FOUNTAIN HOUSE
ONE-IN-FOUR 5K
START/FINISH

FOUNTAIN HOUSE
ONE-IN-FOUR 5K
FUNDRAISING PACKET
RIVERSIDE PARK • NEW YORK, NY

APRIL 8, 2017
Creating a Fundraising Page for your run/walk is an easy way to invite your friends and family to join you in supporting the One-in-Four 5K. You can create your page while you register.

Go Here to Register Now!
https://runsignup.com/Race/NY/NewYork/FountainHouse5k

During the registration process, you will arrive at the Fundraiser page. At the bottom of this page, you will find the "Become a Fundraiser" section, where you can click the button for "Become a Fundraiser."

Step by Step Instructions:
1. Navigate to the Race Page
2. Select Sign Up from the left-hand sidebar
3. Follow Registration Instructions
4. Select Become a Fundraiser
5. Enter in a name for your Fundraiser
6. Enter in a goal for your new Fundraiser
7. Add a message to describe your Fundraiser
8. Complete your registration

If you have already registered, go to your Profile page, click on My Registered Races, and then selecting "Manage Registration". On the "Manage Registration" page, you can set up your fundraiser by going to the tab labeled "Fundraiser".
We find that the most successful fundraisers are those who aren't afraid to ask family and friends for support- they will want to help you because this cause matters to you! Fill out this worksheet to help jog your memory.

Make a Phone Call to:
1. Parents
2. Sisters
3. Sisters-in-law
4. Brothers
5. Brothers-in-law
6. Aunts/Uncles
7. Cousins
8. Children
9. Nieces/Nephews
10. Grandparents

Drop off a Letter to:
21. Pet Groomer/Vet
22. Dry-cleaner
23. Florist
24. Barber/Stylist
25. School
26. Supermarket
27. Manicurist
28. Bartender
29. Gym/Yoga Studio
30. Pharmacist

Maybe you know people from:
41. Work
42. Bowling League
43. Gym or Yoga
44. Childcare
45. Place of Worship
46. Coffee House
47. Neighborhood Cafe
48. Camp
49. Golf Course
50. Favorite Restaurants

Send an Email to:
11. Pet Groomer/Vet
12. Drycleaner
13. Florist
14. Barber/Stylist
15. School
16. Supermarket
17. Manicurist
18. Bartender
19. Gym/Yoga Studio
20. Pharmacist

Others you might call or email:
31. College friends
32. Fraternity friends
33. High school friends
34. Facebook friends
35. Children's friends
36. Children's teachers
37. Neighbors
38. Parents' friends
39. Former co-workers
40. Coach(es)
Now that you've set up a personal website and you have a plan of attack, it is time to get to fundraising! There is still power in the written word, so here are a few hints to help you get started.

1. CREATE A LIST OF EVERYONE YOU KNOW USING OUR MEMORY JOGGER. Don't say "no" for anyone by assuming that they can't or won't support. Send them a letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.

2. ASK. INCLUDE A CALL TO ACTION. Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".

3. MAKE IT PERSONAL. If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly.

4. PUT YOUR HEART INTO IT. Let them know why you're fundraising. This cause is important to you-share why. Don't include too many facts and figures; instead include your personal story of why you have chosen to take on this task. Someone will donate to you because they know you, and want to support your efforts.

5. MAKE IT EASY TO DONATE. Include your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelope with your address. It's also nice to include a stamp on the return envelope. If they will be attending the event, instruct them to bring a check payable to Fountain House.

6. SET A DEADLINE. People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

7. SEND A REMINDER. Keep a list of those who send in donations. Send a reminder to those that have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in money!

8. SEND A THANK YOU CARD. "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount.
Dear Friends and Family,

I will be participating in the Fountain House One-in-Four 5K on Saturday, April 8, 2017 at Riverside Park in NYC. This run/walk creates awareness of mental health issues, raises vital funds to support Fountain House's Wellness Program, and encourages the community on the path to mental – and physical – health.

Please help me support Fountain House and those affected by mental illness. There are so many ways you can get involved!

If you would like to run with me or make a donation, please go to https://runsignup.com/Race/NY/NewYork/FountainHouse5k

You can learn more about the event and about Fountain House by visiting www.fountainhouse.org/FH5K

Thank you in advance for your generosity and help. We appreciate it and hope to see you on April 8th, 2017!

[Your Name]
We encourage you to utilize social media to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, or LinkedIn. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out on yours!

**Message 1**

**After Registration**

"I’ve registered for the One-In-Four 5K for Fountain House. I hope you will join me! I am participating in this 5K because <insert your reason for walking> and I’m asking you for your support. Visit my webpage to learn more <insert hyperlink to your personal page here>.”

