

# In The Image's Fifth Third River Bank Run Fund Raising Kit



*Shoes Help Our Elementary Students  
S.H.O.E.S.*

Fifth Third River Bank Run  
May 12, 2012



1823 S. Division Avenue Grand Rapids, MI 49507  
616.456.6150 | [www.intheimage.org](http://www.intheimage.org)

*“With your help, we can ensure that every at-risk child in our community starts the school year off with a brand new pair of shoes, to jump higher, run faster and remain confident about the 2012 school year.”*

*Jay Starkey  
Executive Director*

In The Image links gently used clothing, housewares, furniture and appliances with families in need in a manner that:

- ◆ Enhances dignity
- ◆ Embraces choice
- ◆ Encourages participation and builds a community of diversity



*In The Image is a Charity Partner for the Fifth Third River Bank Run, dedicated to raising awareness and funds for our Shoes Help Our Elementary Students event. All proceeds will benefit elementary students in the Grand Rapids, Kentwood and Wyoming Public Schools with FREE, brand new, back-to-school shoes!*



***Help a child start off on the right foot by running, walking or pledging for In The Image!***



# GET STARTED TODAY!

## 1.) Register today as a Charity Runner for the Fifth Third River Bank Run! Go to:

- ◆ [www.53riverbankrun.com](http://www.53riverbankrun.com)

## 2.) Set a GOAL!

- ◆ Achieve the minimum, but set your own goal.
- ◆ In The Image asks each participant to raise \$100 to run as a Charity Runner for In The Image., but don't stop there! Set two goals, a stretch goal (goal you are not sure you can hit) and a more comfortable goal.

## 3.) Use Technology to Maximize Your Fundraising

- ◆ Join our Fifth Third River Bank Run Facebook page and share it with **EVERYONE** you know!
- ◆ Share your story of why you are running and why you chose to run for In The Image.
- ◆ Share pictures of your training, running, past races, etc.
- ◆ Look for updates on benefits of being a Charity Runner for In The Image through emails, Facebook, Twitter and our website at [www.intheimage.org](http://www.intheimage.org)



## 4.) Recruit Runners and Walkers to Join a Team and Help Fundraise!

- ◆ Recruit as many people as you can to do the same thing you're doing!
- ◆ Each of your team members should also share the Facebook page and share their own stories, along with recruiting pledges, runners and walkers.
- ◆ You will be amazed at how interested people are in supporting your efforts when they find out how passionate you are about In The Image and our efforts at the Fifth Third River Bank Run!



## Letter – Email: Writing Campaign

A letter – email campaign is an easy way to raise funds and awareness for Fifth Third River Bank Run’s Charity Partner In The Image. By simply drafting a “Family and Friends” or “Office Place Recruitment” letter or email with details of why you and your family are participating in the Fifth Third River Bank Run for In The Image, you can reach your largest audience without even leaving the comforts of your home or office.

### Step 1: *Set Your Goals*

You have already set a goal for mileage, now it times to set a goal for dollars. How much do you want your team to raise and how are you going to accomplish this? Aim high and don’t underestimate yourself, your team members, and your potential donors.

### Step 2: *Develop Your Mailing List*

Do you have a holiday card list? The larger your distribution list is from the start, the larger your results. Include everyone in your email contacts list, neighbors, family, friends and co-workers.

### Step 3: *Write Your Letter – Email*

Attached you will find a sample of both a letter and email. Be sure to mention some important details, who to write the check to and where to go online to donate. Invite everyone to join you at Charity Plaza and the finish line. Encourage everyone to send out their own communications to raise funds.





#### Step 4: *Send Your Letters or Emails*

Send your letters – emails out early, by doing this, you will give those receiving them time to tell their friends, families and co-workers about In The Image being a Charity Partner for the Fifth Third River Bank Run. Make it easy for the donors to give. Tell them about In The Image and the Fifth Third River Bank Run, your personal story, why you are running, walking, or pledging for In The Image and a direct link to donate online. If you send your letter via regular mail, include a self-addressed stamped envelope.

