Appendix F**) to reconcile funds raised and expenses incurred during your event.

If at any time you feel “stuck” while organizing a fundraising event feel free to contact MS Run the US and we’ll do everything we can to un-stick you! Many times just talking out the issue with an individual that is experienced in fundraising can help solve the problem.

## Your Fundraising Timeline

### Week One

- \_\_\_ Set up your fundraising web page.
- \_\_\_ Build your fundraising strategy (**Appendix E**)
- \_\_\_ Send your first email. Aim to have 100 recipients.
- \_\_\_ Write your fundraising letter.

### Week Two

- \_\_\_ Finalize your fundraising letter and mail it out. Aim to mail out 100 letters.
- \_\_\_ Start planning a fundraiser.
- \_\_\_ Update your email signature\* to include the link to your fundraising website.  
(\*Signature is the automatic text included at the bottom of your emails)
- \_\_\_ Have fun! Record an outgoing message on your voicemail or home answering machine about your training and fundraising: *“I can’t come to the phone right now’ I’m likely out training for [event]! Please leave a message and I’ll get back to you shortly. Remember to donate at [your URL]!”*
- \_\_\_ Tell at least one person every day about your event and the fundraising you are doing for MS Run the US.

### Week Three

- \_\_\_ Ask your family and friends to forward your email/letter or website to their contacts.
- \_\_\_ Send all check donations you receive to MS Run the US, Inc., PO Box 2273, Brookfield, WI 53008-2273 with YOUR name included!
- \_\_\_ Consider starting a blog to write about your training, event, and fundraising.
- \_\_\_ Continue fundraising event planning. Aim to include friends/family in event organization!
- \_\_\_ Create a special thank you card or letter that you will send out to all your donors. Personalize and send to all donors who have already given.

### Week Four

\_\_\_ Make a list of those who have donated, and those who haven't yet. Follow up with your contacts that haven't donated yet. Make sure to send thank you notes to those that have.

\_\_\_ Update any new contacts you have made and mail out your letter or send them an email.

\_\_\_ Finalize date for your fundraiser. Send out invitations.

### **Week Five**

\_\_\_ Update your web page/Facebook/Twitter/blog with new pictures, recent milestones, training stories or an update on your MS story to draw people back to your web page again.

\_\_\_ Assess how much you have fundraised and how much you have left to reach your minimum.

\_\_\_ More fundraiser event planning and promotion.

\_\_\_ Mail thank you cards to this week's donors.

### **Week Six**

\_\_\_ Call your contacts that have committed to donating but haven't done so yet.

\_\_\_ Follow up with donors that have a company matching gift policy at their work.

\_\_\_ Meet/email at least one other person fundraising for MS Run the US, Inc. through your program to discuss each other's fundraising progress and to share ideas.

\_\_\_ Mail thank you cards to this week's donors.

\_\_\_ More planning and promotion for fundraising event.

### **Ongoing Check List**

\_\_\_ Continue to keep your donors and network updated on your training, fundraising, events, and your MS story (as new things happen; include new individuals with MS that you are meeting, new information you are learning, etc).

\_\_\_ Send out weekly thank you cards/emails to new donors.

\_\_\_ Remind all donors that donations are tax deductible!

\_\_\_ Send check donations to MS Run the US, Inc. PO Box.

\_\_\_ Update your web page/blog and social media outlets.

\_\_\_ Host fundraising event(s).

\_\_\_ Assess your fundraising, your accomplishments, and how much more you have to achieve before you reach your goal!

### **Two weeks before event or fundraiser**

\_\_\_ Update your email signature with how many days left until your event!

\_\_\_ Start a countdown at work, home, and on social media with how many days left until your event!

**One Night Before Your Event (or Travel Date)**

\_\_\_ Send an email out to your contacts: “By the time you read this, I will be on my way to (event). Thank you for your support! Please follow my progress here (insert URL) and be on the lookout for my post-event update.” Remind people why you are fundraising and share an update of those you are fundraising for!

**One Week After Your Event**

\_\_\_ Create and send a post event update to your entire list. Include pictures of yourself at the event or a post card from the event city you visited. Be sure to remind your audience that it’s never to late to donate and include your fundraising page URL.

**MS Run the US Fundraising Policies**

The main goal of MS Run the US and its programs are to raise funds to support research for a cure to multiple sclerosis.

Fundraiser Donation Procedures

All donations to your MS Run the US fundraising campaign must be submitted in the following manner.

