## IMPORTANT INFORMATION:

**DPS Foundation contact:** Kristina Bobrowski - [KBobrowski@dpsfoundation.org](mailto:KBobrowski@dpsfoundation.org) or (720) 423-3585

***Run for DPS Students* website:** [www.dpsfoundation.org/marathon](http://www.dpsfoundation.org/marathon)

**Race Days:** May 20-21 in Denver, CO

For more information about the **Colfax Marathon** visit: [www.runcolfax.org](http://www.runcolfax.org)

## THE ROLE OF RUNNING FOR THE DPS FOUNDATION TEAM:

Thank you for your participation as a runner and for selecting the DPS Foundation as your Charity Partner! Your willingness to support DPS to ensure every child makes such a difference. Your role is to communicate with your networks of family and friends to raise funds on behalf of the DPS Foundation.

Each fundraiser is encouraged to raise a minimum of $250 that will help to support system-wide innovative and core programs in literacy, tutoring, STEM education, afterschool, athletics and more. **Remember** **every gift counts, no donation is too small!**

## TIPS TO HELP YOU MEET YOUR FUNDRAISING GOAL:

**Develop your personal fundraising goal –**

* Setting a challenging but realistic goal helps you rally your friends and family to help you meet it.
* We encourage you to raise the minimum of $250 but many of our runners easily surpassed this.

**Build your network of supporters and communicate with them –**

* Family, friends, colleagues, peer networking groups, social clubs, etc.
* Send a personal email to everyone (*see example below*) and post about your participation/ goals on social media
* Think big! What about your neighbors or your auto mechanic?
  + Ask to be put on the agenda at a staff meeting to share that you are running and fundraising

**Build and maintain momentum -**

* Document your training/journey and share with your donors
* Regularly remind them that you are running in support of DPS students
* Does your company or your donors’ companies match employees’ charitable gifts? If so, the matching gifts count towards your fundraising total and will help you in the competition

**Tips & Tricks -**

* **Tell your story!** Why did you select the DPS Foundation and why are DPS students important to you?
* **Spread the word.** Continuous reminders are essential. Many people have the intention to give but forget
* **Thank your donors.** Ensure they know how grateful you are. Consider sending a hand written thank you note

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## INCENTIVES:

In addition to the pride you will feel in using your run as a way to help more than 90,000 DPS students…

* Raise the most money: The runner(s) who raises the most money will have the opportunity to **award $800 to the DPS school of their choice** \*
  + Runner up - **$400 to a DPS school\***
* Number of Unique Supporters: The runner(s) who have the highest number of supporters (# of unique individuals who donate) will have the opportunity to **award $800 to the DPS school of their choice** \*
  + Runner up - **$400 to a DPS school\***
* Runners who meet the $250 minimum fundraising goal by May 15 will **receive a team performance shirt** (If fundraising as a team, each team member must each raise $250 to each receive a t-shirt)
* Monthly $250 minimum drawings: All runners who meet the $250 minimum are eligible to **win $150 for the DPS school of their choice** (February 28, March 31 and April 30 drawings)
* Top fundraisers **win a custom pair of running leggings courtesy of Colorado Threads**
* **And many more prizes to be given out throughout the campaign!**

*\* A team/runner cannot win in more than one category.*

## TEMPLATES:

\*\*\*Link to your donation page\*\*\*

\*\*\*Include your fundraising goal\*\*\*

\*\*\*Additional personalization needed by you\*\*\*

**Email -**

Dear XXX,

I am supporting more than 90,000 DPS students by running on the [**Denver Public Schools Foundation**](http://www.dpsfoundation.org) team for the **2017 Kaiser Permanente Colfax Marathon**, May 20-21. Please consider making a donation to support my run!

*(Share your personal story here! Why are you participating as a runner for DPS?)*

The DPS Foundation is Denver Public Schools’ fundraising partner. They raise money, build relationships and champion public education to impact system-wide achievement and help every child 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/resources/annual-report/).

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! Thank you for **all** you do for Denver Public Schools.

Sincerely yours,

**Facebook/LinkedIn Post -**

Friends, I am supporting 90,000 DPS students by running on the [@ tag DPS Foundation Facebook Page, type the “@” symbol then start typing “Denver Public Schools Foundation, our page should pop up for you to select and tag] team in the 2017 Colfax Marathon [insert your race]. I need your help to meet my goal of raising [$XXX] for DPS students! [Put your personal appeal here, why are YOU running for DPS?]. Won’t you sponsor me & support DPS? Every gift counts, no matter the amount! [fundraising page link here].

**Facebook/LinkedIn Post for Closer to Race Day -**

Training for Colfax Marathon [insert race] is going well! Won’t you sponsor me & support DPS? Every gift counts, no matter the amount! [fundraising page link here].