#### Step 5: *Collect the Money*

Make all checks payable to In The Image (memo line can designate: Fifth Third River Bank Run 2012).

#### Step 6: *Turn in Your Money*

You can mail checks and drop off cash/checks to 1823 S. Division Ave. Grand Rapids, MI 49507.

#### Step 7: *Say “Thank You”*

Acknowledge every donation that comes in with a thank you note. You can also keep participants updated with regular emails on your progress or the team’s activities and fundraising progress.





1823 S. Division Avenue Grand Rapids, MI 49507

Dear (INSERT NAME),

On Saturday, May 12, 2012, I will be running/walking in the 35<sup>th</sup> anniversary of the Fifth Third River Bank Run to raise awareness and funds to support In The Image, a local non-profit.

While I have made an initial donation, I need everyone's support to reach my goal of raising \$\_\_\_\_\_ to benefit In The Image's *Shoes Help Our Elementary Students* (S.H.O.E.S.), an event designed to give elementary students in the Grand Rapids, Kentwood and Wyoming Public Schools a brand new pair of back-to-schools shoes to start the school year off on the right foot.

(Your personal story/connection to In The Image here... explain why you are participating in the Fifth Third River Bank Run)

There are two ways you can support my efforts to make a difference in a child's life at In The Image:

- ◆ You can make a tax-deductible online donation at <http://www.active.com/donate/intheimage2012>
- ◆ or send a check payable to In The Image.
- ◆ Join my team (team name) at [www.active.com](http://www.active.com) by choosing In The Image as a Charity Partner and participate in the Fifth Third River Bank Run on Saturday, May 12, 2012.

With gratitude and best wishes,

(Your name)

**Letter Sample**

## Email Sample

From: You

Sent: Date

To: All your friends, family and contacts!

Subject: I'm running/walking in the Fifth Third River Bank Run!

Dear (INSERT NAME),

On Saturday, May 12, 2012, I'll be running/walking for In The Image in the 35<sup>th</sup> annual Fifth Third River Bank Run. In The Image is raising awareness and funds for *Shoes Help Our Elementary Students*.

I have already made an initial donation, however, I need your support to reach my goal of \$\_\_\_\_\_ to benefit In The Image and provide new shoes for local elementary students.

(Your personal story/connection to In The Image here. . . include why you are running/walking/supporting).

I hope I can count on your support. Simply click this link (your active homepage link here) and visit my homepage to make your tax-deductible donation. And if you are interested in joining my team (team name) you can contact Bethann Egan at [began@intheimage.org](mailto:began@intheimage.org) or contact me directly.

Many thanks,

(Your Name)

P.S. Attached you'll find some important information about In The Image's S.H.O.E.S. event, you can check out their website for even more information at <http://www.intheimage.org>.

## **Benefits of Running for In The Image**

Because of you, In The Image will be well on our way to raising enough funds to provide for thousands of children in your community!

As a runner, walker or supporter of In The Image, you will enjoy the following:

Charity Partner Training Runs

Charity Partner Participant Workshops

Fundraising Incentives (check out our website!)

Volunteer Opportunities at In The Image to meet other participants, share your success stories and seek running/walking advice!

Visit our booth at the Fifth Third River Bank Run Expo, May 11th to pick up your Race Day packet and receive complimentary cotton candy for the whole family!

### **Charity Village Tent**

**Come and visit us before and after on Race Day at Charity Plaza, located in the Fifth Third Bank Parking lot (near the start and finish line)**

**Take advantage of the benefits on Race Day!**

**Coffee, water, tea, hot chocolate and food**

**Private gear check**

**Private bathrooms**

**Free Photo Opportunity**

**Free Post-Race Massage**

**Great meeting place for family, friends, and team members before and after the race! Your supporters can make free posters to bring down to the finish line when they stop by Charity Plaza, look for our logo!**

Contact Bethann Egan at (616) 456-6150, ext. 23 or [began@intheimage.org](mailto:began@intheimage.org) for more information on how to get involved with our race for S.H.O.E.S.!