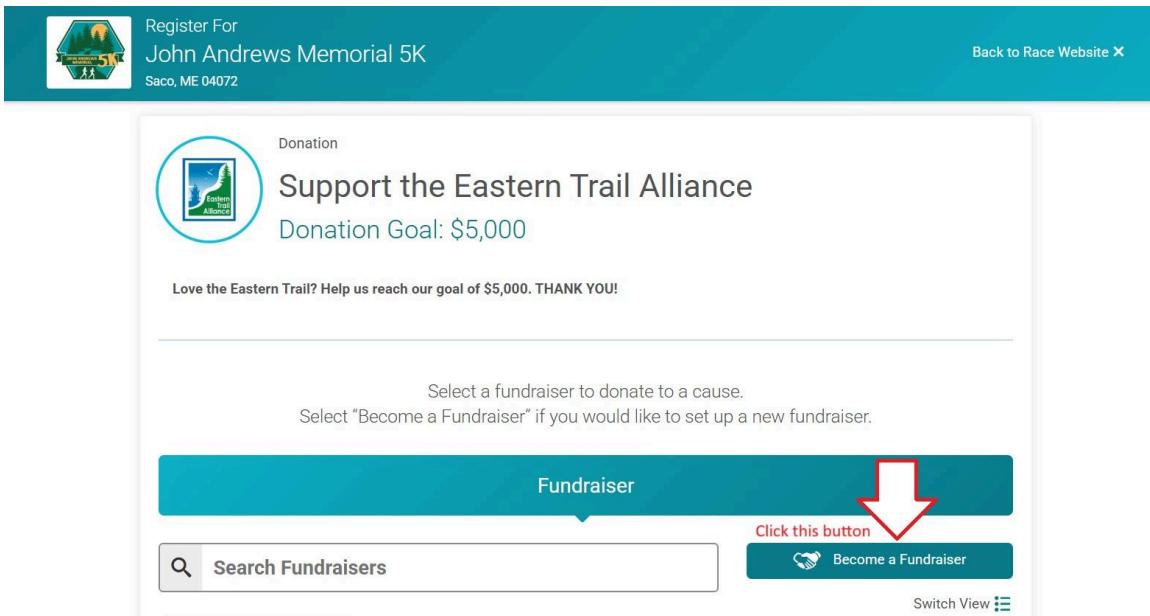


## John Andrews Memorial 5K 2025 Fundraising Toolkit

Thank you for becoming a fundraiser or considering it! By turning your participation in the John Andrews Memorial 5K into a fundraiser, you are turbocharging your miles and adding significant meaning to this special day.

### How to Become a Fundraiser

- Register for the John Andrews Memorial 5K - [click here to register](#).
- The fourth page of the registration process gives you the opportunity to “Become a Fundraiser.” Click the “Become a Fundraiser Button.”



Register For  
John Andrews Memorial 5K  
Saco, ME 04072

Back to Race Website X

Donation

Support the Eastern Trail Alliance

Donation Goal: \$5,000

Love the Eastern Trail? Help us reach our goal of \$5,000. THANK YOU!

Select a fundraiser to donate to a cause.  
Select “Become a Fundraiser” if you would like to set up a new fundraiser.

Fundraiser

Click this button

Search Fundraisers

Become a Fundraiser

Switch View

Next, you'll be asked to create a personal page and set your personal Fundraiser goal.

- **Your Individual Fundraiser Name** - Your name or nickname
- **Your Fundraiser Goal** - How much would you like to raise for the JA5K? You got this, aim high!
- **Tagline** - This is a short line that will be under your name on your fundraising page. Here are a few ideas!
  - Your affiliation with the Eastern Trail Alliance, for example, Eastern Trail Alliance Board Member, Eastern Trail Alliance volunteer since 2000, etc.)
  - Your affinity for the Eastern Trail, for example, Eastern Trail Enthusiast, Eastern Trail user since 2008, etc.
  - Help support this great community resource!
  - Help me reach my fundraising goal!
- **Create your custom Fundraiser URL** - This creates an easier link to remember and to share with your network. You can use your name or anything you wish.

- **Picture** - Use a photo of yourself! You get a gold star if it's on the Eastern Trail!
- **Personal Message Heading** - This text introduces your personal message below it. It's the headline! For example, Why I support the Eastern Trail or Here's why I am participating in the JA5K, etc.
- **Personal Message** - A sample text will automatically populate this field. You can use the auto-text, slightly modify it to reflect your personal voice, add a few sentences about your connection to the Eastern Trail, or completely re-write it. This is the primary message that visitors to your fundraising page will read.

The image below shows you what these fields look like on the webpage.

Become a Fundraiser

Create a personal page, collect donations, and set your personal Fundraiser goal!

**Fundraiser for Chelsey Berlin**

The registration fee will be waived if you agree to raise at least \$40. The deadline to raise money is Friday May 30 2025 at 11:59pm EDT.