*For another post idea, consider sharing a photo of your training or a healthy meal you’re eating for energy before a practice run. Include your appeal to donate as well.*

**Tweets -**

*Note- Use the bit.ly site to shorten long links and save your 140 characters for your appeal.*

I’m running the Colfax Marathon [insert race] for @DPS\_Foundation team! Help me support DPS students by donating today: [fundraising page link here]

Training for Colfax Marathon [insert race] is going well! Won’t you sponsor my run? [fundraising page link here]

Race day is next week & I’m only [$XXX] away from my goal to support DPS students! Please help, donate today: [fundraising page link here]

## FUNDRAISING PAGE

Fundraising is done online through ColoradoGives.org. Unfortunately, there is no way to reactivate your page from last year; you must create a new one. Below are the steps to set up your personal Colfax Marathon fundraising page which is what your donors should donate to.

1. Login or register for an account on the Community First Colorado Gives Day portal: <https://www.coloradogives.org>
2. While logged in, search for the Denver Public Schools Foundation page or go directly there by clicking [here](https://www.coloradogives.org/dpsfoundation/overview)
3. Click the <CREATE A FUNDRAISER> button on the right
4. Fill out the form with the suggested text and choices below:
   1. *Organizations* – Choose Denver Public Schools Foundation
   2. *Campaign Title* – <Name>’s Running for DPS Students in the Colfax Marathon
   3. *Your Campaign Summary* – **Example, feel free to add your own personal story**: I'll be running the <Insert Race Name> for DPS students! The money I raise through generous donations from my supporters will help the DPS Foundation fund proven, innovative programs that help every one of the more than 90,000 DPS students succeed! Won't you help me raise my goal of $<Insert Goal>? Every bit helps, thanks!
   4. *URL Link* – Create your own personal link, example: coloradogives.org/kristinabobrowski
   5. *Incentive Fund* – Will you be matching any donations you get? If so, click this box
   6. *Add photos and/or videos (optional)* – Photos of you running or wearing your DPS gear. Record a short message to donors or of you training for the Marathon
   7. *Add Your Photo* – Add a photo of yourself, this will show up on your campaign page. Make sure it’s a photo that clearly shows your face so your donors easily recognize you.
   8. *Your Personal Appeal* – A short sentence describing why you are running for DPS students, this will show up under your photo. **Example**: I’m running for DPS students because I believe every child deserves the best education out there- please help me meet my goal of raising $<Insert Goal> to help make this possible for them!
   9. *Send campaign emails to* – Your email address for notifications
   10. *Is a goal necessary…* - Select No
   11. *Campaign Goal* – We’d like our runners to try and raise a minimum of $250 but feel free to make yours higher!
   12. *Start Date* – Today’s date
   13. *End Date* – **May 21, 2017**
5. Click ‘Submit’
6. On the next page, click ‘Submit for Approval’ and an email will be sent to us notifying us that we need to review and approve your page. (All pages will be reviewed by the DPS Foundation within 1-2 business days)
7. Once we approve your page you will receive a notification. All runners’ individual pages will be under one large “super campaign” here: <https://www.coloradogives.org/DPSFColfax>

**Don’t forget to include a direct link to your personal fundraising page in ALL of your communications to your networks!**

## FAQ’S

**What if I’m having trouble setting up my fundraising page or need help fundraising?**

Please contact Kristina at (720) 423-3585 or [Kristina\_bobrowski@dpsk12.org](mailto:Kristina_bobrowski@dpsk12.org) and she can walk you through it no problem!

**What if I don’t meet the $250 minimum?**

Our sincerest hope is that runners will meet the $250 minimum. This is a critical benchmark to ensuring that we meet our campaign goal of $25,000. This money will have a tremendous impact on DPS students district-wide. If the goal is not met there is no penalty for the runner. No gift is too small and each donation to the DPS Foundation helps to support DPS.

**What does the DPS Foundation do?**

The DPS Foundation engages the entire community in support of our schools and our children.

* We raise money. In 2015-16, we raised more than $14 million benefitting DPS students and schools.
* We champion public education, serving as ambassadors and advocates for DPS.
* We build partnerships between the community and our schools, driving talent, resources and volunteers into our classrooms.

**Why support Denver Public Schools and the DPS Foundation?**

State funding for DPS is simply inadequate to provide the resources and programs needed to help Every Child Succeed. In fact, Colorado is 42nd in the nation for per-student funding, spending approximately $2,000 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.

**Where will the money go?**

The money will go directly to the DPS Foundation in support of the more than 90,000 DPS students. The DPS Foundation supports system-wide innovative and core programs in literacy, tutoring, STEM education, afterschool and athletics. More details can be found at [www.dpsfoundation.org](http://www.dpsfoundation.org).

**Can my supporters donate by mail or phone?**

* Please have donors send their contribution to **(indicating what runner the donation should be attributed to):**

Denver Public Schools Foundation  
*Attn: Colfax Marathon*   
1860 Lincoln Street, 9th Floor   
Denver, CO 80203

* Please make checks payable to Denver Public Schools Foundation.
* Call (720) 423-3553 to make a gift by credit card. We accept Visa, MasterCard or American Express. **Again, they must indicate which runner the donation should be attributed to.**