



TOP 10 FUNDRAISING TIPS

1 Share Your Story.

Make your fundraising page as personal as possible with text and photos.

2 Remember that anyone is a potential donor.

You're doing this event for Special Olympics New Jersey...everyone should know that.

3 Ask High.

Ask for a \$50 donation and settle for \$25, instead of asking for \$25 and settling for \$10.

4 Donations are tax deductible.

Don't forget to share this fact with your donors.

5 Share the event on social media.

Did you know that you can share your personal fundraising page via social media? It's a great way to let people know that you are participating.

6 Ask, remind, follow up.

Regularly share updates about your fundraising progress. If you've got something new to talk about, your donors won't mind hearing from you (remember, they're your friends, they love you).

7 Add an incentive for donating.

Are you a phenomenal baker? Can you doodle with the best of them? Offer to bring your donors cookies if they donate \$10 to your page. Or promise to draw a custom doodle of the two of you if they donate \$20. The more creative and offbeat, the better!

8 Recognize donors for their contributions.

After the donation is applied to your personal fundraising page, you can directly comment and thank them on your page. Recognition and thanks is a great way to support donors.

9 Request Matching Gifts.

Many companies will match donations, so be sure to let your donors know to apply when they make their donation. During the donation process we've made it easy to look up to see if your company participates in a matching program.

10 Have Fun!

Make the Cool Schools Challenge a part of your NEW holiday tradition! It's a fun event to help get you in the holiday spirit. You and your donors will be positively impacted by participating.

TURKEY DASH 5K



COOL SCHOOLS CHALLENGE THANKS 4 GIVING

Asbury Park, NJ
November 19, 2022

TURKEY SPLASH



Fundraising Tips - Social Media

Use Facebook, Twitter, Instagram, and Tiktok to reach out to your friends and family when asking for donations. Make sure that you link your Ride for Inclusion account to your posts so it's really easy for people to donate right to you! NEW THIS YEAR: You can set up a Facebook Fundraiser to support Cool Schools – check out this link on how to set it up.

HOW TO SET UP A FACEBOOK FUNDRAISER

Tips

Get creative! Feel free to share pictures and videos to your posts. Have a personal story? Share it with your followers and let them know why you are Dashing **and/or** Splashing. Tag Special Olympics New Jersey in your posts!



@specialolympicsnj



@SONewJersey



@SONewJersey



specialolympicsnj

Sample Posts

Help me support thousands of athletes who participate in Special Olympics New Jersey. Please donate to my Cool Schools Challenge fundraising page! #coolschoolschallenge
<insert link to personal fundraising page>

You can make a difference! Help me reach my fundraising goal as I Dash **and/or** Splash for Special Olympics New Jersey athletes. #coolschoolschallenge
<insert link to personal fundraising page>

Time to take a Dash **and/or** Splash! Help me support Special Olympics New Jersey by donating to my Cool Schools Challenge Journey! #coolschoolschallenge
<insert link to personal fundraising page>

www.NJCoolSchoolChallenge.org



COOL SCHOOLS CHALLENGE **THANKS4GIVING**

Asbury Park, NJ
November 19, 2022



I plan to **DASH** and/or **SPLASH** for Special Olympics New Jersey.

That's right! I plan to **run a 5K** or **take a chilly Splash** for Special Olympics New Jersey as part of the **Thanks4Giving - Cool Schools Challenge Turkey Dash & Turkey Splash** fundraiser. While I'm excited to participate, I'm also pumped to be able to support a cause I care about.

As you can imagine, the athletes of Special Olympics New Jersey are facing immense challenges - change of routine, isolation, lack of training and exercise, and inability to socialize with friends and teammates. With the athletes in mind, you can help me support them by making a donation to help them return to their competition and training. Your donation will get me one step closer to **Dash and/or Splash**, but it will also help Special Olympics New Jersey build a bigger, better community. Also, the more money I raise, the more money my school will receive back...**it's a win, win!**

Check out my personal fundraising page (click the link below) to make your donation.

Link to your custom Classy.org fundraising site:

Best,
Your Name