**Your Individual Fundraiser Name \***

**Your Fundraiser Goal**

\$ 40

**Page Options**

I agree to meet the Fundraiser minimum. Registration fee will be waived. If I do not reach \$40 in donations, I agree to pay the difference.

Hide from public lists.  
Still visible via direct link.

**Create Your Custom Fundraiser URL**

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Choose your image  
You can upload .png, .jpeg, .jpg, or .gif files.

Save as my profile picture

**Personal Message Heading**

Story

**Personal Message to Display on Your Fundraiser Page**

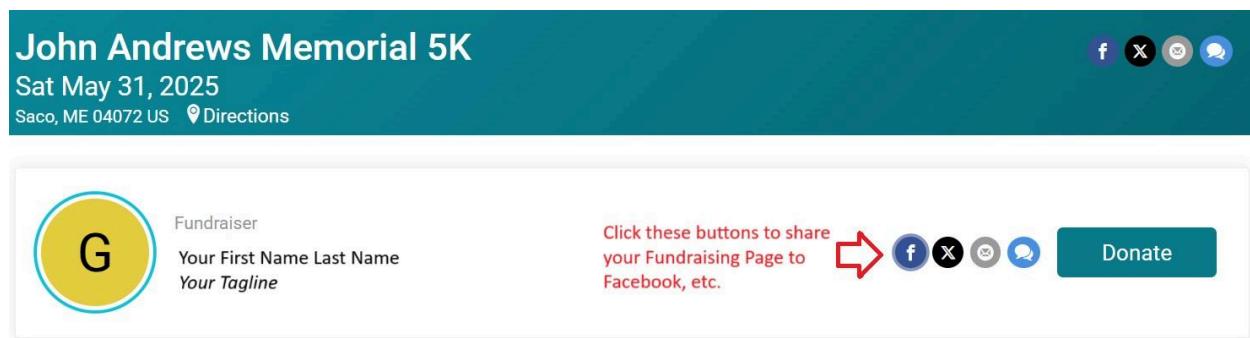
File Edit View Insert Format Tools

Paragraph A B I U H1 H2 H3 H4 H5 H6 H7 H8 H9 H10 H11 H12 H13 H14 H15 H16 H17 H18 H19 H20 H21 H22 H23 H24 H25 H26 H27 H28 H29 H30 H31 H32 H33 H34 H35 H36 H37 H38 H39 H40 H41 H42 H43 H44 H45 H46 H47 H48 H49 H50 H51 H52 H53 H54 H55 H56 H57 H58 H59 H60 H61 H62 H63 H64 H65 H66 H67 H68 H69 H70 H71 H72 H73 H74 H75 H76 H77 H78 H79 H80 H81 H82 H83 H84 H85 H86 H87 H88 H89 H90 H91 H92 H93 H94 H95 H96 H97 H98 H99 H100 H101 H102 H103 H104 H105 H106 H107 H108 H109 H110 H111 H112 H113 H114 H115 H116 H117 H118 H119 H120 H121 H122 H123 H124 H125 H126 H127 H128 H129 H130 H131 H132 H133 H134 H135 H136 H137 H138 H139 H140 H141 H142 H143 H144 H145 H146 H147 H148 H149 H150 H151 H152 H153 H154 H155 H156 H157 H158 H159 H160 H161 H162 H163 H164 H165 H166 H167 H168 H169 H170 H171 H172 H173 H174 H175 H176 H177 H178 H179 H180 H181 H182 H183 H184 H185 H186 H187 H188 H189 H190 H191 H192 H193 H194 H195 H196 H197 H198 H199 H200 H201 H202 H203 H204 H205 H206 H207 H208 H209 H210 H211 H212 H213 H214 H215 H216 H217 H218 H219 H220 H221 H222 H223 H224 H225 H226 H227 H228 H229 H230 H231 H232 H233 H234 H235 H236 H237 H238 H239 H240 H241 H242 H243 H244 H245 H246 H247 H248 H249 H250 H251 H252 H253 H254 H255 H256 H257 H258 H259 H260 H261 H262 H263 H264 H265 H266 H267 H268 H269 H270 H271 H272 H273 H274 H275 H276 H277 H278 H279 H280 H281 H282 H283 H284 H285 H286 H287 H288 H289 H290 H291 H292 H293 H294 H295 H296 H297 H298 H299 H300 H301 H302 H303 H304 H305 H306 H307 H308 H309 H310 H311 H312 H313 H314 H315 H316 H317 H318 H319 H320 H321 H322 H323 H324 H325 H326 H327 H328 H329 H330 H331 H332 H333 H334 H335 H336 H337 H338 H339 H340 H341 H342 H343 H344 H345 H346 H347 H348 H349 H350 H351 H352 H353 H354 H355 H356 H357 H358 H359 H360 H361

## How to Promote Your Fundraiser

### Social Media

Share your fundraising page to social media. There are quick share buttons at the top of your fundraising page that will generate a post to your Facebook page and other social media sites. Click these buttons to share your page.



