



RUN FOR DPS STUDENTS!

DPSFOUNDATION.ORG/MARATHON



Fundraising for Colfax Marathon COGA

Platform

DPS Foundation will be using the CrowdRise platform for our fundraising:

(<https://www.crowdrise.com/o/en/campaign/denver-public-schools-foundation1>)

Creating your personal page is incredibly easy to do! Follow these steps to create your page. Templates are also included to help you fundraise with your friends, family and colleagues.

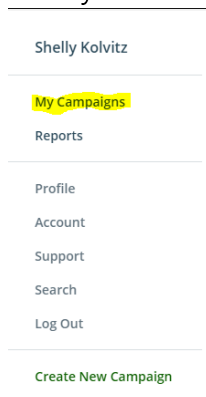
1. Click “Join The Team & Create Your Own Fundraiser



2. Create an account using your email and preferred password
3. Confirm you want to join team *I Run for DPS Students*



4. Click your account in the upper right-hand corner and select My Campaigns



5. Select edit on “I Run for DPS Students – Colfax Marathon”
6. From here, you can edit and personalize your own fundraising page!
7. **Name your team COGA for Colfax XXX**



RUN FOR DPS STUDENTS!

DPSFOUNDATION.ORG/MARATHON



Templates

We have created templates for you to utilize when sharing your fundraising campaign on social media or email. Please personalize the templates, adding in your own story is much more impactful than a generic page. Consider why are you running for DPS students. Is there a specific school or program you are trying to support?

Email Invitation to Donate:

Dear XXX,

I just signed up for the **Colfax Marathon**, Denver's biggest race this May 18-19! Not only will I be participating, but I am also supporting more than 92,000 DPS students by running on the [Denver Public Schools Foundation](#) team. Please consider making a donation to support my run! **[HYPERLINK/INSERT FUNDRAISING PAGE]**

(Share your personal story here! Why are you participating as a runner for DPS?)

In partnership with Denver Public Schools, the Foundation raises and manages funds, makes strategic program investments, and serves as community leaders so that all students have the opportunity to succeed.

I've set a goal to raise **\$XXX** through this race. Every donation will help ensure every child in Denver Public Schools has the opportunity to succeed inside and outside of the classroom. You can read more about the impact of the funding provided by the DPS Foundation at dpsfoundation.org.

I hope you will consider supporting me on my run for DPS students. Imagine the impact we can have if every one of us gives, at whatever level you can. No gift is too small; please **make your donation today!** **[HYPERLINK/INSERT YOUR FUNDRAISING PAGE]** Thank you for all you do for Denver Public Schools.

Sincerely,



RUN FOR DPS STUDENTS!

DPSFOUNDATION.ORG/MARATHON



Facebook Invitation to Donate:

Friends, I just signed up for the **Colfax Marathon**, Denver's biggest race this May 18-19! Not only will I be participating, but I am also supporting more than 92,000 DPS students by running on the **Denver Public Schools Foundation team**. Please consider making a donation or sharing this post to support my run!
[INSERT FUNDRAISING PAGE]

Twitter Invitation to Donate:

I'm running the Colfax Marathon for @DPS_Foundation team! Help me support DPS students by donating today: [INSERT FUNDRAISING PAGE]
Tip: use <https://bitly.com/> to shorten your fundraiser page's link!

Updates:

1. Thank you to my amazing friends and family for supporting my participation in the **Colfax Marathon** by helping me raise \$XXX for the **Denver Public Schools Foundation** so far! There's still time to donate: [HYPERLINK/INSERT YOUR FUNDRAISING PAGE] Please help me reach my goal!
2. Just [] week(s) left until I will be running through the streets of Downtown Denver in the **Colfax Marathon**! So far, I have raised \$XXX for the **Denver Public Schools Foundation**! I am challenging myself with the event and I am asking you-my family and friends- to support my efforts by making a donation to invest in the future of our students. Will you help me reach my fundraising goal? [HYPERLINK/INSERT YOUR FUNDRAISING PAGE]



RUN FOR DPS STUDENTS!

DPSFOUNDATION.ORG/MARATHON



Fundraising Goal Met:

1. We did it! Thank you to everyone who helped me reach my fundraising goal for **The Denver Public Schools Foundation!** I can't wait to challenge myself at Colfax Marathon on May 18-19. If you haven't had a chance to donate yet, there's still time. [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE LINK\]](#)
2. Thank you to my friends and family for all of your support! Together we raised **\$XXX** for the **Denver Public Schools Foundation**. Every dollar raised will directly support programs such as the A to Z Fund Classroom Grants and Afterschool Programs. Still want to show your support? You can donate at [\[HYPERLINK/INSERT YOUR FUNDRAISING PAGE LINK\]](#)

Best Practices

1. Communicate with your supporters! Donors want to hear about how your campaign is doing so be sure to post updates. Providing a weekly status update is an easy way to share your progress.
2. Ask for donations in person! A face to face ask is 34 times more effective than an email ask. Ask your neighbor or your hairstylist- they might have a DPS student they want to support.
3. Don't forget about sharing or retweeting. These are great FREE ways for your supporters to help spread the word about your campaign.
4. Thank your donors as soon as possible! Getting a phone call the day after a donation is made is sure to make your donors' day.
5. Use our collateral! Share the Foundation's pictures and video on our team's page to increase views and clicks on your posts.