



2018 Fundraising Guide

A note to you...

Dear Athlete,

Thank you for taking part in Sonoma Women's Triathlon! You've signed up (we hope) and now you're looking here for help on fundraising. So let's get going!

Not everyone loves fundraising, we know that, but it makes a difference in a number of ways. First, there's the difference the money makes. In many cases, your fundraising is going to help someone who is at a real crossroad and needs help in their care. No one expects to get cancer and the experience is challenging physically and spiritually. Care is expensive. Treatment is difficult. You feel alone. So, when a cancer patient receives a Sonoma Women's Tri Grant, he or she isn't just getting some financial support, they're receiving the kind of support you receive when you do Sonoma Women's Tri — that sense of resolve and community that makes life a bit brighter and the horizon something you want to reach.

There's a second difference you make, too. When you fundraise, you're saying that you care to take the time, that these matters are important, that folks should pay attention, and perhaps most importantly that no one gets to the podium — as they define it — alone. You're tying your ambitions and achievements to a sense of responsibility to others. Awareness matters, in other words, and that's what you're raising. Look at you!

What follows here are some ideas for fundraising, as well as a little primer on how to use the fundraising system in Race Roster. Between now and race day, we'll likely have some other ideas for you, and maybe even some prizes to acknowledge all the giving.

So, thank you again. We appreciate you taking this journey with us.

A handwritten signature in black ink that reads "Adam Ray". The signature is fluid and cursive, with the first letters of "A" and "R" being particularly prominent.

Adam Ray
Scena Performance

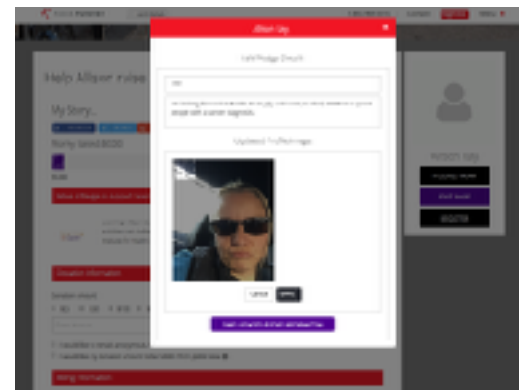
Getting Started

The first step is to register. Click on the register button at the top of SonomaTriathlon.com and choose your event on the page provided by our good friends at Race Roster. If you're doing the Relay, you may want to organize your friends first.

At the end of your registration process, Race Roster will give you the chance to get your fundraiser going. Just click on the button in the bottom right-hand box of the 'Thank you' screen.

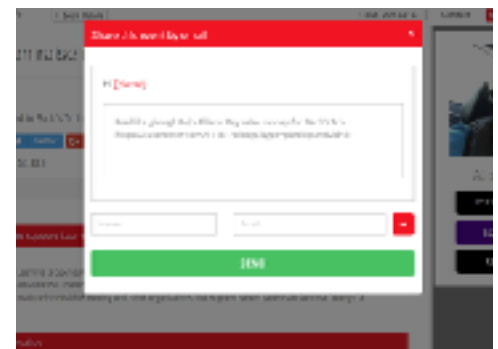


You will be asked your goal, and you can set it at the amount required for your event (\$150 for Olympic and Sprint.) You can upload your picture, add personal messages, and share your goals.



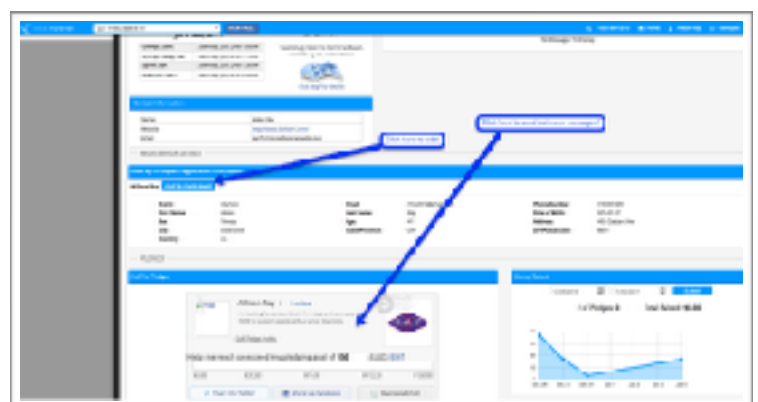
Then you can share your campaign — straight to social media just like the youngsters!

Race Roster allows you to send emails directly out of the system too. These direct campaigns are probably the most effective.



And you're off! when you want to manage your campaign, you go back to Race Roster, and there's an simple management page that allows you to change your fundraising page, to change your goals, or to share even more.

Pretty easy, huh!



Some tips!

The more we raise, the more cancer patients we help! All funds raised go to the Sutter Institute for Health and Healing, and other local organizations working with cancer patients in Sonoma County, CA. All donations made through your fundraising are tax deductible.

Steps for Successful Fundraising



Set your fundraising target

SWT requires \$150 but you're encouraged to raise more!



Make your own donation!

Start your fundraiser off on the right foot with a donation from YOU!



Share on social media

Use the tools on your Race Roster fundraising page to share across your social networks.



Email your contacts

Race Roster makes it easy to email your friends and family about your fundraiser.



Call your closest friends

Give your fundraiser a personal touch by calling your friends to let them know what you're up to.



Ask in person

Whether you're at the gym or your kid's soccer game, bring up your fundraiser and ask for support.

Creative Fundraising Ideas

1

Matching gifts: Ask your employer if they'll match your donation or better yet, match ALL donations you're able to secure! And, donations are tax-deductible for your company too.

2

Rummage sale: Do you have clothing or other things around your house you've been meaning to sell? Now's the time! Take those items to a consignment shop, sell them online, or host a garage

3

Challenge your friends: Are your friends participating in this event? Challenge them to see who can raise the most money. Who knows, maybe the winner will get a free meal.

4

Gift giving: Make a donation in someone's name or have people donate in your name instead of giving Christmas or birthday presents.

5

Set mini goals and celebrate: Take your overall fundraising goal and break it down into manageable increments. When you reach each mini goal, do something special for yourself or your supporters.

6

Party for a cause: Host a dinner party or a BBQ and ask each attendee to donate a small amount to your cause.

7

Hold a benefit contest or event: Invite your friends to participate in a push up contest or kickball game. Charge a small amount to enter and prepare a prize for the winner.

8

Bake sale: Do you enjoy baking? Whip up some delicious treats and sell them to your friends and colleagues. Don't forget to get the kids involved and be sure to explain what your proceeds support.

9

Get creative! Remember the Ice Bucket challenge? So do we! The sky's the limit when you get creative and engage your friends.