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Fundraising Toolkit



Benefiting
Children's
Healthcare of Atlanta



Welcome to the Marathon by Midnight Relay

On behalf of the patients and families we serve at Children's Healthcare of Atlanta, thank you for opening your big heart in support of so many little hearts. As a not-for-profit organization, we couldn't provide the care we do without the generous support of individuals like you in the community who give of your time and resources in support of our mission.

You and your team are about to embark on what could be one of the most rewarding journeys of your life. On the following pages, you will find helpful tips and tricks to jumpstart fundraising and reach your team goal of \$2,620 (or more). And, we're here to lend a helping hand along the way, so don't hesitate to reach out if I can ever be of assistance to you.

Thank you for supporting Children's.

Catherine Mojcik
Children's Healthcare of Atlanta Foundation
catherine.mojcik@choa.org
404.785.4499

Steps to success

Build your personal fundraising page right away in the Participant Center:

- If you are the first person on your team to register, create a fundraising page for your team. You can get started by visiting choa.org/marathon and logging into the Participant Center. If your team page is already created, use your team code to register and begin building your personal fundraising page.
- The sooner your webpage is built, the earlier you can begin soliciting donations.
- Lead by example. Kick things off by making the first donation to show your commitment to the cause.

Personalize your personal fundraising page:

- If Children's has had an impact on your life, share your story.
- Add pictures of yourself or whatever your motivation is to complete the marathon relay.
- Share facts about Children's. Adding facts to your fundraising webpage is a great way to inform your supporters about the cause. If you plan to direct your funds to a specific area, share some facts about that area of Children's.

Develop your fundraising plan:

- Start fundraising early. The earlier you start, the sooner you will reach your goal. Determine your fundraising goal (minimum goal is \$2,620) and share it on your fundraising webpage. This information is helpful to include when asking for donations or updating your supporters.
- Setting benchmarks is the best way to keep you on track. When you reach a benchmark, make sure to share your progress with those who are helping you fundraise.

Start fundraising:

- Share your fundraising webpage on Facebook, Twitter, Instagram or LinkedIn.
- Start a Facebook fundraiser and link it to your Marathon by Midnight Relay fundraising page.
- Forward the sample email you received in your email confirmation when you first signed up to family and friends.
- Call or text message potential donors. Speaking directly to your family and friends about your endeavor or goal is a great idea. Explain what the event is all about and ask them in person to donate. Sharing the cause and your reason for fundraising in person can be incredibly inspiring to others.

Get CREATIVE when FUNDRAISING:

- We want all participants to prioritize safety and staying healthy throughout this fundraiser. All fundraising is online, so this is a perfect way to connect with your community and make a difference at Children's, all while staying safe.
- Promote your goal at your gym or workout studio, or share it with fellow runners.
- Now is a great time to help boost morale in the workplace. Ask your co-workers to help you reach your goal or join your team if you're in need of teammates. Don't forget to also ask if your employer will match your efforts.
- Share your skills: Host an online workshop or post a live video on social media, in which you lead a workshop, workout class or display your musical talents. Don't forget to share your fundraising link and promote donations.
- Organize a small, outdoor fundraiser, such as a car wash, garage sale or raffle.
- If you're celebrating your birthday between now and Marathon by Midnight, consider asking for donations in lieu of gifts.



**“When we give
cheerfully
and accept
gratefully,
everyone is
blessed.”**



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*—Maya Angelou
American poet, singer, memoirist
and civil rights activist*