



Lehigh Valley Health Network
VIAmarathon

26.2 | 13.1 | 5K | Relay | Walk | Kids Races

Fundraising Toolkit

Everything you need to launch your fundraising drive!



Great Race, Great Cause!

Welcome to the Via Marathon Fundraising Toolkit!

Join a 60 year tradition in support of people with disabilities.

Since 1954, Via has provided vital services for people and families here in the Lehigh Valley. Services range from early childhood developmental support to services for people in retirement. Via has a rich history of helping people with disabilities lead the best possible life our community can offer. More than 45,000 people have benefited from the services Via provides.

With your fundraising support we can continue this legacy of excellence.

This guide was designed to answer your questions about your online Fundraising Headquarters (HQ), general fundraising and Via of the Lehigh Valley.

Table of Contents

Three Easy Steps to Fundraising Success	3
Step 1: Create Your Webpage.....	4
Your Webpage	5
Step 2: Emails & Letters	6
Sample Emails.....	6
Other Email Tab Features	6
Sample Letters	8
Fundraising Ideas	10
Mobile Application	11
Social Networking.....	11
Fundraising Checklist	13
What Do Your Donation Dollars Do?	14
Top 10 Reasons to Walk or Run	15
Other Tools in Your Fundraising Headquarters	16
Step 3: Watch Your Donations Roll In an track Your Progress.....	17
Matching Gifts	17
Thank You Notes.....	17
Goal Setting.....	18
Awards & Prizes	19
Donation Collection Form	19

Three Easy Steps to Fundraising Success

Step 1

- Register at **www.ViaMarathon.org** to run, walk or volunteer. Once registered, set up your fundraising page. Then you'll have access to your personal headquarters where you can send emails and start fundraising!

Step 2

- Share your story! Letter and email writing are the easiest and most effective way to raise money.

Step 3

- Watch your donations roll in and track your progress!

Step 1: Create Your Webpage

- Go to the Via Marathon Fundraising Website: <http://viamarathon.kintera.org/Fundraising2016>
- Click on Start Fundraising.
- Click on the Start a Team button or Join a Team button or Join as an Individual.
- If you are a Team Captain signing up, scroll to the bottom and type in your team name; team fundraising goal, and number of team members you are going to recruit. Click on the Continue button.
- From the personal information section, type in your name, address, and email information.
- Type in a user name and password.
- Type in a personal fundraising goal.
- Click on the Continue button.
- You will receive a quick confirmation. Click on the Continue button to go to your Fundraising HQ where you can personalize your Web page, your team's Web page, start your team recruitment, and begin your fundraising campaign.

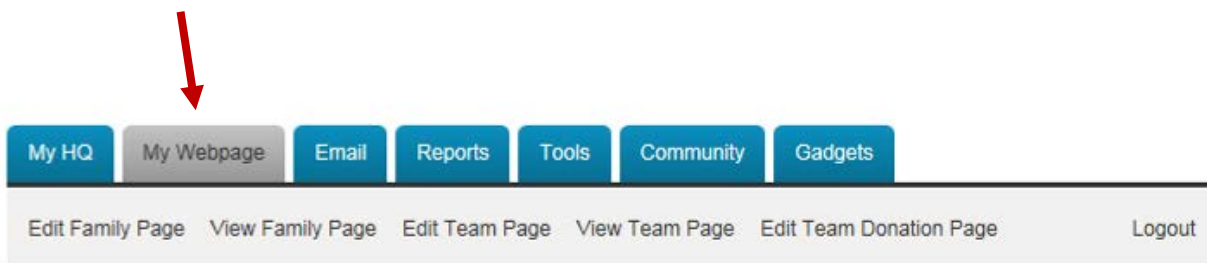
Once registered, you have access to your [Fundraising Headquarters](#). Log in and go to the "My Webpage" section to edit your 'Personal Page'. This is the page your donors will see, so give it your own touch by adding a picture and information about you and your reasons for participating in the event. If you don't have a picture, you can choose from several default images.

It's a few easy steps and you can:

- Design a personal webpage page in less than 10 minutes.
- Add your personal story and upload pictures to make your webpage reflect why you are walking.
- Upload your personal email address book to help you fundraise:
 - Remember to include: Friends | Family | Holiday Card List | Sports Team Roster | Co-workers
- Send emails to your family, friends and colleagues asking and thanking them for their donations.
- Monitor your fundraising and team recruitment progress.