MS Run the US, Inc. is a IRS approve 501(c)3 non-profit organization, thus all donations are tax exempt. Many individuals or companies will need the non-profit EIN number to submit their donation for their yearly taxes.

**MS Run the US, Inc. EIN: 26-4295756**

**Credit Card Donations:**

Submitted online at [www.msruntheus.org/donate-now/](http://www.msruntheus.org/donate-now/) or through your online fundraising platform.

**Check Donations:**

Send your donation to MS Run the US PO Box and we'll add it to your fundraising site.

***REMEMBER TO INCLUDE YOUR NAME IN THE MEMO so we know the donation is from your efforts!***

Please send all check donations to:  
MS Run the US, Inc.  
PO Box 2273  
Brookfield, WI 53008-2273

**Cash Donations:**

Do NOT send cash donations via mail. If you do receive a cash donation submit a personal donation for the same amount to your online fundraising campaign.

**Matching Donations:**

For company gift matching please contact MS Run the US, directly at [info@msruntheus.com](mailto:info@msruntheus.com) if you need the non-profit IRS 501(c)3 approval document or W-9.

**Fundraising Guidelines**

1. Read MS Run the US IP Use PDF that directly relates to your involvement with the non-profit. IP PDFs found online at [www.msruntheus.org/downloads/](http://www.msruntheus.org/downloads/)
2. Individuals cannot transfer fundraised to other individuals or programs.
3. Funds raised may not be used for any other purposes other than 100% donation to MS Run the US.
4. **If in affect in your program, you must meet the fundraising deadlines specific to your event or you may be disqualified from participation.**
  - a. **Please request more information regarding this policy if needed.**
5. All funds raised during your involvement with MS Run the US, Inc. programs will be donated regardless of your participation.
6. There will be no refunds given on any donation for any reason.

## Appendix A. Website Fundraising Page Bio

Your Name

**Runner** for the “The MS Run the US – [YEAR] Relay” or “Ambassador Team”

**What:** Copy & paste event description from:

[www.msruntheus.org/the-relay/](http://www.msruntheus.org/the-relay/) or [www.msruntheus.org/ambassadors/](http://www.msruntheus.org/ambassadors/)

**Bio Overview:**

Hometown/Current Location:

Twitter:

Blog link:

Segment: [If applicable]

**Runner Story:**



**Appendix B. Donation receipt**

Date \_\_\_\_\_

Thank you for your donation of \$ \_\_\_\_\_ to non-profit organization, MS Run the US, Inc. We greatly appreciate your support of our efforts to raise awareness and funds to support research for a cure!

Receipt Given By: \_\_\_\_\_

Title:  
\_\_\_\_\_[www.msruntheus.org](http://www.msruntheus.org)

EIN: 26-4295756

P.O. Box 2273, Brookfield, WI 53008-2273

**Appendix C. Donor Form****MS Run the US, Inc. Fundraiser**

**YES! I will join your efforts to help create a world free of multiple sclerosis!**

Donor Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

In honor of: \_\_\_\_\_

Please circle to appropriate contribution:

\$1,000                      \$750                      \$500

\$250                      \$100                      \$50

Other amount: \$ \_\_\_\_\_

\_\_\_\_\_ YES! My company can gift match this contribution

\_\_\_\_\_ **Visa                      Master Card                      Discover**

**Card #** \_\_\_\_\_

**Exp. Date** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Please make checks payable to MS Run the US, Inc. and mail your contribution directly to ME at address below:**

\_\_\_\_\_

**Appendix D. Letter Example**

[Date]

Dear family and friends,

I am writing you this letter as a request for donation to the event mom and I will be participating in together on September 22<sup>nd</sup> in Milwaukee at the Brewers Mini Marathon.

As you may know my mom, Jill Kumlien, has been living with multiple sclerosis since 1980. In 2010 I made an effort to raise funds to support the research for a cure to MS by running my very first marathon. Since then I have dedicated much of my time to the cause because I learned that every hour of every day someone just like my mom is newly diagnosed with MS!

Mom has been watching me run in hundreds of races since my first middle school Track & Field competitions, but never once has mom been able to physically participate because of her MS symptoms.

**The Brewers Mini Marathon will be the very first race Mom will ever participate in!**

[Insert picture]

I am asking that you support our effort in this event by donating \$13.10, or more if you are able, to contribute to the overall goal of \$13,100. The minimum request amount and the overall goal reflect the 13.1 miles Mom and I will be running together!

