



TEAM CAPTAIN & FUNDRAISING GUIDE

Greetings!

We are excited for a new Cupid's Chase season! The very first Cupid's Chase 5K event took place in 2009 with over 600 participants in Princeton, New Jersey. The run was so successful that Community Options decided to take Cupid's Chase nationally. This year, we hope to have over 10,000 Cupid's Chase participants across 31 cities.

Since 1989, Community Options has been developing housing and employment for people with disabilities. It is our belief that all persons, regardless of their level of disability, can and should live and work in their community with dignity, choice, and self-determination. Today, with the help of over 3,600 employees, Community Options continues its mission in over 40 cities across 9 states supporting thousands of people with disabilities and their families.

We hope this Team Captain and FUNdraising guide will give you the information you need to support Community Options and reach your fitness and fundraising goals. We are here to help you be successful. Good luck and have FUN! THANK YOU for your continued support of the Community Options' Cupid's Chase 5K.

We look forward to seeing you, your family and friends in February!

Many thanks!

Community Options

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www.facebook.com/CupidsChase

CREATING A TEAM

All it takes is one person to make a difference. That's the power behind a team captain—you will become a leader and help support people with disabilities.

Being on a team is an opportunity to share a fun experience with friends, family members, neighbors and co-workers.

By forming a team during the registration process, you will become the designated team captain and will be in charge of recruiting members for Cupid's Chase.

TEAM CAPTAIN CHECKLIST

1. Register in order to create a team.
2. Set a fundraising goal and challenge yourself to achieve or surpass it. We suggest that each participant raise \$100 each.
3. Ask your friends, family members, neighbors, co-workers to join your team. They can register by clicking "Join an Existing Team" and search for your team name.
4. Once team members have begun registering, send out emails to your team, welcome new members, and create fundraising incentives for your team members.

HOW TO RECRUIT TEAM MEMBERS

Team members can be anybody. Whether you're a corporate team or a friends and family team, just be sure to ask everyone you know. Remember, team captains must register and create a team before team members are able to join or register.

Don't be afraid to ask! Enthusiasm is contagious. If your friends and family see how committed you are to supporting Community Options, they'll want to join too!

Creating a team is a wonderful opportunity to reunite with friends and family members that you haven't see often.

Once you form your team host a kickoff meeting. This is a great opportunity to brainstorm and launch your fundraising efforts!

Create some friendly competition within your team. Here are some fun challenges:

- Who can raise the most money in a week?
- Who has sent out the most fundraising emails?
- Who has met their goal first?
- The prize for the winner doesn't need to be expensive. Sometimes bragging rights are enough!

