2021 TUNNEL TO TOWERS FUNDRAISING GUIDE

LET US DO GOOD
Welcome

Thank you for registering for the Tunnel to Towers Foundation’s National Run, Walk & Climb Series. Your support and dedication are greatly appreciated. Not only are you paying homage to all those who lost their lives on September 11, 2001, you’re also supporting programs which honor our first responders and military personnel who make extraordinary sacrifices in the line of duty.

The Tunnel to Towers Foundation’s National Run, Walk & Climb Series honors firefighter Stephen Siller who, determined to carry out his duty, strapped 60 lbs. of gear to his back and raced on foot through the Brooklyn Battery Tunnel to the Twin Towers on September 11. There, he valiantly sacrificed his life to save others. Retracing Stephen’s last footsteps has become symbolic of our mission and allows each and every participant to DO GOOD. Our Run, Walk & Climb Series has been held around the globe, including London and Afghanistan.

This Fundraising Guide is filled with helpful information and tips to ensure you have all the tools necessary to have a fun and successful fundraising experience. If you have any questions or need additional support, please email us at Info@Tunnel2Towers.org or call (718) 987-1931.
The Tunnel to Towers Foundation’s National Run, Walk & Climb Series has grown by leaps and bounds over the past few years. Nearly 70 events will be held across the country in 2020! Our signature event, the annual Tunnel to Towers 5K Run & Walk New York City, held on the last Sunday in September, started with a humble 1,500 people in 2002 and grew to over 25,000 participants last year. Retracing Stephen’s last footsteps has become symbolic of our mission and allows each and every participant to DO GOOD.

Proceeds from the events are used by the Foundation to support programs which honor our first responders and military personnel who make extraordinary sacrifices every single day.
WHY FUNDRAISE?

We encourage participants to raise funds to support our programs.

Registration fees help offset some of the expenses associated with making the Tunnel to Towers National Run, Walk & Climb Series one of the country’s greatest annual events, but fundraising is essential for us to make a difference in the lives of so many first responders and veterans that have made sacrifices for our great nation.
Why Fundraise?

The average cost of construction for a *smart home* is **GREATER** than $500,000.

If 25,000 National Run, Walk & Climb Series participants raise a **minimum** of $100, the net from the event **INCREASES** by $2,500,000.

If 25k x $100 = 5

**That's 5 NEW smart homes**
WHY FUNDRAISE?

IT'S EASY TO RAISE $100!

Ask 10 friends to donate $10 each

or

Ask 5 friends to donate $20 each
WHY FUNDRAISE?

CHECK OUT THIS YEAR'S NEW FUNDRAISING INCENTIVES

- **$150** Running Belt Waist Pouch
- **$250** Insulated Stainless Steel Bottle
- **$500** Champion® Athletic Baseball Hat
- **$1,000** Ultra Plush Blanket
- **$1,500** Set of Handcrafted Aluminum Coasters
- **$5,000** Deluxe Coasters & Glasses Combo

*Coasters will be engraved with 7zz 20th Anniversary Logo

To qualify for these incentives, complete your fundraising by 6/30/2021 for Spring events, or 10/10/2021 for Summer and Fall events.
STRATEGIES

START EARLY. The quicker you begin asking for donations, the more money you will be able to raise. Get yourself organized and start asking!

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

IDENTIFY PROSPECTS. You have a slew of friends, family members, colleagues, and acquaintances who will support your effort.

MAKE A GREAT CASE. Tell your story. Let people know why you’re passionate about the cause, and why they should join you.

USE EMAIL/LETTERS. Send out personal emails and letters to introduce the organization and its causes, and express the passion for your support.

USE SOCIAL MEDIA. Use status updates on Facebook, Twitter, etc. to keep your friends apprised of your fundraising and to provide a link to your fundraising page.

BE CREATIVE. A successful fundraising effort often begins with a creative idea that not only can generate revenue, but will also excite participants/donors. Make 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’s important to keep your focus on the task at hand. Remind yourself of why you’re participating, and who you’re raising funds for.

