

PEER-TO-PEER FUNDRAISING FOR YOUR RUNNING CLUB

HOW TO USE CROWDRISE

There's no better feeling than giving the gift of health. When someone in your community sponsors one of your Marathon Kids runners, they are offering a young person the chance to love physical activity forever. Ask your community to be a part of your Marathon Kids running club by sponsoring a runner through Crowdrise!

WHAT IS PEER-TO-PEER FUNDRAISING?

Coaches like you use an online tool, in this case Crowdrise, to create a simple and personal fundraising page and share it with families, friends, and community members in order to get donations.

HOW SHOULD I USE CROWDRISE TO RAISE FUNDS FOR MY RUNNING CLUB?

It is a simple, easy and great way to get parents, families and friends of your running club participants directly involved and dedicated to their students' success. And we've done most of the work for you!

HOW DO I GET STARTED?

- 1.** Go to www.crowdrise.com/marathonkids
- 2.** Click the "Fundraise for this Charity" button
- 3.** Click the "Start A New Fundraiser" button
- 4.** Follow the simple steps to create your personal fundraising page
- 5.** Promote your fundraising page and get donations
 - a.** The registration process helps you promote on Facebook, Twitter and via Email
 - b.** You can also update status/progress for those following your fundraiser
 - c.** Continue sharing this progress with your friends and followers on social media
- 6.** Get a Marathon Kids coupon
 - a.** Once you decide to end your fundraiser, let us know at programs@marathonkids.org
 - b.** We'll use your fundraising total to create a coupon to use when registering your club

If you have any questions, contact the Marathon Kids team at programs@marathonkids.org or **512-477-1259**.