

# FUNDRAISING HOW-TO GUIDE

Team DPS Colfax Marathon Challenge



## PLATFORM

DPS Foundation is using Go Fund Me (formerly CrowdRise) for our fundraising platform: [charity.gofundme.com/o/en/campaign/dpscolfax2020](https://charity.gofundme.com/o/en/campaign/dpscolfax2020)

Quickly create a personal page by following these steps!

- i. Visit our [Go Fund Me page](https://charity.gofundme.com/o/en/campaign/dpscolfax2020) and click “Join” ([charity.gofundme.com/o/en/campaign/dpscolfax2020](https://charity.gofundme.com/o/en/campaign/dpscolfax2020))
- ii. Create an account (or sign-in to your existing account)
- iv. Click your account (upper right-hand corner) and select “My Campaigns”
- v. Select “edit” on “Team DPS Colfax Marathon Challenge 2020”
- vi. Edit and personalize your own fundraising page!

## TEMPLATES

DPS Foundation has created templates that you can utilize when sharing your fundraising campaign on email and social media. Check them out on the following pages.

**Pro Tip:** Personalize the templates and add your own story to make it more impactful! Consider why you’re running for DPS students. Mention if there is a specific school or program you’re supporting!

## BEST PRACTICES

- Communicate with your supporters! Donors want to hear about how your campaign is doing so be sure to post updates. Providing a weekly status update is an easy way to share your progress.
- Ask for donations in person! A face to face ask is 34 times more effective than an email ask. Ask your neighbor or your hairstylist- they might have a DPS student they want to support.
- Don’t forget about sharing or retweeting. These are great FREE ways for your supporters to help spread the word about your campaign.
- Thank your donors as soon as possible! Getting a phone call the day after a donation is made is sure to make your donors’ day.
- Use our collateral! Share the Foundation’s pictures and video on our team’s page to increase views and clicks on your posts.

Learn more: [dpsfoundation.org/colfax](https://dpsfoundation.org/colfax)  
Questions? [libby\\_hodgin@dpsk12.org](mailto:libby_hodgin@dpsk12.org)

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## EMAIL TEMPLATE

Dear [INSERT NAME],

I am participating in the 15th Anniversary of Colfax Marathon - Denver's biggest race! Along with training for my event this May, I am also raising funds to support more than 90,000 DPS students by running on the Denver Public Schools Foundation team. Will you make a donation to support my run? [HYPERLINK/INSERT FUNDRAISING PAGE]

[SHARE YOUR PERSONAL STORY HERE! WHY ARE YOU RUNNING FOR DPS?]

In partnership with Denver Public Schools, DPS Foundation raises and manages funds, makes strategic program investments, and serves as community leaders so that all students have the opportunity to succeed.

I've set a goal to raise \$XXX through this race. Every donation will help ensure every child in Denver Public Schools has the opportunity to succeed inside and outside of the classroom. You can read more about the impact of the funding provided by the DPS Foundation at [dpsfoundation.org](http://dpsfoundation.org).

I hope you will consider supporting me on my run for DPS students. Imagine the impact we can have if every one of us gives, at whatever level you can. No gift is too small; please make your donation today! [HYPERLINK/INSERT YOUR FUNDRAISING PAGE]

Thank you for all you do for Denver Public Schools.

Sincerely,

## FACEBOOK TEMPLATE

I am participating in the 15th Anniversary of Colfax Marathon - Denver's biggest race! Along with training for my event this May, I am also raising funds to support more than 90,000 DPS students by running on the Denver Public Schools Foundation team. Will you make a donation and/or sharing this post to support my run? [HYPERLINK/INSERT FUNDRAISING PAGE]

## INSTAGRAM TEMPLATE

I'm participating in the 15th Anniversary of Colfax Marathon - Denver's biggest race! Along with training for my event this May, I am also raising funds to support more than 90,000 DPS students by running on the @dpsfoundation team. Will you make a donation to support my run? Link in bio.

**Pro Tip:** Add your fundraising link to your bio.

## TWITTER TEMPLATE

I'm running the Colfax Marathon for @DPS\_Foundation team! Help me support DPS students by donating today: [INSERT FUNDRAISING PAGE]

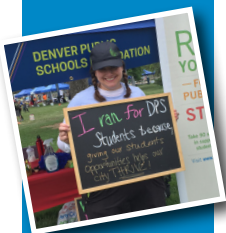
**Pro Tip:** use <https://bitly.com/> to shorten your fundraiser page's link!

Learn more: [dpsfoundation.org/colfax](http://dpsfoundation.org/colfax)  
Questions? [libby\\_hodgin@dpsk12.org](mailto:libby_hodgin@dpsk12.org)



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## UPDATES TEMPLATE



Thank you for supporting my participation in the Colfax Marathon by helping me raise \$XXX for the Denver Public Schools Foundation so far! There's still time to donate: [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE\]](#) Please help me reach my goal!



Just \_\_\_ week(s) left until I will be running through the streets of Downtown Denver in the Colfax Marathon! So far, I have raised \$XXX for the Denver Public Schools Foundation! I am challenging myself with the event and I am asking you-my family and friends- to support my efforts by making a donation to invest in the future of our students. Will you help me reach my fundraising goal? [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE\]](#)

## FUNDRAISING GOAL MET TEMPLATE



We did it! Thank you to everyone who helped me reach my fundraising goal for Denver Public Schools Foundation! I can't wait to challenge myself at Colfax Marathon on May 16-17. If you haven't had a chance to donate yet, there's still time. [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE\]](#)



Thank you to my friends and family for all of your support! Together we raised \$XXX for the Denver Public Schools Foundation. Every dollar raised will directly support programs such as the A to Z Fund classroom grants and Afterschool Programs. Still want to show your support? You can donate at [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE\]](#)

Learn more: [dpsfoundation.org/colfax](https://dpsfoundation.org/colfax)  
Questions? [libby\\_hodgin@dpsk12.org](mailto:libby_hodgin@dpsk12.org)



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FOUNDATION