



## 2013 Fundraising Tips & Ideas

**Set a Goal:** The minimum amount that we ask runners to raise depends on the event but we encourage you to set a goal that is appropriate for you! In 2011, the average fundraiser raised \$500 per event for our mission. Let's make that amount even higher in 2013!

**Get the word out! Fundraising is easier than you think. Here are ways to do that:**

1. **Campaign Page** – Personalize your fundraising page. Insert your photo or the person you are competing in honor or remembrance of. Share your story. Put your URL campaign address on ALL of your correspondence.
2. **Facebook** – Facebook is the fastest way to spread the word because 1 in 10 Americans are Facebook members! This was definitely a highly effective fundraising platform for our fundraisers in 2011 and we are sure that it will be an effective tool for you as well. Here are some Facebook fundraising tips:
  - Post your URL in your status weekly with a quick message about your training progress
  - Monthly challenges
  - Pictures of you
  - Pictures and information about the person you are running in honor or remembrance of
  - Post Thank You messages to all of your donors
3. **Email** –Email potential donors. Follow up as needed. *Also, emails are a great way to keep your donors updated about your progress! Ask supporters to forward your email far and wide.*
4. **Email signature** – Add your URL campaign address and information to the signature line of all of your emails.
5. **Fundraising Events** – Host a fundraising event (Backyard BBQ, “Dress Down Day” at work, car wash, etc.) to raise funds. We can provide you with promotional material (banner, flyers, brochures, etc.) to help make your event successful.
6. **Donations Based on Mileage** - you can ask donors to give a dollar for each mile you run. You will be surprised at how quickly the donations add up!
7. **Matching Gifts** - Ask your employer if they will match donations.
8. **SFF Info** - Send your supporters our Information sheet, statistic sheet, stories of those we have assisted with your request for support which is all available on our website.  
[www.semperfund.org](http://www.semperfund.org)
9. **Letters and Postcards** – Sending personalized letters or postcards to potential supporters is one of the best ways to get the word out about your fundraising efforts. **Hints for letters:** Start early. Keep it short. Set a deadline. Tell them how to donate. Make sure you include your URL address for your fundraising page and a donation form. Send out a reminder. Set up a blog to keep supporters updated. Ask them to spread the word. Tell them that donations are tax-deductible. *Ask, ask and ask again!*
10. **Veteran Organizations** – Contact your local Veterans Organizations (Marine Corps League, Marine Corps Coordinating Council, VFW, etc.) to see if they would be willing to support you or spread the word about your efforts.
11. **Alumni** - Contact your Alumni and Professional organizations

*For Correspondence:* Box 555193 Camp Pendleton, CA 92055-5193

*For Donations:* 825 College Boulevard Suite 102 PMB 609 Oceanside, CA 92057

*West Coast Office:* Building H49 Santa Margarita Road Camp Pendleton, CA 92055 P (760) 207-1588 F(760) 725-3685

*East Coast Office:* 715 Broadway Street Quantico, VA 22134 P (703) 640-0181 F (703) 640-0192

[SemperFiFund.org](http://SemperFiFund.org)



## How to handle donations:

The easiest way to handle donations is to ask your supporters to give through your fundraising page. You may, however, receive checks and cash directly from your supporters. Supporters can also donate “In Support” of your run through the SFF website.

**Check Donations:** When you receive checks, please fill out a Check Donation form and mail the check and form to our donation address: Injured Marine Semper Fi Fund, 825 College Blvd, Suite 102, PMB 609, Oceanside, CA 92057.


Please ensure that the checks are addressed to Semper Fi Fund. Also, write your name and MCM in the “memo” line of the check in case the form is displaced from the check. This will allow us to properly code the donation to your fundraising efforts.

**Cash Donations:** Please do not mail cash. We suggest that you have the funds exchanged for a Cashier’s Check or Money Order. To ensure that your donor receives a tax receipt and that the check is properly coded to your fundraising efforts, attach a completed Check Donation Form. Send check and form to our donation address.