Your Webpage

Edit your personal page from this tab.



Edit your Family Page

Header Text:

Line 1:

Welcome to Lisa Smoth's

Line 2:

Via Marathon Donation Page

Do you want a Video or Image?

Update the photo on your page

Webpage image

You may use the default image or [select](#) an image from the library or [upload](#) your own.

Preview webpage

View your page as others will see it!

Finish webpage

To complete your webpage or to save changes, click Submit.



Caption under image:

Join us in our efforts to support the Via Mar

Edit the text:

Thank you for supporting the Via Marathon! Your contribution is greatly appreciated.

When done making changes, **Preview** your page. If you like it, **Submit** to save changes.

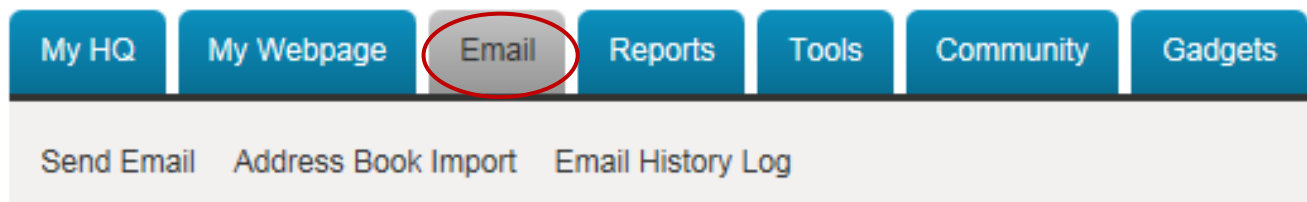
Share your story here!

If you are a team captain, you will also be able to Edit **Team Page** and the **Edit Team Donation Page**.

Step 2: Emails & Letters

Letter writing and email campaigns are the easiest and most effective way to raise money! It's been said that people don't give to organizations – they give to people. Your email should include:

- Why you are running, walking or volunteering – If you have a connection with Via or the world of disability, discuss how this has affected your life and the lives of your family and friends.
- Ask everyone you know – the worst they can say is no.
- Say thank you – whether someone says yes or no, either acknowledge their generosity and support, or you can leave the door open for next year.
- Tell them your fundraising goal and aim high!
- Provide some facts about Via and the services they provide. Have them visit www.ViaNet.org to read about Via's success stories.



Use the Email tools in your [Fundraising Headquarters](#) to raise more money (with less effort and no stamps!) Log into your Headquarters and click on Email.

Each email sent from your Headquarters will include a link to your personal fundraising page making it easy to receive online donations!

Sample Emails

Don't know how to get started? Here are some sample emails:

- I'm walking/running/volunteering for our **(son/daughter, name)**. You can help Via provide vital services for families that face the challenges of disabilities every day. Hundreds of people rely on Via so they can be independent, productive and enjoy full lives within the community. With your help, Via will continue to provide a future and create success for the child and adults they serve. Please click here **(personal page URL)** to read my reason for walking/running/volunteering. Thank you so much!
- Please help me make a difference! I'm walking/running/volunteering to celebrate our (son/daughter) who has made incredible strides this year. Please visit my personal page **(personal page URL)** to make a donation today!
- This year, I'll be participating in the Lehigh Valley Health Network Via Marathon in September. The proceeds from this event benefit Via, a non-profit organization that provides services for children and adults with disabilities. I have agreed to raise \$200 in support of Via and I need your help. Please consider your most generous gift today. Click on the link for my web page **(personal page URL)** to make a donation online.

Other Email Tab Features

- Address Book Import – Download your email address book to your [Fundraising Headquarters](#); this will make it make it easy to send emails.
- Email History Log – Track emails and donations.

- Facebook – Update your status with a link to your Fundraising Page.

Sample Letters

Does a written letter work better for you? Here Are some samples:

Dear Friends and Family,

It's hard to believe that another year has passed. In just a few short weeks, on September 6, my family and I will walk to raise money for Via of the Lehigh Valley. We have been a part of the Via Family for more than eight years, when our son, Tyler first started therapy with Via.

