



Best practices for fundraising

- Stay in touch with your runners leading up to race day.
 - Send emails letting them know that \$25 can provide 10 meals, \$100 can provide 2,000 bandages, \$500 can provide shelter and care for 1 dog for a month, etc.
 - Drop an encouraging note in the mail
 - Give them a call to see how their training is going
- Organize group runs for your runners
- Incentivize your runners encouraging them to raise more money
- Promote that you are a Blue Line Charity on your social media channels and in your newsletters. Let your loyal supporters know this is another way to support your organization.

Social Media Examples for Charities

Don't forget to tag us in your posts so our followers see it too!

Twitter

Join [Charity] in our fight against [Cause] by supporting our partnership with [@AkronMarathon](#). Learn more at [Race Roster page].

Facebook

Recruit Runners

- If you are running in the [Akron Marathon](#), please consider fundraising for us! Visit our Charity Partner page at [Charities Race Roster Page] to support our cause or [personalize your fundraising page](#) and select [Charity] to fundraise for.

Thank Donors

- Wow! Thank you to [List sponsors/donors names] for helping make our Charity Partnership with the [Akron Marathon](#) a tremendous success! To date we've raised [amount raised]!!!

- Thank you to [sponsors/donors] for your support of our [Akron Marathon](#) Charity Partner Team!

Pictures and Articles

Post pictures of your runners, tell stories about how your charity got involved, post articles about the marathon with a link for people to sign up to run for you or donate to you.

Instagram

Post pictures while you are fundraising or training for the Marathon. Tag pictures with #RunAkron.

Hashtags

#RunAkron