I RUN FOR DPS STUDENTS

Team DPS Colfax Marathon Challenge

Colfax Marathon
May 16 & 17, 2020
City Park | Denver, CO

REGISTER TO RUN FOR DENVER PUBLIC SCHOOLS FOUNDATION AS YOUR NONPROFIT PARTNER!

FUNDRAISE
Harness your network to support DPS students! Help inspire others to give and believe in the power of public education.

DONATE
Donate to DPS Foundation to support DPS students and help ensure every child has the opportunities and resources needed to achieve success!

ADVOCATE
Let your friends, family and colleagues know why supporting DPS students is important! Get others fired up about public education.

Join the Team DPS Colfax Marathon Challenge in under 30 seconds! When you register for Colfax look under “Additional Questions” click “Yes” when asked “Are you considering raising funds or awareness for a charity?” From the drop-down menu choose Denver Public Schools Foundation!

Learn more: dpsfoundation.org/colfax
Questions? libby_hodgin@dpsk12.org
FUNDRAISE

Team DPS Colfax Marathon Challenge

WHY

State funding for DPS is inadequate to provide the resources and programs needed to help Every Child Succeed. In fact, Colorado is 40th in the nation for per-student funding, spending approximately $2,100 less per student than the national average. The DPS Foundation helps fill that gap, allowing DPS to sustain and expand proven programs that might otherwise disappear from schools.

Funds raised will help support of the more than 90,000 DPS students across more than 200 schools. These dollars can help fund system-wide innovative and core programs to empower teachers, fuel engaged learning, and support students and their families. Learn more about DPS Foundation initiatives at dpsfoundation.org/dps-foundation-initiatives.

HOW TO

1. Set-up your fundraising platform (DPS Foundation recommends Go Fund Me)
   i. Visit our Go Fund Me page and click “Join” (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!

2. Identify possible donors
   Think about family, friends, colleagues, and other acquaintances who care about you, Denver, public education, and/or students! This is a great place to start.

3. Ask and inspire
   i. Ask in-person: This is a great way to help others connect with the importance of supporting DPS students. Follow up with an email of your fundraising page link.
   ii. Send personalized emails: Highlight what aspect is most appealing to your audience.
      - Is your dad inspired by DPS Foundation’s support of afterschool programs that keep students engaged in enriching learning experiences from 3-6 p.m.?
      - Is your best friend inspired by DPS Foundation’s A to Z Fund classroom grants that provide materials, resources and opportunities that fall outside classroom budgets?
      - Is your boss inspired by DPS Foundation’s support of CareerConnect that help prepare students to thrive in Denver’s booming workforce?
   iii. Get social: Let your social network know why you run for DPS Foundation and see if they are inspired to support (or maybe even join you on your training!). Remember to share the link to your fundraising page!

Looking for more fundraising support? Check out resources at dpsfoundation.org/colfax.

GOAL

Each fundraiser is encouraged to raise a minimum of $250 that will help to support DPS students district-wide. Remember every gift counts, no donation is too small! If the goal is not met, there is no penalty for the runner. We are excited to have your support!

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Questions? libby_hodgin@dpsk12.org
WHY

Not a fundraiser? Not everyone is. You can still support DPS students through donating to DPS Foundation. Our Team DPS Colfax Marathon Challenge Participants try to fundraise at least $250 per runner. If you would rather focus on training and make a donation you will still be making a huge impact for DPS students.

Colorado ranks 40th in the nation for per-student funding, spending approximately $2,100 less per student than the national average. With state funding for DPS being inadequate to provide the resources and programs needed to help Every Child Succeed, DPS Foundation helps fill the gap. DPS Foundation’s support allows DPS to sustain and expand proven programs that might otherwise disappear from schools.

Funds raised help support of the more than 90,000 DPS students across more than 200 schools. These dollars can help fund system-wide innovative and core programs to empower teachers, fuel engaged learning, and support students and their families. Learn more about DPS Foundation initiatives at dpsfoundation.org/dps-foundation-initiatives.

HOW TO

2. Click “Donate”
3. From the drop-down list “Select a Team Member*” choose Denver Public Schools Foundation
4. Decide if you want to make a “One-time” or “Monthly” gift
   The suggested minimum donation is $250. That breaks down into just $21 a month for 12 months.
5. Complete the check-out process!

COMPANY MATCHING

Does your employer match your gifts? If so, make sure to submit for the matching and your impact will be doubled!
ADVOCATE
Team DPS Colfax Marathon Challenge

WHY
Are you an influencer? Do you like to talk about causes that matter? Consider putting passion to use by encouraging people to support DPS students. There are misnomers out there about public education funding.

HOW TO
1. Share information
Help explain why it’s important to support DPS students and inspire people to rally behind DPS Foundation:
   • Colorado ranks 40th in the nation for per-student funding, spending approximately $2,100 less per student than the national average.
   • DPS has more than 90,000 students across more than 200 schools.
   • DPS Foundation’s support allows DPS to sustain and expand proven programs that might otherwise disappear from schools.
   • DPS Foundation supports programs and initiatives including afterschool programs, middle school sports, classroom grants for educators, workforce development, and more!

2. Network
Harness the power of your friends, family, colleagues, peer networking groups, social clubs, etc. Let everyone know why you run for DPS students and let them know how to get involved!
   • Family dinner? Drinks with friends? Chatting with co-workers at the water cooler? All of these are great times to let your network know why you are running for DPS students.
   • Consider partnering with local businesses that will let you post, pass out fliers or talk at an event.
   • Ask your employer if you can share a staff meeting about running for DPS students and let your coworkers know how they too can support!
PERKS
Team DPS Colfax Marathon Challenge

WHY

We want to thank YOU for running for Team DPS. Therefore we have partnered up with businesses who have generously provided in-kind donations to support Team DPS Colfax Marathon Challenge participants!

WHAT

- Social media support group *(all participants)*
- Training plan suggestion *(all participants)*
- Invite to group runs leading up to the race *(all participants)*
  - Attend these runs and get a FREE personalized Colfax training plan AND 15% discount off your purchases at Boulder Running Company Cherry Creek
- Team DPS buff *(all participants)*
- Team DPS exclusive swag bag *(all participants)*
- Pride for using your Colfax participation to help more than 90,000 DPS students *(all participants)*
- Individual runner or relay team that raises the most money will have the opportunity to win a grant for the school of their choice:
  - 1st Place - $1,000 to a DPS school
  - 2nd Place - $750 to a DPS school
  - 3rd Place - $500 to a DPS school

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