



12th Annual Big Brothers Big Sisters of New York City Race for the Kids
Part of the Nickelodeon Worldwide Day of Play
Run/Walk
Saturday, September 17, 2016
Prospect Park, Brooklyn

Get Organized

- Register online and form a team at www.raceforthekids.org. Create a quick link to your team page.
- Set a goal: How many runners/walkers do you want to recruit?
- Find people to help you—recruit teammates from different departments or worksites who can encourage co-workers, their families and friends to participate. They can help you distribute registration information or plan events to organize your team.

Spread the Word

- Email to colleagues, family and friends asking them to join you in the Race or donate money.
- Place Race brochures in central locations (cafeteria, kitchen, elevators, near the water cooler, coffee station, copy and fax machine) to let co-workers know how they can register online. Be sure that participants contact you directly to keep track of your team members.
- Put your Race page link in the signature of your emails.

Match your gifts

- Does your employer match donations? Encourage your teammates to get their gifts matched, too.

Use your network

- Post a link to your team or personal Race page on your Facebook or Twitter. Encourage your network to sign up or sponsor you. Share the BBBS of NYC Race video!

Host a Fundraising Event

- Find friends with a specialty who can help in ways other than providing a monetary donation. Do you know someone who **provides resources**? Ask them to help by donating their services to cut your costs as you plan, promote and run the event.
- Ask local businesses to provide **in kind donations** in exchange for advertising on event materials.
- **Determine theme** and food/beverages, decor, supplies, tickets, signage, music/pa system, marketing collateral, product donation needs and how these will be sourced
 - Make it unique: Create a theme, guest bartend, sign up friends for a bachelor/bachelorette auction, scavenger hunt, sports class, training run/walk
- Send **personal thank yous** to everyone who donates. Take the time to express your gratitude in a meaningful way by making your supporters feel a part of your efforts to change the lives of NYC youth.
- Send all proceeds to Big Brothers Big Sisters of NYC

Additional Fundraising Tips

- Ask friends and family to donate to the race in lieu of gifts for your birthday, anniversary, or any other special occasion.
- Readjust your goal as you go along; if you're close to reaching it...increase it! If people see you're close to reaching your goal, they may give less. Reevaluate your goal every two weeks.
- Remember – you're not asking for money yourself – you're asking for money to change the lives of NYC children.

Share your fundraising success stories

- Have a fundraising idea or strategy that works? Share it with your fellow racers! You can share on the BBBS of NYC Facebook wall or email us at raceforthekids@bigsnyc.org.

Sample Race for the Kids Emails: Team Recruitment E-mail

SUBJECT: What are you doing on September 17th?

Hey [[Your friend's name]],

On Saturday, September 17th I'm participating in the Race for the Kids part of the Nickelodeon Worldwide Day of Play to support Big Brothers Big Sisters of NYC – **and I'm hoping you'll join me and my team, [[team name]] on race day in Prospect Park.**

Registration is just \$20! Here's the registration link – just search for [[team name]] to join my team: www.raceforthekids.org (use direct link to your team)

Why race for the kids? Big Brothers Big Sisters of NYC is an amazing non-profit organization that's been literally changing the lives of children in need through the power of mentoring – and they've been doing it for over 111 years now!

I'm participating in this run/walk and raising funds to help BBBS of NYC reach children who would benefit so much from being matched with a caring adult mentor. Mentoring helps New York City's most at-risk youth and expands their horizons to high school graduation, college, and beyond.

My team, [[team name]], has set a goal of raising \$[XX]– and I'm hoping to recruit [X] other runners and walkers to join my team and help reach the goal. **Every dollar we raise has the power to change lives.**

Here's the site again – watch the video there to find out more about this amazing event and how you can help enrich a child's future: <http://www.raceforthekids.org/>

If you can't join me on race day, a donation to help me reach my goal would mean so much to me and the kids Big Brothers Big Sisters of NYC serves. Here's my personal page: [LINK]

Thanks so much – hope to see you on September 17th!

- [[Firstname]]

Sample Race for the Kids Emails: Fundraising E-Mail

SUBJECT: I'm racing for kids – will you help?

Hey [[firstname]],

On Saturday, September 17th I'm going to be participating in the Race for the Kids part of the Nickelodeon Worldwide Day of Play. It's a run/walk to support Big Brothers Big Sisters of NYC – an incredible organization that literally changes the lives of children in need through the power of mentoring. **I'm raising funds for BBBS and my Race for the Kids– I need your help.**

I've set a goal of raising [\$XX] for my race – can you help me meet my goal by making a donation? Even a small amount will help, because **every dollar I raise will help change the lives of at-risk youth for the better.** It's that simple.

Click here to donate: [[Insert link to personal fundraising page]]

One in three children in New York City live in poverty. Life is hard for these children who face complex challenges—including immigrant youth and children of incarcerated parents.

Adult mentors – big brothers and big sisters – help these kids (and their families!) navigate tough times and tough situations, and expand their horizons to high school graduation, college, and beyond. **BBBS of NYC is the reason over 5,000 children each year get the mentors they want and need.**

It'd mean so much if you'd support this work (and me!) by donating to my Race for the Kids: [[Insert link to personal fundraising page]]

Thanks so much for your help – I can't wait to tell you all about how the race goes!

- [[Your name]]

How to Raise \$250 in 10 Days

There is no minimum to fundraise, but it's easy to collect \$250 in 10 days – earning yourself a BBBS of NYC t-shirt and water bottle in the process!

Put in your own \$25.....	\$25
Ask your spouse/partner for \$25	\$50
Ask a co-worker for \$25	\$75
Ask four friends for \$15	\$135
Email a relative and ask for \$25	\$160
Ask a neighbor/roommate for \$25.....	\$185
Ask two friends at your place of worship for \$20.....	\$225
Ask your boss for \$25.....	\$240
Ask a fellow club member for \$10	\$250!

*Remember to also ask your sponsors if their workplace has a matching gift program!

About Big Brothers Big Sisters of New York City



For over 110 years Big Brothers Big Sisters of New York City has served as a model for 1-to-1 mentoring across the nation. Our efforts change the lives of at-risk children every day, by matching them with adult volunteers who serve as role models, friends, and mentors. Currently, there are more than half a million families living below the poverty line in New York City.

Our vision is that all children achieve success in life.

Our mission is to provide children facing adversity, typically those from single parent, low income households in NYC with strong and enduring, professionally supported 1-to-1 mentoring relationships with adults that change their lives for the better, forever. We partner with families, volunteers, organizations and the community to inspire positive change in all.

To date, Race for the Kids has raised over \$6 million dollars for Big Brothers Big Sisters of New York City.