**Message 2**

**Throughout Campaign**

"Did you know that people with mental illness live 25 years less on average? I’m raising funds to do something about that! Visit <insert hyperlink to your personal page here> to learn more and support my efforts!”

**Message 3**

**Throughout Campaign**

It’s only two weeks before this year’s One-In-Four 5K and I am excited to participate and make a difference in the lives of those who live with mental illness. <Share your personal reason here>. Please support my efforts and visit my personal webpage to learn more! <insert hyperlink>.

**Message 4**

**After 5K**

Thank you so much to everyone who supported my efforts to raise money for the One-In-Four 5K. The 5K was this past weekend and we had a fabulous time! I was able to raise <$> and be a part of <$ of members on team>. Thank you for your help and check out my page if you want to learn more about Fountain House. <insert hyperlink here>
FUNDRAISING IDEAS TO JUMP START YOUR EFFORTS

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we've provided a few great ideas. Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make. Feel free to have fun and get creative!

1. COORDINATE A DRESS DOWN DAY. At your office, ask colleagues to donate $5 to your fundraising efforts and work with HR to ensure everyone who donates can dress casually on the designated day.

2. CORPORATE MATCHING GIFTS. Corporations will often match gifts given to you by employees. This is a great way to multiply your fundraising efforts. Contact your HR department for more information. Ask each donor if their company matches charitable donations.

3. GO GREEK. Contact your local sorority/fraternity chapter and tell them that you are an alum. Ask them if they would do one of their philanthropy/charity events for your cause.

4. CONCESSION STAND TAKE-OVER. Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into arenas near you.

5. RESTAURANT NIGHT. If you have contacts at a local restaurant or bar, or even if you are a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a guest bar tending night.

6. USE YOUR PASSION. Host a clothing or book swap. Baby sit. Pet sit. Proofread and edit resumes. Make cakes or cupcakes. Anything goes and can be turned into a powerful fundraiser.
MAKE A PLAN

SET A FUNDRAISING GOAL AND CREATE A PLAN TO GET THERE

raise $250

☐ Ask 4 relatives for $25 $100
☐ Ask 5 friends for $10 each $50
☐ Ask 3 co-workers or neighbors for $10 each $30
☐ Sponsor yourself! $25

raise $500

☐ Email Campaign: Recruit 5 team members who will commit to sending 25 emails asking for a donation of $25. Even with a return rate of 25% you will raise more than $100 per team member. $500

raise $1000

☐ Email Campaign: Recruit 5 team members who will commit to sending you 25 emails asking for a donation of $25. Even with a return rate of 25% you will raise more than $100 per team member. $500

☐ Partner with a Vendor: Work with a vendor to set up shop in your office lobby for the day or host a party at your home. Ask for 20% of the sales to come back to Fountain House. $300

☐ Casual for a Cause: Host a dress down day at your office-charge $5 to participate. $100

☐ Game Watch: Invite 10 friends over to watch a game and ask for a $10 donation. Provide snacks and drinks and it will be a party everyone will remember for a great cause. $100
| **What is the One-In-Four 5K?** | The One-In-Four 5K raises vital funds to support Fountain House's innovative wellness program. Our 5K attracts over 500 Fountain House community members, supporters, friends, and mental health advocates. |
| **When is the 5K?** | April 8, 2017 *rain or shine* in Riverside Park (enter at 108th Street and Riverside Drive). The registration and wellness expo begins at 8:30 AM and the 5K starts at 10:30 am. |
| **Where can I send a donation?** | Please mail donations to Fountain House PO Box 891 New York, NY 10108. For online donations and sponsorship options please visit [http://www.fountainhouse.org/FH5K](http://www.fountainhouse.org/FH5K) |
| **How are the funds raised for the 5K used?** | This exciting run/walk raises vital funds to support Fountain House's innovative Wellness Program that works to reverse the negative health trends that people with mental illness face everyday. |
| **Is there a minimum amount participants must raise?** | Fountain House does not require individuals to raise a minimum amount to participate in the 5K. We ask individuals to register for the run/walk ($25) and set a goal to raise addition funds. |
ARE THERE ANY FACTS I SHOULD KNOW?

1 IN 4 adults will experience a mental illness.

MORE THAN 75% of people with severe mental illness are tobacco dependent.

People with mental illness live 25 YEARS LESS on average.

Diabetes is 3 TIMES more prevalent in people with severe mental illness.

More than 80% of people with mental illness are overweight or obese.

In the U.S., 85% of people with mental illness are unemployed, 40% are homeless, and 24% are incarcerated.

People living with mental illness are re-hospitalized at a rate of 50%. The re-hospitalization rate for Fountain House members is 7%.

Don't forget to visit www.fountainhouse.org for the most up to date information and resources.