**NOTE:** When the SFF receives checks or online donations in support of your fundraising efforts, we will post the donation information on your Active.com campaign page as an “Offline Donation”, within two weeks of receiving the donation.

**SFF Website:** Your supporters may also donate through the SFF website. Please advise donors to click on the “Support an Event /Program Code” at the bottom of the form and choose the appropriate event from the drop down menu. They will also need to type in your name as the Participant in the second box.

To make a donation through our website, donors would go to [www.semperfifund.org](http://www.semperfifund.org) and click **Donate**.

Is this donation for an event?  ☒ Yes ☐ No

If so, please choose one from the list. Select an Event

Is this in support of an athlete? If so, please enter the athlete's name.

Click on drop down menu and choose the appropriate



## Don't Forget to Say Thank You:

It is very important that you thank your supporters!

The SFF will provide the following thank you notes and receipts to your supporters:

- When a supporter gives through your [Active.com](#) campaign page, supporters are sent an email thank you note and tax receipt via [Active.com](#). (No letter will be mailed to their home.)
- If a check is mailed in to the SFF with your MCM check donation form, your supporter will receive a thank you letter and tax receipt by mail.

We also recommend that you send a personal “thank you” to your supporters either when they donate or after your fundraising campaign is complete.

Depending on your level of acquaintance with your donors, there are many ways of saying “Thank you”:

**Emails** – Are great for close friends and family members

**Phone calls** – Are great for giving a quick response to a personal friend or family member

**Postcards** – These are great for all donors! Purchase postcards that you can personalize and print from your computer. Include your photo and the total amount that you raised.

**Personal note cards** – These are great for all donors --especially for coworkers and organizations that have supported you. You can purchase standard cards or you can purchase note cards that can be personalized and printed from your computer (use a photo of you running the race on the cover to personalize your card).

**Facebook/Twitter:** Public recognition is often appreciated

Whatever method that you use, saying “thank you” makes your donors feel appreciated!

**With that said, thank you for joining our team of runners and for having a heart for our injured Marines and Sailors, and their families! If you have any questions please feel free to contact us at [racecoordinator@semperfifund.org](mailto:racecoordinator@semperfifund.org) or visit [www.sempenfifund.org](http://www.sempenfifund.org) for updates and general race information.**

See you at the race!

The Semper Fi Fund Race Coordinators  
[racecoordinator@semperfifund.org](mailto:racecoordinator@semperfifund.org)



## Frequently Asked Questions

### What is the minimum fundraising requirement?

The minimum amount is dependent on the event. For the Marine Corps marathon 2013 there is a \$400.00 fundraising minimum.

### What happens if I do not reach my minimum fundraising requirement?

All the race specific information should be available as you register for the event. Since each race has different fundraising requirements please check the details for that specific race on our website or contact [racecoordinator@semperfifund.org](mailto:racecoordinator@semperfifund.org).

### Can I fundraise on a fundraising platform of my choice?

Each race has specific fundraising platforms. We ask you to check with the race coordinator of that specific race or go to our web site for all the information. For example in order to receive proper fundraising credit for the Marine Corps Marathon for 2013, **all fundraising must be done on the Active page automatically created for the runner.** This is not true for all races.

### What is a "Community Athlete"?

There are two types of community athlete.

- Someone who created their own fundraising platform and fundraising through many events throughout the year, has a fundraising page on Stay Classy and is tracked by Corey Petersen.
- Someone who runs one or two specific races a year and fundraises through the recommended platforms. These runners are coordinated by specific SFF coordinators assigned that that specific event.

### What should I wear on the day of the race?

The SFF encourages you to wear our singlet or t-shirt, but it is not required. By wearing your SFF shirt you show your support for our mission and the many men and women that we assist. Also, by wearing the SFF t-shirt/singlet, if they are there, our volunteers and photographers stationed along the route will be able to pick you out from the crowd. We also encourage you to print your name on your shirt so that supporters can cheer you own by name!

