



RUN FOR DPS STUDENTS!

DPSFOUNDATION.ORG/MARATHON



Welcome 2019 COGA Colfax Marathon Runners!

IMPORTANT INFORMATION:

DPS Foundation contact: Shelly Kolvitz Shelly_kolvitz@dpsk12.org or (720) 423-3585

COGA Contact:

Run for DPS Students website: www.dpsfoundation.org/marathon

Race Days: May 18-19 at City Park

For more information about the **Colfax Marathon** visit: www.runcolfax.org

Fundraising platform website: <https://www.crowdrise.com/o/en/campaign/denver-public-schools-foundation1>

THE ROLE OF RUNNING FOR THE DPS FOUNDATION TEAM:

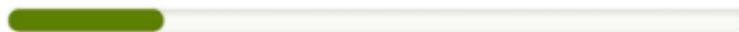
Thank you for your participation as a runner and for selecting the DPS Foundation as your Charity Partner! Your willingness to support DPS to ensure every child succeeds makes such a difference. In addition, we hope you consider fundraising for us throughout the next few months before the race! As a fundraiser, your role is to communicate with your networks to raise funds on behalf of the DPS Foundation. Each fundraiser is encouraged to raise a minimum of \$250 that will help to support system-wide innovative and core such as career and technical education, afterschool programs, athletics and more. **Remember every gift counts, no donation is too small!**

TIPS TO HELP YOU MEET YOUR FUNDRAISING GOAL

Your personal fundraising strategy

- Set a challenging but realistic goal will help you rally your friends and family to help you meet it.
- We encourage you to raise the minimum of \$250 but many of our runners easily surpassed this.

\$2,015 of \$10,000 goal



Build your network of supporters and communicate with them

- Family, friends, colleagues, peer networking groups, social clubs, etc.
- Send a personal email to everyone and post about your participation/ goals on social media including local neighborhood groups.



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- Think big! What about your neighbors or your auto mechanic?
- Ask to be put on the agenda at a staff meeting to share that you are running and fundraising.
- Be creative! Write your fundraiser link in an unexpected place like on your car or on your sidewalk.
- Create urgency with your posts. Challenge your network to donate by a certain date. Is your birthday during the campaign? Ask people to give in lieu of a present.
- Team up with a local business. Some companies offer a fundraising event where they will donate a portion of the proceeds to a nonprofit.



Build and maintain momentum

- Document your training/journey and share with your networks.
- Regularly remind them that you are running in support of DPS students and why this is so important to you.
- **Does your company or your donors' companies match employees' charitable gifts?** If so, the matching gifts count towards your fundraising total and will help you in the competition. Just let DPS Foundation know you will be doing this. **Unsure if your employer matches charitable gifts? Click [here](#) to find out!**
- **Tell your story!** Why did you select the DPS Foundation and why are DPS students important to you? Consider highlighting a program that DPS Foundation funds each year.
- **Spread the word.** Continuous reminders are essential. Many people have the intention to give but forget.
- **Thank your donors.** Ensure they know how grateful you are. Consider sending a hand written thank you note.



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INCENTIVES:

In addition to the pride you will feel in using your run as a way to help more than 92,000 DPS students...

- Everyone gets a Team DPS shirt! Wear it proudly to show your support of DPS.
- ****New to 2019- if you or your team fundraises at least \$500, you can allocate those funds to either Afterschool Programs or the A to Z Fund Classroom Grants.**
- The runner or team of runners who raises the most money will have the opportunity to win money for the school of their choice!*
 - 1st Place - **\$1,000 to a DPS school***
 - 2nd Place - **\$750 to a DPS school***
 - 3rd Place - **\$500 to a DPS school***
- Monthly drawings: the runner who raises the most money by the end of each month is eligible to **win \$250 for the DPS school of their choice** (February 28, March 31 and April 30 drawings)
- Many other drawings for exciting prizes throughout the campaign!

** A team/runner cannot win in more than one category.*

FAQ'S

What if I'm having trouble setting up my fundraising page or need help fundraising?

Please contact Shelly at (720) 423-3585 or Shelly_kolvitz@dpsk12.org and she can walk you through it no problem! **OR COGA CONTACT**

What if I don't meet the \$250 minimum?

Our sincerest hope is that runners will meet the \$250 minimum. This money will have a tremendous impact on DPS students district-wide. If the goal is not met there is no penalty for the runner. No gift is too small and each donation to the DPS Foundation supports DPS.

What does the DPS Foundation do?

In partnership with Denver Public Schools, we raise and manage funds, make strategic program investments, and serve as community leaders so that all students have the opportunity to succeed. Since our inception, we have granted nearly \$124 million to benefit DPS schools and initiatives.



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Why support Denver Public Schools and the DPS Foundation?

State funding for DPS is simply inadequate to provide the resources and programs needed to help Every Child Succeed. In fact, Colorado is 42nd in the nation for per-student funding, spending approximately \$2,000 less per student than the national average. The DPS Foundation helps fill that gap, allowing DPS to sustain and expand proven programs that might otherwise disappear from schools.

Where will the money go?

The money will help support of the more than 93,000 DPS students. New in 2019, if you or your team fundraises at least \$500, you can allocate those funds to afterschool programs or A to Z Fund Classroom Grants. We fund system-wide innovative and core programs in literacy, tutoring, STEM education, afterschool and athletics. Read about the [impact of our funding here](#).

Can my supporters donate by mail or phone?

- Please have donors send their contribution to **(indicating what runner the donation should be attributed to):**

Denver Public Schools Foundation *Attn: Colfax Marathon*
1860 Lincoln Street, 9th Floor, Denver, CO 80203

- Please make checks payable to Denver Public Schools Foundation.
- Call (720) 423-3553 to make a gift by credit card. We accept Visa, MasterCard or American Express. **Again, they must indicate which runner the donation should be attributed to.**