



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.
(Sample letters available upon request.)

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. *When planning an event please fill out an [event form](#) so we can properly support the event.*
 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, or share stories of those we have assisted. [Click here for Semper Fi Fund resources and information.](#)

Donations:

Online: Donations made through your RunSignUp page will be automatically credited to your fundraising goal.

Check Donations: Please be sure all checks are addressed to “Semper Fi Fund”. Send checks with completed [Check Donation Form](#) to:

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

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 your donor receives a tax receipt and the check is properly coded to your fundraising efforts, attach a completed Check Donation Form.

NOTE: When the SFF receives checks or online donations in support of your fundraising efforts, we will post the donation information on your RunSignUp.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 comment 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.semperifund.org and click **Donate Now**.

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”: Social media shout outs, emails, phone calls, handwritten notes. ***Whatever method 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 service members, and their families! If you have any questions, please feel free to contact us at christine.ingraham@semperifund.org or visit www.semperifund.org for updates and general race information.



Frequently Asked Questions

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

Team Semper Fi - *Recovery through Sports* - Made up of more than 2,000 service members who qualify for our assistance and participate in athletic events as part of their recovery.

Community Athlete - *Support through Sports* - Someone who participates in athletic events throughout the year and fundraises through the approved platform. These runners are coordinated by the SFF Community Sports Team. Official charity partner teams are considered Community Athletes.

What is the minimum fundraising requirement?

Fundraising minimums are dependent on the event. Please check with the Semper Fi Fund Community Sports Team for the required fundraising amount for your specific event.

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

You are financial responsible for the balance of the required fundraising minimum for your specific event by the appropriate date.

Can I fundraise on a fundraising platform of my choice? In order to receive proper fundraising credit, **all fundraising must be done on the RunSignUp page automatically created upon registration.**

What should I wear on the day of the race?

We encourage you to wear the SFF gear provided, 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.

Can I use the SFF logo on promotional material?

Upon request, we can send you an approved logo to use. **All promotional materials must be pre-approved.**



Donation Log

| Name | Address | City | State | Zip | Amount |
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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.