

2026 TUNNEL TO TOWERS
FUNDRAISING GUIDE

WELCOME

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Thank you for registering for the Tunnel to Towers Foundation's National Run, Walk & Climb Series. Your support and dedication are greatly appreciated.

Participants are paying homage to the 2,977 people who lost their lives during the terrorist attacks on September 11, 2001, as well as those who have lost their lives due to 9/11-related illnesses in the years since. The funds raised at these events support our programs that honor our first responders and military personnel, as well as aid in our mission to eradicate veteran homelessness.

The Tunnel to Towers National Run, Walk & Climb Series honors firefighter Stephen Siller, who strapped 60 pounds of gear onto his back and raced on foot through the Brooklyn Battery Tunnel to the Twin Towers on September 11, where he valiantly laid down his life to bring others to safety. Retracing Stephen's last steps is a symbol of our mission to DO GOOD.

This fundraising guide is filled with helpful tips to ensure that participants have all the tools necessary to have a fun and successful fundraising experience.

For any questions or additional information, please email us at info@t2t.org or give us a call at (718) 987-1931.

NATIONAL RUN, WALK & CLIMB SERIES

The Tunnel to Towers Foundation's National Run, Walk, & Climb Series has expanded tremendously over the last few years, with nearly 100 events scheduled to take place around the country in 2026!

Our signature event is the annual Tunnel to Towers 5K Run & Walk NYC, held on the last Sunday in September. What began with 1,500 participants in 2002 has now grown to become one of the top 5K races in the country.

Funds raised from these events benefit the In the Line of Duty Program, which provides mortgage-free *smart homes* to our nation's catastrophically injured veterans and first responders, as well as mortgage-free homes to Gold Star families and fallen first responder families with young children. Funds also benefit the Homeless Veteran Program, which provides housing and supportive services to our nation's homeless veterans.









WHY FUNDRAISE?



We encourage participants to fundraise at National Run, Walk, & Climb Series events to directly support our mission to honor America's heroes and their families.

Registration fees help offset some of the expenses associated with planning the Tunnel to Towers National Run, Walk & Climb Series. Fundraising is an essential part of our mission that enables us to make a difference in the lives of so many first responders and military heroes that have made significant sacrifices for our great nation.

WHY FUNDRAISE?



150 LEVEL

2026 Challenge Coin &
25th Anniversary Remembrance Band



250 LEVEL

Etched 25th Anniversary logo Glass Mug &
2026 Challenge Coin &
25th Anniversary Remembrance Band



500 LEVEL

OGIO® Stride Mesh Cap Running Hat &
2026 Challenge Coin &
25th Anniversary Remembrance Band



1000 LEVEL

Sport-Tek® Competitor™ Tee &
2026 Challenge Coin &
25th Anniversary Remembrance Band



2500 LEVEL

Lightweight Windbreaker* &
2026 Challenge Coin &
25th Anniversary Remembrance Band

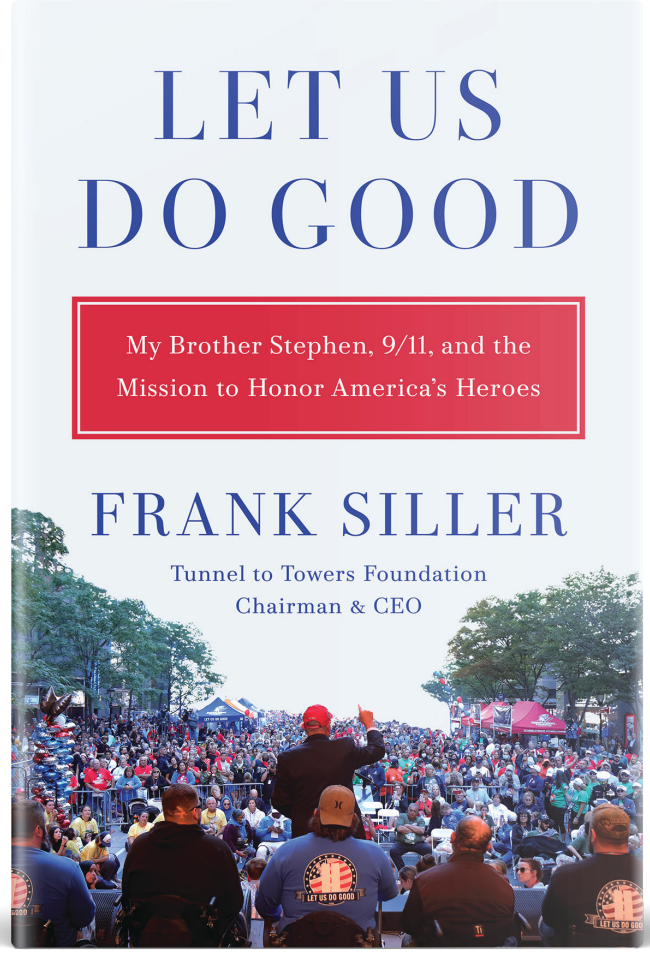
*Only available in Men's



5000 LEVEL

All Prizes Above

T2T CHAIRMAN & CEO FRANK SILLER'S MEMOIR, *LET US DO GOOD*



The Tunnel to Towers Foundation Chairman and CEO Frank Siller will publish his memoir, ***Let Us Do Good***, on September 1, 2026, from Broadside Books, an imprint of HarperCollins.

