

14th Annual Miles for Moms 5K Run/Walk Fundraising Toolkit

Fundraising Tips

1. **Start it off yourself.** Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. Remember, you only have to fundraise \$25 to get a race t-shirt designed by a FloCrit teen mom!
2. **Add your why to the email.** We've put together a few email templates you can use to ask for donations. But the most important thing you can add to this message is why you are fundraising for FloCrit. Let your friends and family know why this matters to you—that's what will matter to them!
3. **Start with your close contacts.** Start by emailing your close contacts because they are the most likely to donate. Try sending a few quick personal messages to your inner circle to build up some momentum.
4. **Get social.** Once you reach out via email, turn to social media. Try tagging and thanking people who have already donated while you're asking for new donations. This spreads your message further and lets others know that people are already behind you. Be on the lookout for posts from the FloCrit Facebook page and use the social-media ready graphics provided in this toolkit.
5. **Keep emailing.** Don't hesitate to send follow-up emails. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
6. **Don't forget the thank you!** As more of your people get behind you, keep thanking them and sharing your progress!

Fundraising takes a little creativity and persistence, but it is crucial to our mission and you can do it! We are here to help! Contact Theresa Garcia at tgarcia@flocritco.org or 720.423.8910.

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Fundraising Email Sample: Impact Statistics

Dear [name of friend or family member],

Imagine being 15 or 16 years old again and finding out you are going to be a parent. Think of what high school would have been like if you had care for a child while balancing academics, work, and family with limited resources. This is the reality for every one of the 220 young moms that Florence Crittenton Services serves throughout the year.

I will be participating in their 14th Annual Miles for Moms 5K Run/Walk and have committed to fundraising [Insert your goal here] for Florence Crittenton Services, a Denver-based non-profit committed to educating, preparing, and empowering teen mothers and their children through education, health and wellness, and economic and social asset building. Their two-generation approach more than doubles the national high school completion rate for teen moms from 38% to over 85% and 79% of children in the Early Childhood Education Center meet all of the developmental competencies for their age range.

Please join me in helping to break the cycle of poverty for the teen families at Florence Crittenton Services by making a donation to my page.

[Insert link to your everydayhero fundraising page]

Your support means a lot to me,

[Your name]



Clarissa, Class of 2018, and Skyrah

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Fundraising Email Sample: Student Story

Dear [name of friend or family member],

[Add a personal story here]

When Janessa got pregnant at 15, she had already been through more than the average teenager. At just 7 years-old, Janessa and her mother escaped from violent home. Janessa's mother got involved with drugs eventually leaving Janessa with her then boyfriend. That is when she had Jesus. Janessa wanted to build a better family, and a better future, for Jesus than what she had. She found out about Florence Crittenton Services after dropping out of high school. Today, Janessa takes advantage of the mental health services offered at FloCrit and with the help of her Family Advocate, she has found stable housing.



Janessa, Class of 2019, and Jesus

"I want my diploma, and I want my son in a great early childhood education program. Through everything, FloCrit has been my rock. I know now that I can be more than just a good mother. I see myself as a good student, friend, partner, and professional. I am an important woman, and FloCrit has always seen that in me."
– Janessa, Class of 2019

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Please join me in supporting the teen families at Florence Crittenton Services by making a donation to my page.

[Insert link to your everydayhero fundraising page]

Your support means a lot to me,

[Your name]

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Fundraising Prompts

Everyone has a connection to the FloCrit mission. Use these prompts to inspire you, find your connection, and help you to personalize your fundraising pitch. A personal story will make your pitch stronger.

A mom who inspires me is...

[Early childhood] education is important to me because...

I know a teen mother and I support FloCrit because...

How has education empowered your life?

During a challenging time in my life I found support in...

I first learned about Florence Crittenton Services...

My first time at FloCrit...

I have been empowered by a community of women...

My community helped prepare me for my future by...

Connect on Social Media

Miles for Moms Hashtags

#FloCritCO

#EducatePrepareEmpower

#MilesForMoms5K

#FundraisingFriday

#LiveFullTime

FloCrit Social Media Handles

Facebook: Florence Crittenton Colorado

Instagram: @FloCritColorado

Twitter: @FloCritCo



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Shareable Graphics

Share these graphics on social media and in your emails.



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I walk to educate teen mothers
and their children like
Angie and Mia

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Crittenton
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Educating, preparing, and empowering
teen mothers and children



I run to educate teen mothers
and their children like
Angie and Mia

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I walk to prepare teen mothers and their children like
Julia and Jaxson



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I run to prepare teen mothers and their children like
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