



## Community Athlete Fundraising Tips & Ideas

**Fundraising is easier than you think!**  
**Here are some great fundraising tips to get you started.**

1. **Fundraising Page** – Tell your story. What’s your why? Personalize your page with photos and stories about why you are competing. If you are competing in honor or memory of someone, don’t forget to tell that story. Include your URL fundraising link on ALL of your correspondence with potential donors. Share the Semper Fi Fund Mission and stories.
2. **Social Media** – Social media is the fastest way to spread the word! 7 out of 10 Americans use social media. Remember to keep all social media posts family friendly.
  - Post your URL in your status weekly with a quick message about your training progress.
  - Share your Facebook, Snapchat and Instagram posts with your online community.
  - Post weekly and monthly challenges and goals.
  - Post videos of your progress and training.
  - Include pictures and information about the person you are honoring or remembering.
  - Post Thank You messages to all of your donors.
3. **Email** –Email potential donors. Follow up as needed. *Emails are a great way to tell your story and keep your donors updated about your progress! Ask supporters to forward your emails far and wide.*
4. **Email signature** – Add your URL campaign address and information to the signature line of all of your emails.
5. **Written Correspondence**– Sending personalized letters or postcards to potential supporters is one of the best ways to get the word out about your fundraising efforts. (We have sample letters at the end of this kit.) **Hints for letters:** Start early. Keep it short. Set a deadline. Tell them how to donate. Make sure you include your URL address for your fundraising page and a donation form. Send out a reminder. Set up a blog to keep supporters updated. Ask them to spread the word. Tell them that donations are tax-deductible. *Ask, ask and ask again!*
6. **Fundraising Events** – Host a fundraising event (Backyard BBQ, “Dress Down Day” at work, car wash, etc.) to raise funds. We can provide you with promotional material (banner, flyers, brochures, etc.) to help make your event successful.



7. **Matching Gifts** - Double or Triple your contributions! Many companies offer matching gift programs to their employees that can increase the power of your donation. Contact your personnel office to see if your business or organization participates in matching gift programs. Our Federal Tax Id # is 26-0086305.
8. **Share Our Heroes Stories** - [Click Here](#) for inspirational stories about the Injured Service Members and their families that we have helped. These stories show your potential donors how their money will be used.
9. **Resources** - Send your supporters our information sheet, link to online newsletter, share stories of those we have assisted found on our website. [Click here for Semper Fi Fund resources and information.](#)

## How to handle donations:

The easiest way to handle donations is to ask your supporters to give through your fundraising page. You may, however, receive checks and cash directly from your supporters. Supporters can also donate “In Support” of your run through the SFF website.

**Check Donations:** When you receive checks, please fill out a [Check Donation Form](#) and mail the check and form to our donation address:

Semper Fi Fund  
825 College Blvd, Suite 102, PMB 609,  
Oceanside, CA 92057.

Please ensure that the checks are addressed to Semper Fi Fund. Your name and the name of the race **MUST** be written in the “memo” line of the check in case the form is displaced from the check. This will allow us to properly code the donation to your fundraising efforts.

**Cash Donations:** Please do not mail cash. We suggest that you have the funds exchanged for a Cashier’s Check or Money Order. To ensure that your donor receives a tax receipt and that the check is properly coded to your fundraising efforts, attach a completed Check Donation Form. Send check and form to our donation address.

**NOTE: When the SFF receives checks or online donations in support of your fundraising efforts, we will post the donation information on your Classy.org, RunSignUp.com, or Crowdrise.com campaign page as an “Offline Donation”, within two to three weeks of receiving the donation.**

**SFF Website:** Your supporters may also donate through the SFF website. Please advise donors to make a note in the Tribute Gift box to attribute the donation to your name and the name of the event in which you are participating.



To make a donation through our website, donors would go to [www.semperfund.org](http://www.semperfund.org) and click **Donate**.

Tribute Gift

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This gift is in memory of (deceased person) or in honor of (living person).

Leave a comment, your Military Branch/Rank, question, event you are donating on behalf, etc. (optional):

optional

## Don't Forget to Say Thank You:

It is very important that you thank your supporters!

The SFF will provide the following thank you notes and receipts to your supporters:

- When a supporter gives through your RunSignUp campaign page, supporters are sent an email thank you note and tax receipt via RunSignUp.com. (No letter will be mailed to their home.)
- If a check is mailed in to the SFF with a check donation form, your supporter will receive a thank you letter and tax receipt by mail.

We also recommend that you send a personal “thank you” to your supporters either when they donate or after your fundraising campaign is complete.

Depending on your level of acquaintance with your donors, there are many ways of saying “Thank you”:

**Emails** – Are great for close friends and family members

**Phone calls** – Are great for giving a quick response to a personal friend or family member

**Postcards** – These are great for all donors! Purchase postcards that you can personalize and print from your computer. Include your photo and the total amount that you raised.

