



## Mercer Island Rotary 2010 Half Marathon Team Timeline

**Event Date:** March 21, 2010

### **Two months prior to event date: January 21<sup>st</sup> or before**

- Recruit team members
- Decide on team name
- Have a kick-off party to discuss fundraising goals
- Determine how much you have to raise each week to make your goal
- Set up your team website and other social media promotions
- Send out fundraising letters
- Identify marketing needs to promote cause and meet goals
- Determine team member responsibilities
- Make a donor list including companies, friends, families, co-workers, employer
- Remind team members about prizes for highest fundraisers
- Find companies that match contributions or corporate donors
- Start training as a team

### **One month prior to event date: February 21<sup>st</sup> or before**

- Hold weekly meetings to review fundraising goals
- Send weekly e-mails blasts reminding people to donate, focus on the reason of why your team is raising money, tell a story about the cause
- Send updates on fundraising goals
- Create excitement and urgency
- Hold weekly contests for the person who donates the most in the week
- Follow up to your fundraising letters and requests
- Ask your friends, family, co-workers to ask their friends or company for a donation
- Ask, ask, ask
- Educate your donors, remind them of the benefits of giving
- Send thank you letters to those who have already contributed
- Stay positive, keep a good attitude and remember the reason you are doing this