



BECAUSE WE CAN'T GO FAST ENOUGH

Runner Fundraising Guide

Congratulations on registering to run in the Race to End Homelessness Ottawa! This guide is designed to help you make the most of your participation in the race. Fundraising can feel intimidating, but we hope this makes it easier and more approachable.

Set a goal

A fundraising goal can be very motivating for both you and your potential supporters. Choose a goal that you think is achievable, but a little bit of a stretch, and keep people up to date on your progress towards it!

Make up a challenge

Setting up a challenge can add an element of fun to raising money. Here are some examples:

- "I'll match the donations I receive, up to \$2,000" (pro tip: see if your workplace or another local business you have a connection with might be willing to do a matching donation!)
- "If I raise \$1,000, I'll run in a Superman costume"
- "My coworker and I are having a friendly competition to see who can raise the most money: the person who raises less money has to bake a batch of cupcakes for the office. The person who raises more gets to choose the flavour of cupcakes."
- "For every hundred dollars I raise, I'll post an embarrassing childhood photo of myself on social media."

Social media tips

Social media can be a great tool for fundraising.

Here are some ways of making the most of social media for fundraising:

- **Tag the organization you're fundraising for.** They might be able to share your post, and they will definitely appreciate knowing you're supporting them!
- **Tag the Alliance to End Homelessness Ottawa.** We'd love to share your posts and see how your training and fundraising are going!
We're on [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#), and [Bluesky](#).
- **Share updates.** Keep people posted on your training and fundraising progress:
 - Photos of you after a run
 - Videos of you talking about the organization you're fundraising for
 - Graphics showing your progress towards your fundraising goal, "thermometer" style
- **Repost posts from the organization you're fundraising for** so that you can talk about why you appreciate their work and share your fundraising info
- **Share and reply to other runners' fundraising posts:** help each other up and hype each other up!



Use a template

Take some of the stress out of the ask by creating a template email for yourself to re-use. It can go through:

- What and when the Race is
- Who they're fundraising for and why
- Your goal and any fundraising challenges
- A menu of ways to support you, including both monetary and non-monetary methods



Here's a starting point:

Hi [name],

[Share personal news and ask about theirs]

I'm excited to share that I'm going to be taking part in the Race to End Homelessness this Sunday, September 27. It's a fundraiser for Ottawa organizations that are working to end homelessness, organized by the Alliance to End Homelessness Ottawa.

I have chosen to fundraise for [organization] because [reasons (see next section for suggestions!)].

I'd love your support! Here are some ways you can help:

- **Run with me!** You can register at <http://racetoendhomelessness.ca/>
- **Come cheer me on!** Spectators are welcome.
- **Donate!** I'm trying to raise [goal]. You can donate here: [your fundraising link]
- Let me know if you'd like to come for a walk or run together sometime, I'd love to see you.
- I've also never run 10K before, so if you have any training tips, I'd really appreciate it.

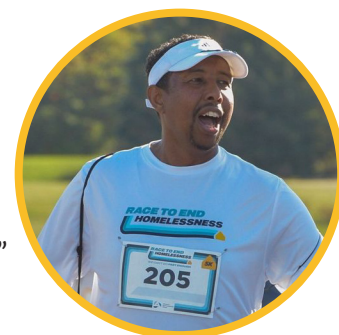
Thank you,
[your name]



Make it personal

How did you choose which organization to fundraise for? Do you have a personal connection with them as staff or a volunteer, or have they helped you or someone you know? Do they have a program or service that is especially close to your heart? This type of personal connection or testimonial makes a big difference. Here are some examples:

- "I've volunteered with this organization for years, so I know first-hand what a difference they make in the community."
- "As a parent, thinking about kids and teens being homeless breaks my heart, so I chose to support an organization that helps youth avoid homelessness."
- "I chose to support an organization that works with newcomers and refugees because I am an immigrant myself, so I know how hard life can be for newcomers."



Be sure to thank your supporters!

A quick note to thank people after they donate is always appreciated. After the race ends, think about emailing everyone who supported you (whether with donations, advice, or words of encouragement) with photos from the race and your reflections on the day.

More references and inspiration:

- [Support starts here: your ultimate fundraising guide \(Ottawa Race Weekend\)](#)
- [Fundraise Like a Pro: 6 Tips for Charity Runners \(Fleet Feet\)](#)
- [Fundraising Tips \(Ride for Refuge\)](#)
- [25 Tips for Team Recruiting \(Ride for Refuge\)](#)