We are very appreciative of the dedication that Via has poured into working with our son Tyler. Truthfully, when Via arrived in Tyler's life, there was very little our 4-month old son could accomplish. His days were spent lying on his back either having seizures or recovering from the seizure's nasty effects.

Our physical therapist from Via, Annette, worked endless sessions with Tyler. Our goal for Tyler was for him be able to walk one day, something his doctors couldn't promise us. In a three year period, Annette took him from sitting, to crawling, to standing and finally to walking.

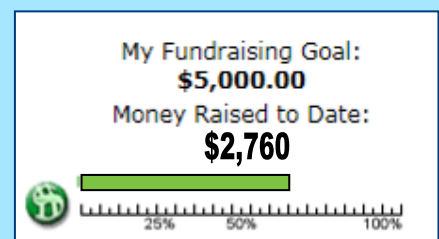
I remember asking her if Tyler was ever going to be able to walk. Without hesitation, she said yes! She explained that children who can do these early tasks can usually go on to accomplish walking. What hope this gave us! Because she believed, we believed.

Tyler is now 8 years old and finishing up 3rd grade. He has been seizure free for 6 years and is doing better than doctors every thought. Some said he would never walk... he is now running and jumping! He is also able to hit a baseball off a tee, use pencils and crayons, turn pages in his own books, feed himself, and play several sports and musical instruments. Via helped us when we needed it most, we don't know where Tyler would be today if Via didn't come into our home at that crucial time.

Now I'm asking for your help. Help me reach my fundraising goal. I can't do it alone. I need you. Help me fight for Tyler, to give him the future that he deserves, that any child deserves.

To donate online, click on this link: www.ViaMarathon.kintera.org/Fundraising2013/TeamTyler

With much love and gratitude,
Rebecca and Steve Cusack



Sample Letters

Dear (Insert Name),

This year, I'm participating in the Via Marathon.

I'll walk (or run, or volunteer) with hundreds of other men, women and children for Via of the Lehigh Valley, a non-profit organization that provides services for children and adults with disabilities. Via provides therapeutic services for children, employment solutions for adults and helps people live a life of significance in the community.

Everyone deserves the opportunity to succeed and through your support, Via provides opportunities and resources every day for children and adults with disabilities. Via is committed to a mission of success for the people they serve, but they can't do it without our help.

I have chosen to participate because (insert your personal reasons for walking or running).

I've agreed to raise at least (insert your dollar goal). So I need your help. Please make a donation today: (insert personal webpage).

The opportunity to succeed for each child and adult begins with you. Just complete the information below and return the form to me with your donation.

In Appreciation,
(Insert Your Name)

Yes! I'm happy to support your efforts for the Via Marathon.

You can count on me for: \$25 \$50 \$75 \$100 Other \$_____

_____ Cash _____ Check (Made payable to Via Events, Inc.)

Name: _____ Phone: _____

Address: _____

Email: _____

Fundraising Ideas

You've written your letter, sent your emails, your company will match your donation and you still want to do more? Here are some ways:

- **Make Your Own Donation**

Set an example for your team members and supporters.

- **Hold a Wrap-Around Event**

A wrap-around event is any fundraiser that your team organizes to raise funds for the walk. Wrap-arounds provide additional and fun ways to increase awareness and fundraising. All expenses for wrap-arounds are incurred by the fundraiser.

- **Build a Fundraising Team**

Invite everyone you know to join and register. A team can come from anywhere – work, friends, family, place of worship, civic groups, etc.

Wrap-Around Examples

- **Raffles** – Hold a pay-day 50/50 at work. On pay-day, sell tickets for \$1, \$5, or \$10. Winner receives 50% of the pot and your fundraising drive receives the other 50%. You can also secure a few donated items and raffle them off instead.
- **Potluck Lunch** – Solicit volunteers to cook up their favorite dishes. Sell \$5 tickets for lunch to your co-workers.
- **Sales** – Encourage your friends and coworkers to hold a bake sale, car wash, used book sale, rummage sale or other “special sale” and donate the proceeds to Via.
- **Casual Day or Jeans Day** – Hold a “Dress Down for Via” day at work. Allow individuals the opportunity to wear jeans for a donation to Via. Is your company already business casual? Then “Dress Up for Via”!