The screenshot shows a fundraising page for the 'John Andrews Memorial 5K' on a teal background. At the top, it displays the event name, date ('Sat May 31, 2025'), and location ('Saco, ME 04072 US'). Below this is a circular profile picture placeholder with a large letter 'G'. To the right of the profile picture, there is a 'Fundraiser' section with placeholder text: 'Your First Name Last Name' and 'Your Tagline'. To the right of this section is a call-to-action button that says 'Click these buttons to share your Fundraising Page to Facebook, etc.' with a red arrow pointing to a row of social media icons (Facebook, X, Email, etc.) and a 'Donate' button. At the very top right of the page header are small icons for sharing on various platforms.

Below are some sample social media posts. You are strongly encouraged to add photos that help show your audience how you use the Eastern Trail.

🏃 Join me for the John Andrews Memorial 5K! 🌱 I'm running on May 31, 2025, to support the Eastern Trail Alliance! Help keep the Eastern Trail beautiful, safe, and growing. Please donate to my fundraiser: [insert link]

Support the Eastern Trail! 🌱 I'm lining up for the John Andrews Memorial 5K on May 31—join me! Let's help this beautiful trail thrive. Please support my fundraiser: [insert link]

👟 Running for a Reason! 🌱 On May 31, I'm hitting the Eastern Trail for the John Andrews Memorial 5K to support the Eastern Trail Alliance. This race helps maintain & expand the trail for everyone to enjoy! Please support my run: [insert link]

#### ***A note on links***

Adding links to **Facebook** is easy, simply copy the URL, go to Facebook, create a new post, paste the link and accompanying content into the "What's on your mind?" box, and then post.

To add links to your **Instagram** profile or stories, you can either add a link to your bio or use the link sticker in stories. To add a link to your bio, go to your profile, tap "Edit Profile," then "Links," and add your desired URL. For stories, tap the sticker icon, select "Link," paste the URL, and customize the sticker's appearance before sharing.

### Email

Share your fundraising page via email. We highly recommend you email a list of friends, family, and colleagues to rally support for your fundraiser.

**Subject Line:** Help Me Support the Eastern Trail – Join My 5K Fundraising Effort!

Dear [Friend's Name],

I hope you're doing well! I'm reaching out because I'm participating in the John Andrews Memorial 5K on Saturday, May 31, 2025, and I'm raising funds to support the Eastern Trail Alliance—a cause that's close to my heart.

The Eastern Trail is an incredible resource for our community, offering a beautiful and accessible greenway for walking, running, biking, and enjoying nature. This race honors John Andrews, the visionary behind the trail, and helps fund ongoing administration, maintenance and expansion efforts, including the long-term goal of extending the trail all the way to Kittery.

I'd love your support in one of these ways:

 Make a donation to my fundraiser and help fund the Eastern Trail. Every dollar makes a difference! [insert donation link]

 Spread the word by sharing this email with others who might want to contribute.

 Join me on race day! Sign up for the 5K and run or walk alongside me. (Bonus: There's a free beer or wine at O'Reilly's in Scarborough with proof of participation!)

You can learn more about the race here: <https://www.easterentrail.org/andrews5K/>

Thank you so much for your support—whether it's through a donation, joining the race, or cheering me on. It truly means a lot!

Hope to see you on the trail!

Best,  
[Your Name]

## Scheduling your Outreach

For an effective fundraising campaign, here's a good social media and email schedule:

- **After you register:** Announce your participation and fundraising goal via social media and email to your friends, family, and networks.
- **Weekly after you register:** Share progress updates, training photos, or why this cause matters to you on your various social media platforms. (Yes, LinkedIn counts too!) Consider tagging your friends that donate in thank you posts.
  - Thanks to my big brother @John Smith for donating to my JA5K fundraiser supporting the Eastern Trail. You've always been my biggest fan, John! 
- **3 weeks before:** Send another email to your network to encourage them to support your race fundraiser, thank your early donors, share donation milestones and what you need to get to your goal. (Consider raising your goal if you've already met it.) Post reminders

on social media regarding your fundraiser and include donation milestones, and encourage your people to donate.

- **Race week:** Send another email the Wednesday before the race, sharing excitement, and giving one final push for donations. Do the same on social media.
- **Post-event thank you (within a week after):** Express gratitude, share results, and highlight the impact of donations through a follow-up email and social media post.

*On behalf of all of us at the Eastern Trail Alliance, thank you so much for your support! We are so grateful to be entrusted with the administration, stewardship, and promotion of the Eastern Trail. Thank you for strengthening our work with your run!*

