



# lifting, hopes CHAMPIONS

**Thank you for being a Lifting Hopes Champion!**

Please use this tool kit as a guide to create your own fundraisers.  
As always, our Champion Captain is here to help if you have  
questions or other creative fundraising ideas to share!

Please contact [apriest@liftinghopes.com](mailto:apriest@liftinghopes.com) if you need help or have questions about Lifting Hopes Champions.

*Lifting Hopes is a registered 501c3 nonprofit helping children and families facing cancer, and other childhood illnesses and diseases.*

# Training for the 5K portion of the *Pump & Run*, or just love to run?

- **Find a race and sign up!**

Race solo, or with a group of friends, it helps to have your support team nearby in that last mile! Whether you're a first-timer or avid runner, there's a race for just about everyone for any distance. You can run for just our event or use other races as a way to raise funds too. If your only event will be our *Pump & Run*, remember to register! See our Resources guide to find races in your area.



- **Customize your fundraising page.**

Set up your own fundraiser page on [crowdrise.com/liftinghopes](http://crowdrise.com/liftinghopes). Include a paragraph about why the *Lifting Hopes* cause is important to you. Add some pizzazz to your page with a video or pictures of yourself on race days, or preparing for it. You can also include inspirational photos from previous *Pump & Runs*, and the children and families that benefit from the event. Set your Champion fundraising goal at \$500. See our Resources guide for customization tips.



- **Let everyone know what you're racing for.**

Share your goals and journey on social media by using the hashtag #LHChampions. Get your friends, family, and professional network involved. Use our email templates as a start, and make sure to tag *Lifting Hopes* on Facebook and Twitter so we can share your efforts.

To give your fundraising a boost you can collect money offline too, through things like bake sales and happy hours. If you raise money offline, please contact our Champion Captain Ashly at [apriest@liftinghopes.com](mailto:apriest@liftinghopes.com), and we can manually add those contributions to your personal page.

- **Ready, set, run!**

Don't forget the most important step – the race! Make a statement and run in your *Lifting Hopes* t-shirt! Each Champion that raises at least \$100 will get an official t-shirt for free! Let everyone know why you're breaking a sweat, we want to cheer for you. Take pictures and video if you can, and share them, we will too. Your donors and the *Lifting Hopes* team will love seeing them on your fundraiser page and knowing that you met your goal.

- **Know you made a difference.**

When fundraising ends on October 31st, 2016, the *Lifting Hopes* team will tally up all of the funds. Our team will share updates with you about the difference you've made in the lives of children and families dealing with pediatric cancer and other illnesses. Remember, no matter how much you raise, 100% of the proceeds go to the cause!



# Would you prefer to host a fitness class instead?

- **Choose an instructor or fitness studio partner.**

Are you a regular at the gym or your favorite fitness studio? Trying some weight training to get ready for the “pump” portion of the *Pump & Run*? Reach out to your favorite instructor or manager, and ask if they will help you meet your \$500 goal. Explain how the event will benefit their business; like attracting new customers, sharing their fitness message and yours, and having their logo on all promotional materials.

- **Figure out the date, time, and place.**

Consider what day and time will ensure the best attendance from your network.

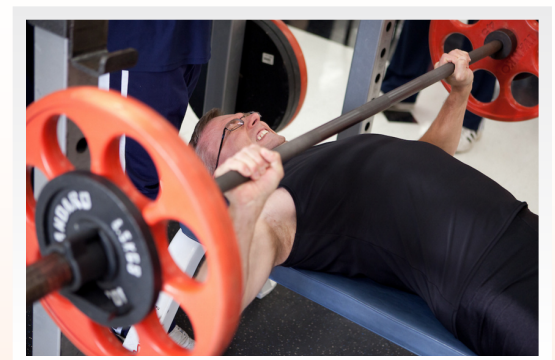
- **Decide the best way to raise money, here are some ideas . . .**

- Organize a special class that is 100% donation-based.
- Donate a percentage from normally scheduled classes.
- Sell raffle tickets at the class.
- Get local businesses (or even the studio itself) to donate gear or gift cards.
- Got an idea of your own? We'd love to hear about it!

- **Set up your fundraising page.**

• Set up your own fundraiser page on [crowdrise.com/liftinghopes](https://crowdrise.com/liftinghopes) to be all about the class you're hosting. See tips in our Resource guide on how to customize it and draw in your network for support.

• Participants can donate on your page and then attend the class. Even if you've already hit your \$500 goal, donations can still be made to your page!



- **Share it!**

- In addition to sharing your fundraising page on social media, create flyers and invitations to share online and in-person.
- We recommend using a free graphic design site, but good ol' fashioned markers and poster paper will do the trick too! Check the Resource guide for helpful links to make your flyers standout.
- Tag us on Facebook and Twitter and use #LHChampions so we can champion you too!
- Post your flyers on bulletin boards at the studio a few weeks in advance. Ask if you can post flyers at other places around town too; locations where people with similar interests would be, like your office, church, or recreational meeting places.
- Ask if the studio would be willing to share your special class in their marketing too.



- **Follow up with thanks.**

Let everyone know how you did, and that your fundraiser class was a huge success! Shout it out in email and social media, tag us and we'll shout it out too! Make sure to thank your donors, participants, and the hosting studio and instructor. Remind them about the difference they've made in the lives of children and families dealing with pediatric cancer and other illnesses.