- **Pennies for “team name”** – Have a collection jar for people to fill with their loose change.

Fundraising Idea

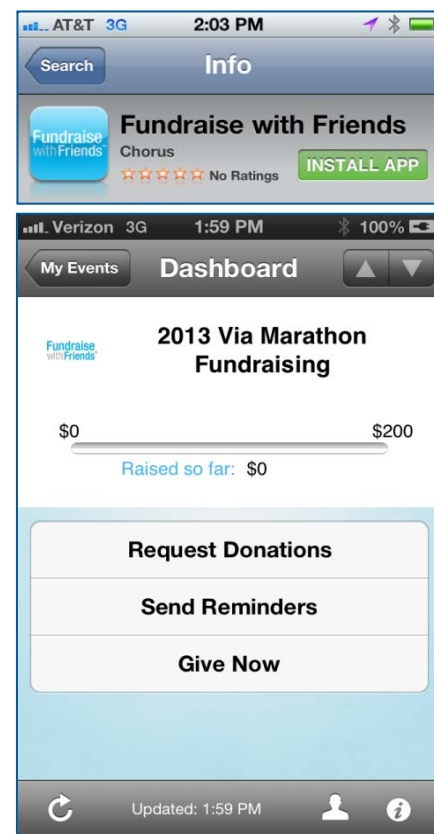
PPL's 10 Relay Teams organized the first ever “PPL Cupcake Wars.” More than 30 cupcake competitors vied for top prizes like Best Tasting Cupcake and Best Looking Cupcake. Cupcakes sold for \$2 each and PPL donated more than \$1,300 to Via! Need help getting started? We have everything you need in our Fundraising Tools.



Mobile Application

Want to help spread the word about the Via Marathon? Looking for a new way to stay in closer touch to your potential donors? Want to know instantly if someone has made a donation to your participant page? Well now you can with the iPhone and Android application! Locate our new **Fundraise with Friends** mobile application through iTunes or the Android store. Just follow a couple of easy steps to start fundraising through your SmartPhone:

- Go to the App store and search for **Fundraise with Friends** (it's free!).
- Click on Install the application.
- Log in with the username/password used for the Via Marathon fundraising website (*make sure to set up your fundraising website BEFORE uploading the app*).
- Click on Load Event.
- Listed will be the Event(s) where you are currently registered. Go to your event and start!



Social Networking

Reaching out and asking for donations is easier than ever before with the growing popularity of social networking sites! Who follows you on Twitter? Who are your Facebook friends? Who are you "LinkedIn" with? Are they supporting your efforts yet? Be sure to take advantage of these exciting ways to raise awareness and money.

Let friends and family know you are participating in the Via Marathon by becoming a fan of our facebook page (www.facebook.com/ViaMarathon).

Encourage your donors to share or forward your page to people in their networks. Networking in today's world is completely different than just five years ago. Try it – it's highly effective, and fun too!



Raise \$250 in a Week 7 Ways in 7 Days!

Day 1	Sponsor Yourself	\$20
Day 2	Ask three relatives for \$25	\$75
Day 3	Ask three friends for \$10	\$30
Day 4	Ask five co-workers for \$10	\$50
Day 5	Ask five neighbors for \$10	\$50
Day 6	Ask a favorite local merchant for \$25	\$25
Day 7	You did it! Celebrate!!	\$250

Raise \$1,500 in 6 Weeks

Week 1:

- Start by sponsoring yourself = \$25.
- Send out at least 25 letters and emails to friends and family (ask for a minimum donation of \$26) = \$650.

Week 2:

- Follow up on your fundraising letters and emails.
- Ask three additional family members (minimum donation of \$26 each) = \$78.
- Ask five friends to sponsor you (minimum donation of \$26 each) = \$130.
- Ask two co-workers to sponsor you (minimum of \$26 each) = \$52.
- Check with your company's human resource department to see if they offer matching gifts.

Week 3:

- Ask three additional co-workers to sponsor you (minimum donation of \$26 each) = \$78.
- Plan a fundraising party with at least 25 people (e.g. 50% of split cover charge of \$20 for a happy hour) = \$250.

