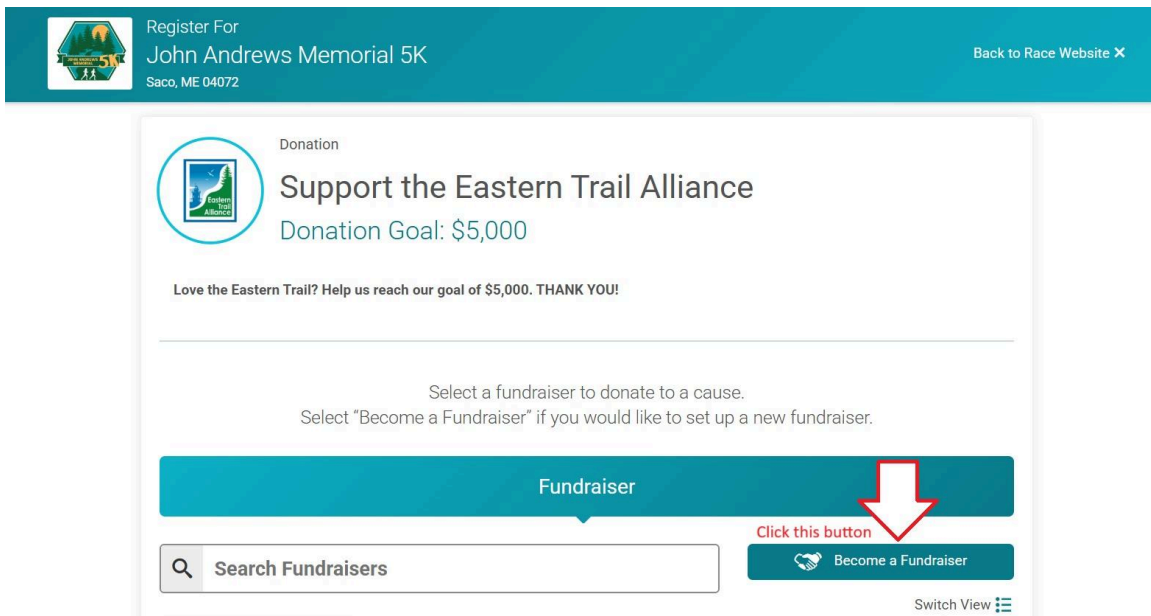


John Andrews Memorial 5K 2025 Fundraising Toolkit

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.”



The screenshot shows a teal header bar with the text "Register For John Andrews Memorial 5K Saco, ME 04072" and a "Back to Race Website X" link. Below this is a white box titled "Support the Eastern Trail Alliance" with a "Donation Goal: \$5,000". It includes the text "Love the Eastern Trail? Help us reach our goal of \$5,000. THANK YOU!". Below this is a section titled "Fundraiser" with a search bar labeled "Search Fundraisers" and a button labeled "Become a Fundraiser". A red arrow points to the "Become a Fundraiser" button with the text "Click this button".

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 *
Chelsey Berlin

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
https://runsignup.com/

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 ☰ ☷ 🔗 ↶ ↷ ↺ ↻

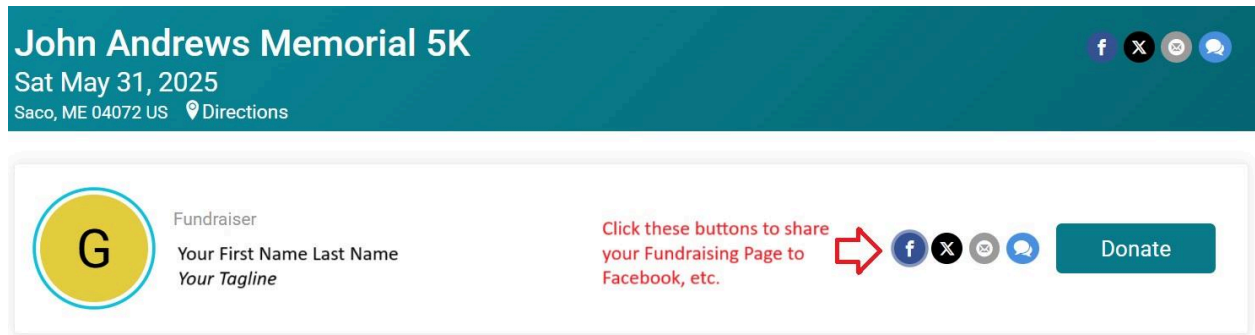
Once you create your personal fundraising page, you'll have the option to donate to your own fundraiser. This is your choice.

Now, it's time to promote your fundraising page so you can collect donations!

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.



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.easterntail.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!