I appreciate your consideration of our fundraising event knowing that there are many worthwhile causes to donate to.

If you would like more information on the event, our current fundraising effort, and/or would like to donate online please visit: [Insert URL]

My personal fundraising deadline is [insert fundraising deadline]. I would appreciate your support by this date! Thank you for your time and consideration!

With love and determination,

Ashley

(Include Donor **Form Appendix C**)

## Appendix D (continued)

### Postcard Example

Image: **See downloads area** at [www.msruntheus.com/downloads/](http://www.msruntheus.com/downloads/)

#### Content Example:

Dear friends and family (or insert their name),  
I am very excited to tell you about a new running-- fundraising event I am participating in to help benefit those living with multiple sclerosis (MS). As you may know, my mom was diagnosed with MS in 1980. Though my mom lives with many disabilities she has inspired me with positive spirit to fundraise \$10,000 this year to help find a cure!

While fundraising I will also be training to run my very first 50-- mile race on May 9<sup>th</sup>, 2013! I want to tell you all about it, so to learn more please visit my online fundraising page here: [insert URL]. I am also writing a blog here: [insert URL].

I ask that you please make your donation by [insert date] to support my efforts against MS!

Kindly,

Ashley

## Appendix E. Memory Helper

### Who is/Are my...

Parents	Baker	Interior Decorator
Grandparents	Banker	Mechanic Notary
Brothers	Bartender	Nurse Nutritionist
Sisters	Beautician	Office Cleaner
Aunts	Bookkeeper Bus	Optometrist
Uncles	Driver Butcher	Painter
Cousins	Carpenter	Pharmacist
Brother-in-law	Carpet Cleaners	Photographer
Sister-in-law	Caterer	Physical
Accountant	Chiropractor	Therapist
Aerobics	Dentist	Personal Trainer
Instructor	Electrician	Physician
Appraiser	Engineer	Dermatologist
Architect	Engraver	OBGYN
Auctioneer	Exterminator	Piano Instructor
Attorney	Financial	Plumber
Auditor Babysitter	Planner	

Police Officer  
Psychologist

Publisher  
Recruiter

Veterinarian

**Who sold me  
my...**

Advertising Auto	Computer	Medicine	Siding
Antiques	Condominium	Mortgage	Snow Removal
Audio/Visual	Contact	Motorcycle	Sporting
Equipment	Lenses Copier	Music Mutual	Goods
Barbecue	Cosmetics	Fund Pet	Sprinkler
Batteries Bicycle	Dog	Supplies	System
Bed	Dry Cleaning	Photography	Storage
Blinds	Formal Wear	Piano Picture	Stereo
Boat	Furniture Gas	Framing	Strom
Bridal Gown	Golf	Quilting	Windows
Burglar Alarm	Equipment	Materials	TV
Cabinets Camera	Horse	Records	Tires
Camper	Hot Tub	Refrigerator	Tile
Car Wash	House	Resume	Tools Towing
Carpeting	Insurance	Sewing	Trailer Travel
Cat	Investments	Machine Sheet	Uniform
Cell Phone	Jewelry	Metal Seeds	Wedding
Clothing	Loan Luggage	Shoes Shoe	Supplies
	Lawn	Repair	
	Manicure		

**Appendix F. Fundraising Event Breakdown Example**

Revenue Item	Dollar Raised per Unit	Total
<b>Registration</b>	35 attendees @ \$20 each	\$700
<b>Fundraising Revenue</b>	At event	\$1,000
<b>Raffle</b>	150 tickets @ \$10 each	\$1,500
<b>Silent Auction</b>	Item X @ \$150 Item Y @ \$200 Item Z @ \$100	\$450
<b>Sponsorship</b>	3 sponsors @ \$1,000 each 5 sponsors @ \$500 each 7 sponsors @ \$250 each	\$7,250
<b>Gross Revenue</b>		\$10,900

<b>Expense</b>	<b>Unit Cost</b>	<b>Total</b>
<b>Venue Rental Fee</b>		\$600
<b>Insurance</b>		\$100
<b>Security</b>		In-kind
<b>Rentals</b>		\$200
<b>Printing (fliers)</b>		\$75
<b>Mailing</b>		\$0 (online)
<b>Event Giveaways</b>		In-kind
<b>PR/Marketing</b>		\$200
<b>Signage</b>		\$200
<b>Total Expenses</b>		\$1,375
<b>Net Revenue</b>		<b>\$9,525</b>