Week 4:

- Ask five neighbors to sponsor you (minimum donation of \$15 each) = \$75

Week 5:

- Ask your boss for a company contribution = \$50

Week 6:

- Ask three businesses you frequent for a donation (i.e. doctor, dentist, dry cleaners, etc., \$37 each) = \$111

Grand Total \$1,500!

Fundraising Checklist

- Set up your own [Personal Fundraising Webpage](#)
- Set a fundraising goal.
- Set a “people” goal if you are building a team.
- Register all of your team members - even children.
- Involve your company/employer.
- Hang a poster at your office and stuff your office mailboxes with a flyer and a copy of your Fundraising Letter.
- Encourage all team members to be active fundraisers for Via.
- Email or call team members regularly to answer questions and check on their progress.
- Create team t-shirts, buttons or banner to increase your visibility on Event Day.
- Share posters with others.
- Put an article in your company’s newsletter or send a mass email.
- Fundraise, Fundraise, Fundraise!
- Walk, run, volunteer or donate!

What Do Your Donation Dollars Do?

We all want the same things from life; a great job in a great community and plenty of friends with whom we share the experience. For people with disabilities, these life goals can be challenging. Via works every day to help people achieve this reality. The money you raise helps Via provide leadership, support, opportunities and resources for people with disabilities so that they may be independent, productive and enjoy full lives within the community. [Learn more about Via's programs.](#)

Here's a sample of what your fundraising dollars can do:

- \$1,000 helps underwrite one month of [job coaching](#) to help an individual with a disability find a job in our community.
- \$500 provides a week of career exploration and fun for a teen with a disability in [Via's Teen Summer Experience](#).
- \$250 helps underwrite 3 ½ hours of [physical, occupational or speech therapy](#) for a child.
- \$125 provides three adults the opportunity to [connect to their community](#) by participating in a recreational activity like watching a ball game, going to dinner or catching a movie with friends.
- \$25 buys a special switch used to adapt toys and allows a [child with disabilities](#) to play independently.



Hundreds of people rely on Via every day, so they can be independent, productive and enjoy full lives within the community. With your help, Via will continue to provide a future and create success every day for the child and adults we serve. Every gift, no matter the size, makes a great difference. Thank you for your support.

Top 10 Reasons to Walk or Run

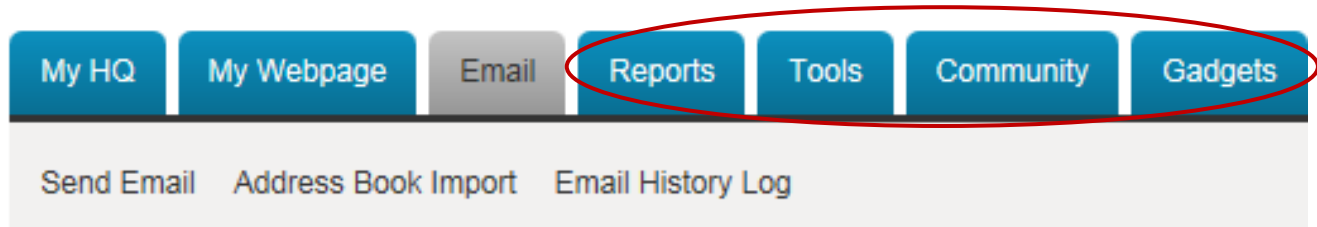
We all want the same things from life; a great job in a great community and plenty of friends with whom we share the experience. For people with disabilities, these life goals can be challenging. Via works every day to help people achieve this reality.

For more than 55 years, the dedicated and committed care providers at Via work to help children overcome developmental delays, help young adults find meaningful and sustainable jobs and provide the resources and opportunities so people with disabilities may lead activity and enjoyable lives right in their own community. [Learn more about Via's programs.](#)

10. Because it feels good knowing you can make a difference.
9. Help provide a real pay check and a job in our community and change the life of a woman who has spent years in a [sheltered workshop](#).
8. Share the success of a young man achieving his goals of furthering his education beyond high school and pursuing his dreams of a [career](#).
7. Walking or running for Via makes you part of something greater than yourself.
6. Children in childcare centers across the Lehigh Valley will understand better than their parents that a child with a disability is a friend, just like all their friends.
5. Some people can't walk in the Via Walk, but you can.
4. Help a man who has lived with his aging parents, suddenly and wonderfully [find a place to live](#) in the community and friends to share his life.
3. Bring hope to a mother whose son has been diagnosed with a disability when she hears what Via [Early Intervention services](#) can provide for her and her son.
2. Help build a stronger community, a community that provides opportunities for children and adults of all ability levels, a community that provides resources to help people live, work and connect in their neighborhoods, and a community that embraces all of its members.



