



HOW TO RAISE FUNDS FOR YOUR RUN

SPREAD THE WORD

The best way to fundraise is to spread the word about a cause that is close to your heart and the opportunity you see to make a difference! Talk about the need for a safe house that provides wrap-around care for survivors of human trafficking in Italy.

Tell your friends and neighbors that all donations are tax deductible and 100% of the funds raised through the Run for Recovery will go directly to Alba for the purchase of a safe house that will provide recovery for those who have nowhere else to run.

Be encouraged that if this is important to you, your friends and family will appreciate the opportunity to join you. Invite them to be part of the process as you work toward your goal and watch how some people may surprise you!

SET SMALLER GOALS IN ORDER TO REACH YOUR MAIN ONE

You've laid out your running plan, right? You've probably set mileage goals and organized different types of workouts to achieve your target finish time. Smart fundraisers apply this same strategy to their fundraising goal.

Start by determining your target fundraising amount. Don't be afraid to think big. Some fundraisers believe that if potential donors see that you have a low minimum, they may assume you don't really need their donation. But if they see you have a lot to raise, they're more likely to donate and give generously.

Once you've set your target, then break down that amount into smaller weekly targets. We know there isn't a lot of preparation time for this run. But we will be doing it again next year and the awareness and funds we raise this year will give us a head start for next year.

Of course, just setting the goals won't make the money magically appear. Next, you'll use the tips below to lay out specific strategies (email blasts, social media posts, events) each week to help you reach each target.

By breaking up your big goal into many different small goals, your plan will seem more organized and attainable.

Set up your fundraising plan in the same way that you set up your training plan for a running race. Break up your big goal into small steps so that the process seems more manageable.

PARTNER UP

The fundraising process can seem daunting. But you don't have to go it alone. Enlist the help of a friend or family member to help handle some of the work. You can also connect with a training buddy to share tips and stay motivated. Perhaps your running group includes other runners interested in raising money for Alba. By connecting with others, you can make the process more fun and successful.

USE THE WEBSITE

We have a wonderful website where donors can easily give online. More than that, our site is full of useful information about the vision and strategy for the Alba Safe House and Recovery Program. It is inspiring to read the vision that we are so close to realizing and how each donation can make a direct impact.

GET OVER INHIBITIONS

Now that you've got your fundraising ducks in a row—you've established a goal, laid out a donation schedule, and have familiarized yourself with the website, it's time to ask for money. For many runners, this is the hardest part.

It may be helpful to remember that almost no one is comfortable asking for donations. But remember why you chose to participate and why Alba matters so much.

Begin by asking those closest to you. Practice your pitch on close friends and family. You can even ask for feedback and make adjustments to your request.

Then consider writing a fundraising letter explaining what you're doing and email it to more friends, family members, and colleagues. Use the letter to explain the "why" in a succinct manner.

Tell potential donors why the cause is meaningful to you. Even if you don't have a personal connection to the cause, explain how their donation will make a difference. Share the information from the website, your personal experience, articles or videos about the issue of human trafficking in Italy. If you are part of the original team that ran the Athens marathon, tell potential donors why you did this and the heartbreaking reality of sexual exploitation in Italy.

USE SOCIAL MEDIA

One of the most effective strategies in your fundraising game will be social media. Post an effective donation request on social media channels like Facebook, Instagram, and Twitter where posts are easily shared. See the links we have included on this website for the Alba Run for Recovery on Twitter, Facebook, and Instagram.

This means that your donation circle can multiply exponentially. But you need to be direct, impactful, and specific in your request.

In a paragraph, tell your social circle what you're doing, why the cause matters and specifically what they can do to help. In addition to asking for money, you can ask followers to share the post with others who might donate.

Include a link to the website so that interested parties can get involved and follow your training.

Here is additional helpful information: [How to Use Social Media to Boost Your Running Program](#).

GET DONATIONS MATCHED

Corporations are a great source of funds. Many large corporations have matching programs. So, when you make a donation, they match the amount. The result? You get twice as much money for your cause.

It's smart to not only ask your company to match what you raise, but when people donate find out if their company has a matching gift program. It's a great way to increase funds quickly.

FOLLOW-UP

Some of your friends and family members may have every intention of contributing to your fundraising efforts, but they say they'll do it later and then forget about it. Organize your fundraising process to follow up with these important potential donors.

Send a follow-up email to those who you sent your initial email to, let them know how your training is going, and tell them that there's still time to donate.

SAY THANKS

Remember to acknowledge all your donors and thank them for their generosity regardless of the size of their donation. Each donor is important and it's important to recognize each gift.