The book takes its title from the words the Siller family has lived by for generations. On the morning of September 11, 2001, Frank's younger brother Stephen, an off-duty FDNY firefighter, strapped on his gear and ran through the Brooklyn Battery Tunnel toward the Twin Towers, where he gave his life saving others. In the years that followed, a grieving family turned a promise into a movement — and "Let us do good," the phrase passed down from their parents, Mae and George Siller, became its guiding mission.

In *Let Us Do Good*, Frank Siller tells that story in full: the brother he lost, the faith and family that carried him through, and how the Tunnel to Towers Foundation grew into the nation's largest organization supporting catastrophically injured veterans and first responders, Gold Star families, and the families of fallen first responders. It is a personal memoir, a portrait of American generosity, and a blueprint for turning loss into purpose.

Tunnel to Towers 5K Run & Walk NYC fundraisers who raise $100 or more are eligible for a copy of *Let Us Do Good*. Fundraisers who raise $250 or more are eligible for a signed copy of *Let Us Do Good*.

STRATEGIES



START EARLY. The sooner you begin asking, the more money you will be able to raise. Create a fundraising page.



SET A GOAL. Shoot for the stars, but make sure that your goal is attainable.



IDENTIFY PROSPECTS. A good place to start is within your own social circle of family, friends, and colleagues.



MAKE A GREAT CASE. Let others know why you are passiontate about Tunnel to Towers' mission, and also include why they should support and/or join you.



USE SOCIAL MEDIA. Social media platforms like Facebook, Instagram, and X are great ways to promote your fundraising efforts and keep people updated on your activity.



BE CREATIVE. A successful fundraising campaign begins with a creative idea that not only generates revenue, but also excites participants by making it fun.



FORM A TEAM. There is strength in numbers. Encourage friends & acquaintances, family members, and colleagues to team up with you to support the cause.



STAY THE COURSE. It is important to keep your focus and remember that your contributions are making an impact on the lives of the people that Tunnel to Towers helps.



REMEMBER TO SAY THANK YOU. Be sure to show appreciation to those who contribute to your fundraising goal.

FUNDRAISING WITH A TEAM

Recruit friends, family, and colleagues to participate in the Run, Walk, & Climb Series with you!
Sharing your enthusiasm with others is inspiring and contagious. Sharing your commitment to DO GOOD will inspire others to follow your lead, multiplying your impact on fundraising.

Tips for Group Fundraising:

1. Create a team fundraising page and select a captain for your group. This will be your team's fundraising coordinator.

2. Brainstorm ways to promote the team and bring in donations.

3. Share updates regularly on your team's activity. Create competition among team members! Healthy competition will propel team members to push harder towards the team goal.

4. Encourage team members to recruit others to support your group effort.









MATCHING GIFTS

Gift matching is a vital component to any fundraising initiative that could dramatically increase donations by doubling or tripling contributions.

Tunnel to Towers utilizes the Double the Donation tool to assist fundraising participants in finding out if companies will multiply their donations with corporate employee gift matching. **Visit T2T.org/Matching-Gifts**









IMPORTANT FACTS!

65% of Fortune 500 companies and countless others match donations.

An estimated $6-$10 billion is left unclaimed annually, and only around 9% of employees utilize their company's gift matching policy.

SOCIAL MEDIA DO(S) AND DON'T(S)

DO(s)

- ***Do*** use social media to keep people updated on your progress & explain why you are choosing to support Tunnel to Towers' mission to DO GOOD.
- ***Do*** use clear & concise captions to share your story. Explain what compelled you to run for T2T or share personal anecdotes that connect you to our mission.
- ***Do*** use T2T hashtags & tags! #T2TRUN, #T2TCLIMB @tunnel2towers or @Tunnel to Towers (for Facebook)
- ***Do*** use relevant photos to illustrate your training and fundraising goals! Examples: photos of run routes, or photos from T2T events, if you have attended one before.
- ***Do*** use all forms of content to promote your fundraising: stories, reels, photos, & videos.
- ***Do*** utilize the SWIPE UP or LINK IN BIO features to make your fundraising link easily accessible.
- ***Do*** use approved logos & photos provided by T2T when sharing T2T content!

DON'T(s)

- ***Don't*** use outdated T2T logos, language, or hashtags.
- ***Don't*** hide your fundraising link; clarify where it lives on your page!
- ***Don't*** use AI-generated logos or photos to impersonate T2T.

SAY THANK YOU!

Be sure to thank every donor as soon as possible! Showing appreciation goes a long way.

In your thank you note, ask your donors to go a step further and share your fundraising page with their contacts.