Other Tools in Your Fundraising Headquarters



Reports

- Donation Report
Shows who donated, the amount and when the donation was made for current or past years. Visit your "Reports" area often and see how you are doing! You have access to those who donated to you last year and your address book IF you registered with your username and password from last year.

Tools

- Print Donation Forms
- Edit Profile/Log In

Community

- Share messages with your fundraising team

Gadgets

- Add a Donation Thermometer to your Community Page, like Facebook

Step 3: Watch Your Donations Roll In an track Your Progress

If your donors make a donation online, you will be credited through the automatic system and receive an email alerting you of the gift. If your donors give you cash or checks, please fill out a [donation form](#) for each donation.



Donations may be handed in at the walk or mailed to:

Via of the Lehigh Valley
 Attn: Via Marathon
 336 West Spruce Street
 Bethlehem, PA 18018

Matching Gifts

With matching gifts you can sometimes double or even triple your gift! Here is a [list of employers](#) that will match your gift!

Corporate matching gifts are a great way for donors to maximize personal contributions and increase the impact of their gift. By taking advantage of a company's matching gift benefit, you may be able to double or even triple the amount of your contribution.

Each company has its own guidelines for employees, spouses, retirees, and widows/widowers. Most corporate procedures are simple:

- Request a **Matching Gift Form** from your company.
- Complete and submit the form to Via of the Lehigh Valley along with your gift (many times this can all be done online - check with you employer).
- Via will verify the completed form and return it to your company.
- The company issues a matching gift contribution to Via.

Completed forms can be sent with your personal gift to:

Via of the Lehigh Valley
 Attn: Via Marathon
 336 W. Spruce Street
 Bethlehem Pa 18018

Thank You Notes

After the event, be sure to thank everyone who supported you. Send a thank you note, acknowledging their donation and/or participation on your team. Express how your supporters helped make a difference for your family and/or the community. Thank you can never be said too many times. This shows them that they helped make a difference and ensures their support in the future.

Goal Setting

Setting goals can be scary! Sometimes it can spark the fear of failure if we set our heights too high. It can feel like our efforts are unsuccessful if we don't meet our goal. You have joined a fundraising event – we NEED to raise money! Goal setting is part of the process.

It's helpful to set goals that reflect special meaning for you and your family or company.

Fundraising Goals

- Do you have a loved one who is transitioning into adult services? The 18th and 21st birthdays bring extra special meaning – set a dollar goal for \$1,800 or \$2,100 (\$100 for each year that has led to this new venture)
- Set a goal to represent your child's birthday – and recapture the joy and hope that was part of that day (\$1,125 dollars for November 25)

Use the charts below to help create your fundraising plan:

	Letter/Email Campaign	
# of letters/emails sent:		
% response expected (60-70%):	x 65%	(multiply their potential number by this %)
Total responding:	=	
Average contribution:	x \$25	
Anticipated funds raised:		(estimated amount of donations to receive)

	2013 Goal
Online Donations	
Offline Donations	
Wrap around fundraising	
Grand Total Expected:	

Awards & Prizes

Awards are given for:

- Top Fundraiser
- Individuals Raising: \$250, \$500, 1,000+
- Teams Raising \$1,500 and \$3,000+

Stay tuned to hear about the great incentive prizes! Fundraising closes September 30.

Win a Limo for Race or Walk Day

The team or individual who raises the most money by midnight (as recorded in your [Fundraising Headquarters](#)) on Tuesday, September 6, 2016 wins free limo transportation on race or walk day. Winners are notified on Wednesday, September 7, 2016.



Donation Collection Form

Thank you again for registering for the Lehigh Valley Health Network Marathon for Via. Please use [Donation Collection Form](#) on the next page to record all of the donations you receive that are NOT made online. Make as many copies of this form as you will need to record all check, credit card and cash donations you receive. Please complete a donation record for each donation you receive. This will ensure that all donations are properly credited. Thank You!