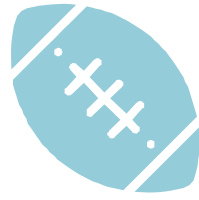


**Sunday, September 12, 2021**  
**Belkin Family Lookout Farm**  
**Natick, MA**



**Fundraising TEAM Instructions**

# Fundraise



## Get the ball rolling

Nobody likes to be the first. It's always a good idea to get your fundraising off the ground by making the first contribution. Then, others will be likely to get involved!



## Add your WHY to the email

Keep reading to see an email template that you can use. The most critical thing you can add to the message is WHY you're fundraising. Let your friends and family know why this matters to you!



## SOCIAL MEDIA - so easy!

One of the best strategies is to use Facebook, Instagram, and Twitter to share with people you are participating and fundraising. See below to see some sample posts! Thank people for donating! This spreads your message further, while also asking for new donations. and lets people know you already have people behind you.



# Sample email to potential donors!

Dear {NAME},

I am thrilled and honored to be running the 22nd Annual Flutie 5k to raise funds for the Doug Flutie Jr. Foundation for Autism (INSERT YOUR ORGANIZATION HERE in place of Flutie or with it). I consider this a great challenge but also a tremendous privilege. {Reason why you are running 1-3 sentences}

{Then insert a few sentences to let them know why it is so important to raise money for the Flutie Foundation or YOUR ORGANIZATION} here are some examples we use:

Autism now affects 1 in every 59 children – it is not partial to race or socioeconomic class. The Flutie Foundation works to help people and families affected by autism to live life to the fullest. Whether it's ensuring the safety of a 5-year old, nonverbal and autistic child by providing funding for a fence, or providing a GPS SafetyNet tracking bracelet for the autistic child who wanders, the Flutie Foundation addresses critical safety needs occurring right now for people with autism.

OR

Your donation will continue to improve the daily lives of people and families affected by autism. The Flutie Foundation provides direct financial support to those affected by autism, which makes an immediate impact on these families. Your generosity will provide tablets and assistive technology, camp, and sports scholarships, help people with autism pursue their musical and artistic talents, or ensure the safety of an autistic child by providing funding for a fence or GPS safety bracelet. The Flutie Foundation is committed to making a difference TODAY so people with autism can lead productive lives where they are included, respected, and actively engaged in their community.

Join me on my journey by donating here:

{Link to RACE ROSTER Page}

I will be forever grateful and know you will be one of the reasons I am motivated to cross that finish line in September!

Thankfully yours,

{Name}

Learn more about the [Doug Flutie Jr. Foundation for Autism](#) here.



# Sample SOCIAL MEDIA posts!

The best way to start your fundraising is to post on your social channels! Make sure to tag us @flutiefdn and {YOUR ORGANIZATION}. You know your network best but here are some suggestions to make it simple for you to cut and paste to use to share and remember always to tag us @flutiefdn and {YOUR ORGANIZATION}. Tell your personal stories!

## Post examples:

“For those of you who don’t know, I am thrilled to be running The Flutie 5k for Autism - Dougie’s Epic Adventure for the @flutiefdn and {YOUR ORGANIZATION}! The Flutie Foundation or {YOUR ORGANIZATION} provides people and families with autism the opportunity to live their life to the fullest. As you know, (insert why you run – for your son, daughter, niece, children you work with, etc.). Help me reach my goal of raising \$X,XXX so that people, like (the person you are running for), can continue to live their best life. {Add your RACE ROSTER link here}”

**Facebook:** Tag people. Publicly thank people who donate on your Race Roster page by writing on their page – their whole network will see your gratitude. “Thank you @person for donating to my campaign for the @flutiefdn {YOUR ORGANIZATION}! Include your Race Roster link on your thank you post!”

**Instagram:** Post on your story and have people share your story to theirs! Thank people on your story (so they will share on theirs). Do an Instagram live!

Twitter: Good for quick, pithy updates (“I’m \$100 away from reaching \$XXX...that’s 10 people donating \$10 – then tag 10 people”). Don’t forget to thank people! Twitter loves a good gif.

**\* Tip – Insert your organization’s messaging in the above posts!  
Make it personal!**