20 TIPS TO FUNDRAISING SUCCESS

1. **Make your own gift:** Make a gift of \$25 or more yourself
2. **Start Now:** The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond the pledge minimum of \$100 and then you can focus on your 5K training.
3. **Participant Center:** One of the great features of our website is the personal participant center where you can upload a photo of yourself or your team, write a little bit about your mission and reason for running/walking, and create a fundraising goal. From this site you can send an email to everyone on your contact list and invite them to visit the website. You can also keep track of donations that you receive by entering them into your account.
4. **Send Emails** to family and friends, explaining what Community Options' Cupid's Chase event is all about and ask for their support. Suggestion: Always ask for more than you expect. Example: If you want \$25, ask for \$50. Be sure to include a due date within 10 days to make the gift.
5. **Email Signature:** Add a link to your fundraising page in your email signature. The more people who know you are fundraising and how they can support you, the more money you will raise.
6. **Social Media:** Social media platforms like Facebook and Twitter allow you to reach your friends, their friends, and their friends' friends. Make sure you share personal stories on your social media pages when asking for donations. The more you share, the more likely others are to support you.
7. **Stay Connected:** Follow Cupid's Chase on Facebook and Twitter for news and site-specific updates!
8. **Host An Event:** Host a dine-in event at a local restaurant. Usually they will donate 10 or 15% to your organization. Host a yard sale, bake sale; anything you can think of!
9. **Matching Gifts:** Make sure to ask if your company or your teammate's companies participate in a matching gifts program. This is a great (and easy) way to double your donations!
10. **Throw A Party:** Collect \$10 per person and entertain at the same time. Create a theme (like a pre-Valentine's Day party) and have fun!
11. **5 for 10:** Ask 5 friends to make a gift of \$10 each.
12. **Take a walk** around your neighborhood. Knock on doors and ask your neighbors for their support.
13. **Jeans Anyone:** Arrange a dress down day at work. Anyone dressing down will have to pay \$5. Be sure you have a sign that says, "Please excuse our appearance today, we are dressing down to benefit Community Options Cupid's Chase." You could arrange these on a monthly basis.
14. **Bake for Cause:** Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts.
15. **Remind Them:** If you didn't receive an answer the first time you asked, ask again! Your potential donor may need a little coaxing. Ask as many times as you can: Then ask again!
16. **Tell your story:** The more you talk about your upcoming 5K challenge, the more people will share in that excitement and want to support you.
17. **Right Amount:** Take a good look at who you're asking for donations and make sure you ask for the right amount. Don't ask for \$100 if you know someone could give a \$1,000.
18. **Start A Running/Walking Club:** Ask for \$5 contributors to lead the run or walk.
19. **A Good Gift Idea:** Ask for a gift to Community Options' Cupids Chase for your birthday or the holidays.
20. **Think Thank You:** Post a thank you video or message on social media. Be sure to call out your friends. Send follow up with thank you emails/letters.

The fundraising possibilities are endless. Did you know the main reason people don't make a gift is because they were never asked?

SAMPLE EMAILS

Email Ask - #1

Dear XXX or (Family and Friends),

I have taken the challenge of running/walking Community Options' Cupid's Chase 5K on Saturday, February 13, 2016. I am running/walking because (add personal reason here).

Cupid's Chase 5K events raise critical funds for Community Options to help support award-winning programs, services, and homes in our community. Your participation makes a difference. Every step – Every mile – Every dollar helps!

This year, I have pledged to raise \$XXXX. Please support my fundraising efforts.

- \$25 — Could assist XXXXXXXX in our community;
- \$50 — Could fund XXXXXXX;
- \$100 — Could help pay for XXXXXXXXXXXX;
- \$200 — Could support XXXXXXX.

Making a gift is easy! Just visit [XXXXX.org](#). Then click "Donate to a participant" and search for my name. Then click "Donate now". If you prefer to donate by check, please make your check payable to the "Community Options, Inc." and mail it to me at: (add your address).

If you have any questions, feel free to contact me at (phone) or (email).

Warmest regards,
[Participant Name]

Follow Up Email – no gift yet

Dear XXXX,

I wanted to follow up on the email I sent to you regarding my participation Community Options' Cupid's Chase 5K on February 13th. I have been making progress towards my fundraising goal of \$XXXX, I have raised \$XXXX to date. There is still time for you to support people living with disabilities by making a gift to my fundraising page (add link here) today! With your support, Community Options can continue to provide housing and employment for people with disabilities. Please help me reach my goal by visiting my personal page (add link). Just click on "Sponsor a participant" and search for my name. It is easy, secure, and will help make a difference in the lives of people with disabilities and their families.

Thank you for your support!
[Participant Name]

Thank You Email

Dear XXXX,

On behalf of Community Options, thank you for your generous gift to Cupid's Chase 5K. With your support, the event raised more than \$XXXXXX in CITY to help people with disabilities. Community Options could not do what it does without the generous support of a caring community. Thank you again for your thoughtful gift.

Most sincerely,
[Participant Name]

WE ARE HERE TO HELP

We are here to help you be a successful fundraiser and have a great 5K. Please contact us by email at: cupidchase@comop.org or by phone at: 609-951-9900. Thank you again for your support of Community Options' Cupid's Chase 5K!