**Personal note cards** – These are great for all donors --especially for co-workers and organizations that have supported you. You can purchase standard cards or you can purchase note cards that can be personalized and printed from your computer (use a photo of you running the race on the cover to personalize your card).

**Facebook/Twitter:** Public recognition is often appreciated

Whatever method that you use, saying “thank you” makes your donors feel appreciated!

**With that said, thank YOU for joining our team of runners and for having a heart for our injured Marines and Sailors, and their families! If you have any questions,**



please feel free to contact us at [michelle.leonard@semperfifund.org](mailto:michelle.leonard@semperfifund.org) or visit [www.semperfifund.org](http://www.semperfifund.org) for updates and general race information.

## Frequently Asked Questions

**What is the difference between Team Semper Fi, Semper Fi Fund Team and a Community Athlete?**

**Team Semper Fi - *Recovery through Sports*** - Made up of more than 1,800 service members who qualify for our assistance, Team Semper Fi and Team America's Fund are the heart and inspiration of Team Semper Fi Fund.

**Community Athlete** - There are two types of community athletes:

- Someone who created their own fundraising platform and fundraise through many events throughout the year, has a fundraising page on RunSignUp.com and is tracked by Michelle Leonard.
- Someone who runs one or two specific races a year and fundraises through the recommended platforms. These runners are coordinated by specific SFF coordinators assigned that specific event.

**Semper Fi Fund Team** - All Community Athletes who participate in events in support of the Semper Fi Fund.

**What is the minimum fundraising requirement?**

The fundraising minimum amount for the MCM is \$600. Fundraising for other races are dependent on the event. These are races where the Semper Fi Fund is a direct charity partner and have a contractual agreement with the event. Please check with the Semper Fi Fund race team for the fundraising amount for the your specific event.

**What happens if I do not reach my minimum fundraising requirement?**

You will be removed from the team, and your name will not be submitted for that particular event.

**Can I fundraise on a fundraising platform of my choice?** In order to receive proper fundraising credit for the Marine Corps Marathon for 2017, **all fundraising must be done on the RunSignUp page automatically created for the runner.** This applies to any participant who received entry in the MCM through the Semper Fi Fund.



### **What should I wear on the day of the race?**

The SFF encourages you to wear our singlet or t-shirt, but it is not required. By wearing your SFF shirt, you show your support for our mission and the many men and women that we assist. By wearing the SFF t-shirt/singlet, our volunteers, supporters and photographers stationed along the route will be able to pick you out from the crowd. We encourage you to print your name on your shirt so that supporters can cheer you on by name!

### **To whom should my donors make their checks payable?**

Please have all checks addressed to “Semper Fi Fund” or “SFF.” You should attach a Check Donation form filled out with your name and event, or you should write your name and event on the check in the memo line. Please send donations to our donation address: Semper Fi Fund, 825 College Blvd. Suite 102, PMB 609, Oceanside, CA 92057.

### **How are checks posted to my fundraising site?**

Once we receive check donations given in support of your fundraising effort, we post the donation as an “offline donation” on your campaign page.

### **Does the SFF have a training program or coach?**

The SFF does not have an official training program or coach.

### **What is the overhead of the Semper Fi Fund?**

The Semper Fi Fund has been awarded the highest charity ratings among veteran nonprofits. The Semper Fi Fund has an **A+ Rating from CharityWatch**, and we are one of only two veteran nonprofits to receive this rating in recent years. The Semper Fi Fund also has a **4 Star Rating from Charity Navigator**, a rating given to only 3% of all charities. We maintain an extremely low overhead - 6% and we provide rapid assistance with no red tape. Please check out our “About Us” section of our website, [www.SemperFiFund.org](http://www.SemperFiFund.org) for more information. Also feel free to check us out on Charity Navigator. [www.charitynavigator.org](http://www.charitynavigator.org)

### **Can I use the SFF logo on promotional material?**

Yes, please email [michelle.leonard@semperfund.org](mailto:michelle.leonard@semperfund.org) for an official version of the logo. We do ask that you notify us when the logo will be printed on promotional material (t-shirts, printed material for public display or distribution, videos, etc.) **All promotional materials must be pre approved.**



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## Donation Log

Name	Address	City	State	Zip	Amount

Please use this form to track cash and check donations. Do not send cash in the mail. Cash can be exchanged for a Cashier's Check or Money Order at your local bank. Checks should be made out to SFF and sent with a Check Donation form to our donation address: SFF, 825 College Blvd. Ste 102, PMB 609, Oceanside, CA 92057. Cash and check donations will be posted as "Offline Donations" by the SFF within two weeks of receipt.