REMEMBER TO SAY THANK YOU. Be sure to let those contributing know how appreciative you are for their support by sending a letter, email, photo, etc.
Recruit friends and family to raise funds, and run, walk or climb with you. Sharing your passion is inspiring contagious! By sharing your commitment, and getting others to follow your lead, you will multiply the impact you’re having.

- Create a team. There is power in numbers!
- Identify a team fundraising coordinator.
- Brainstorm as a team.
- Email, post, or blog about your fundraising activity.
- Create competition among team members. Fun, healthy competition can propel people to go after that next dollar!
- Encourage team members to get friends, colleagues and family members to support the effort.
SPREAD THE WORD

SEND EMAIL & MAIL LETTERS

- Keep messages short and personal.
- Tell the recipient why you’re participating.
- As you compose messages, tell your story with candor and heartfelt spirit.
- Words, photos and videos foster an emotional connection, and will inspire people to support and promote your fundraiser.
MATCHING GIFTS

Matching gifts are a vital component to any fundraising initiative, allowing a fundraiser to dramatically increase his or her totals by DOUBLING, TRIPLING OR IN SOME CASES QUADRUPLING CONTRIBUTIONS.

The Tunnel to Towers Foundation utilizes Double the Donation’s tools and resources to increase fundraising from corporate employee matching gift.

Visit Tunnel2Towers.org/Matching-Gifts

Important Facts!

65% of Fortune 500 companies and countless small companies offer matching donations.

An estimated $6 - $10 billion is left unclaimed, annually.

Only 9% of employees utilize their company’s matching gift policy.

DOUBLE THE DONATION

Did you know many companies match employee donations?

Gifts from spouses and retirees may also be eligible.

Click here for info on your company!
Use Facebook as a platform to raise funds

- You can secure the support of friends & acquaintances, family members, colleagues, etc. by using one of our prepared messages or by creating one of your own.

- Create a status update with a sentence or two about your fundraiser, a great personal photo that helps tell your story, and the URL link to your fundraising page.

- Make your update public to get more views. Ask friends to share your update with their contacts, too.

- Post updates to your wall, start a group to support your cause, and/or create an event and invite your friends.
Images and short videos are shared the most on Facebook. Use images related to why you are fundraising. Here are some examples:

👍 Use an image of who you are running for and honoring.

👍 Use images from your past participation in a T2T event.

👍 Post videos or images of your training or fundraising efforts.

👍 Any images T2T posts on their Facebook page is able to be shared to your own page. Just remember to include the link to your fundraising page.

👍 Share videos from YouTube: https://www.youtube.com/user/TunnelToTowers
SOCIAL MEDIA - TWITTER

Use Twitter to “tweet” about your fundraising effort and to make others aware of the organization you’re supporting.

Write short tweets about your campaign. Include a relevant hashtag and the URL link to your fundraising page.

Keep the total message under 140 characters (including spaces!) so that it’s quick and easy for others to retweet your entire message.

Post tweets at various times of the week. Check which ones get responses or retweets, and apply your learnings to your next round of tweets.

Use personal images or videos that are related to your story, or take images from the Tunnel to Towers social media pages and website to use in your posts. This helps your audience visualize why you are fundraising.
SOCIAL MEDIA - INSTAGRAM

Utilize Instagram to share photos and videos regarding your fundraising activities.

Most Instagram posts just contain photos and captions, usually with hashtags. Include the link to your fundraiser in your bio, and reference “Link to my fundraising page is in my bio, help me reach my goal.”

Keep captions concise for a message that is clear and easy to understand.

Create a quick video to share.

Show your audience how your training is going and what action you are taking to raise funds.

Feel free to use multiple hashtags on this network, i.e. #T2TRun #Tunnel2Towers
SAY THANK YOU!

Be sure to thank **every** donor as quickly as possible. It goes such a long way. In your thank you, ask them to go a step further and share a link to your fundraising page with a few of their friends.

**THANK YOU FOR JOINING US FOR THE 2018 TUNNEL TO TOWERS 5K RUN & WALK NYC**