

11th Annual

Run4Life 2018

5K Run/Walk • 1 Mile Run/Walk • Children's Fun Run



5K RUN/WALK • 1 MI RUN/WALK

RUN4LIFE

CONTINUING THE CAINE HALTER LEGACY

Hope Starts at Home!

Saturday, November 3, 2018

The legacy of Caine Halter continues to grow as Run4Life celebrates 11 productive years of supporting cancer research and support groups for patients with cancer, survivors and their families.

There are endless ways to reach your Run4Life fundraising goal. You can organize a yard sale, have a party or just pick up the phone and ask everyone you know!

HOWEVER YOU DECIDE TO SEEK DONATIONS, HERE ARE SOME BASIC TIPS TO HELP ENSURE SUCCESS:

SHARE THE STORY

Make sure everyone understands what you are asking them to support, why it's important to you and how impactful their participation will be.

If you are involved in Run4Life in honor of someone touched by cancer, share that story and ask for a tribute gift.

CELEBRATE SUCCESS

After individual fundraisers and the main Run4Life event, be certain to thank your donors for their support and communicate the collective impact of their participation.

Everyone should feel like a member of the Run4Life family.

PROMOTE YOUR EFFORTS

If people are going to support you, they need to know when, where and how they can participate.

The more information you can provide and the sooner you can provide it, the more successful your fundraising will be.



GREENVILLE
HEALTH SYSTEM

ghs.org

8 WEEKS OF FUNDRAISING IDEAS

FOR INDIVIDUALS

WEEK 1 Stuff some envelopes! Write and mail a personal letter to family, friends and colleagues explaining why you are involved with Run4Life and how much their support means to you. The bigger the mailing list, the better the return! Consider including a pre-addressed, postage-stamped reply envelope to make it even easier to donate.

WEEK 2 Go viral! Send an email and update your social media networks with the link to your online fundraising page. Ask folks to forward and share with everyone they know. Be sure to give updates as you get closer and closer to your goal!

WEEK 3 Involve a restaurant! Ask them to add an extra line on customer receipts for an entire month, so diners can leave a tip and donate. Make sure that servers are informed about the event and your fundraising goal, so they can encourage their guests to support you.

WEEK 4 Upgrade a party! Create your own excuse for a party and ask attendees to bring a donation for Run4Life. Birthday celebrations, holiday parties, supper clubs and Bible studies all can become lifesaving fundraisers.

WEEK 5 Have a sale! One person's trash is another one's treasure, and people will feel more generous when they are donating through your yard or garage sale. Invite neighbors, family members and friends to participate—the more stuff to sell, the more money you can raise!

WEEK 6 Organize a car wash! Use a local business or church parking lot to wash the day away. Find a spot that will have lots of natural traffic to increase participation. Charge a flat rate or simply ask for a donation.

WEEK 7 Get matched! Many companies have Matching Grant Programs, so do some research and complete an application. Your spouse's business also might be willing to match donations up to a certain amount.

WEEK 8 You decide! Come up with an idea.

FOR CORPORATE TEAMS

WEEK 1 Stuff some envelopes! Write and mail letters to customers and vendors explaining why your company is involved with Run4Life and how much their support means to you. The bigger the mailing list, the better the return! Consider including a pre-addressed, postage-stamped reply envelope to make it even easier to donate.

WEEK 2 Go viral! Send an e-blast and update your company's social media pages with the link to your online fundraising page. Ask employees to forward and share with everyone they know as well. Be sure to give updates as you get closer and closer to your goal!

WEEK 3 Dress down! Offer employees the opportunity to wear jeans for a day, week or a whole month in return for a donation. Set a minimum per day or accept best donations. You can even suggest a theme for participants, such as dressing in their favorite sports team's apparel.

WEEK 4 Be sweet! Ask the company's best bakers to make and sell delicious desserts in the office lobby or break room. Everyone loves sweet treats, and people will feel even more generous when they are donating through your bake sale.

WEEK 5 Bag it up! Have employees bring a brown-bag lunch and ask them to donate what they would have spent eating out to your company's team. You can provide drinks and desserts or even music to make it a fun atmosphere.

WEEK 6 Organize a car wash! Use your company's parking lot to wash the day away. If you're off the beaten path, find a spot that has more natural traffic to increase participation. Charge a flat rate or simply ask for a donation.

WEEK 7 Get matched! Your company, client or vendor might be willing to match donations up to a certain amount. Don't be afraid to ask!

WEEK 8 You decide! Come up with an idea.

IF YOU HAVE ANY QUESTIONS OR NEED SUPPORT, CONTACT:

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