### To whom should my donors make their checks payable?

Please have all checks addressed to "Semper Fi Fund" or "SFF." You should attach a Check Donation form filled out with your name and event or you should write your name and event on the check in the memo line. Please send donations to our donation address: SFF, 825 College Blvd. Ste 102, PMB 609, Oceanside, CA 92057.

### Why can't I post Offline Donations?

Once we receive donations given in support of your fundraising effort, we post the donation as an "offline donation" on your campaign page. This is to assure that donations are not recorded twice.

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**Does the SFF have a training program or coach?**

The SFF does not have an official training program or coach. We suggest that you check out the MCM website for links to popular programs (Galloway, Runner's World, etc.). Corey Petersen our Community Athlete Coordinator has volunteered to assist in any programs or questions you have, she is not affiliated with the fund but does have a degree in Exercise and Sports Science with minors in nutrition and coaching from Iowa State University.

**What is the overhead of the IMSFF?**

The SFF is proud to report that our Administration and Fundraising costs were under 6% in Fiscal Year 2012. Therefore only 8 cents out of every dollar donated is used to cover our nationwide overhead cost. Please check out our "About Us" section of our website, [www.SemperFiFund.org](http://www.SemperFiFund.org) for more information. Also feel free to check us out on Charity Navigator. [www.charitynavigator.org](http://www.charitynavigator.org)

**Can I use the SFF logo on promotional material?**

Yes, please email [racecoordinator@semperfifund.org](mailto:racecoordinator@semperfifund.org) for an official version of the logo. We do ask that you notify us when the logo will be printed on promotional material (t-shirts, printed material for public display or distribution, videos, etc.) All promotional materials must be pre approved.

**Can I link my personal website or business website to the SFF?**

Yes, please go to [www.sempperfifund.org/link\\_to\\_us.html](http://www.sempperfifund.org/link_to_us.html) for instructions and logos.



### Donation Log

Name	Address	City	State	Zip	Amount

Please use this form to track cash and check donations. Do not send cash in the mail. Cash can be exchanged for a Cashier's Check or Money Order at your local bank. Checks should be made out to SFF and sent with a Check Donation form to our donation address: SFF, 825 College Blvd. Ste 102, PMB 609, Oceanside, CA 92057. Cash and check donations will be posted as "Offline Donations" by the SFF within two weeks of receipt.



## SAMPLE LETTER

Greetings!

I am raising money for the Semper Fi Fund as a member of the Semper Fi Team at the name of event on \_\_\_\_\_, 2013. My goal is to fundraise \$\_\_\_\_\_ and to promote the continuing needs of our nation's injured service members. I need your help to reach my goal!

By contributing to my campaign you will help many service members when they need it the most. The Semper Fi Fund's mission is to set up to provide immediate financial support for injured and critically ill members of the U.S. Armed Forces and their families. We direct urgently needed resources to post 9-11 Marines and Sailors, as well as members of the Army, Air Force or Coast Guard who serve in support of Marine forces. The Semper Fi Fund (SFF) provides relief for financial needs that arise during hospitalization and recovery as well as assistance for those with perpetuating needs. Our program provides support in a variety of ways including: Service Member and Family Support, Specialized & Adaptive Equipment, Adaptive Housing, Adaptive Transportation, Education and Career Transition Assistance, Therapeutic Arts and Team Semper Fi. For more information please visit [www.SemperFiFund.org](http://www.SemperFiFund.org).

There are many ways to support my efforts. The easiest way to contribute is to go to my campaign page at [www.\\_\\_\\_\\_\\_](http://www._____) and donate securely online. If you would like to donate by check, please complete the attached Check Donation form and send your check to the listed address. You will receive a tax-receipt by mail from the SFF within two weeks.

Any amount that you can give will help; no donation is too small. The need to assist our injured and critically ill service members continues to be great. Thank you in advance for your support and for joining me in "Serving Those Who Preserve Our Freedom."

Sincerely,

Joe Smith  
(insert you URL/Active.com website here)