

# FUNDRAISING TOOLKIT

## TIPS & RESOURCES TO ASSIST YOU WITH YOUR FUNDRAISING

11TH ANNUAL RUN TO HOME BASE  
PRESENTED BY NEW BALANCE

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SATURDAY, JULY 11, 2020

Presented by  new balance





Dear Participants and Fundraisers,

**THANK YOU** for signing up for the **2020 Run to Home Base** presented by New Balance on **Saturday, July 11<sup>th</sup>**.

**By participating in this event, you are directly helping to change and save lives for our Veterans and their Families.**

Home Base, a Red Sox Foundation and Massachusetts General Hospital Program, is dedicated to healing the invisible wounds for Veterans of all eras, Service Members, Military Families and Families of the Fallen through world-class clinical care, wellness, education and research.

As a National Center of Excellence, Home Base operates the first and largest private-sector clinic in the nation devoted to providing life-saving clinical care and support for the treatment of the invisible wounds to include post-traumatic stress, traumatic brain injury, anxiety, depression, co-occurring substance use disorder, family relationship challenges and other issues associated with military service. Since its inception, Home Base has provided care and support to more than 21,000 Veterans and family members and trained more than 73,000 clinicians, educators, first responders and community members – all at no cost – ensuring a brighter future for the 21st century warrior and military family. Headquartered in the Charlestown Navy Yard in Boston, MA with a satellite location in Southwest Florida, Home Base is a nonprofit organization that operates on predominantly on the philanthropic generosity of a grateful nation; federal, state and local funding; foundation grants; and donations from individuals and corporations.

**None of this care and support would be possible without you.** We thank you for being part of the 2020 Run to Home Base Presented by New Balance and we wish you great success in your fundraising!

With Gratitude,

**Your Friends at Home Base & Red Sox Foundation**



## Fundraising Tips & Ideas



### Evoked Conversation

Educate your donors about Home Base's mission. Make sure that they know their donation is going directly to the life-changing and life-saving care and support of our Veterans, Service Members and their Families. You might be surprised who might thank you for the opportunity to learn more and make an impact.



### Rally Your Troops!

Ask your friends, family, co-workers, to join you in participating at the *Run to Home Base presented by New Balance* or supporting you by making a donation and/or coming to Fenway on July 11<sup>th</sup> to cheer you on! Use email and social media to share your reason to run, give updates and show impact. There is a template letter on the last page of this Toolkit that you can mail/email to your contacts – Be sure to add a personal touch! Also, add a tagline to your personal and work email signature: "I'm participating in the 11<sup>th</sup> Annual Run to Home Base. Please support our nation's Veterans and their Families by making a donation here: [INSERT YOUR FUNDRAISING PAGE URL]."



### Kick Off Your Fundraising

The best way to encourage others to make a gift to your efforts is to show them that you've donated yourself. Make a kick-off donation!



### Make it Personal

**Who do you run for?** For the last 10+ years, the emotional stories of our participants have inspired thousands of runners, walkers and spectators alike to come out to Fenway every year and support Home Base's mission to develop mental health and brain injury resources and treatments for Veterans, Service Members and their Families. If you are running this year for a loved one, in memory of someone dear to you, as part of a fitness challenge, or simply to tick this race off your bucket list, share your reason to run or walk. To personalize your page, log in to your account on [www.runtohomebase.org](http://www.runtohomebase.org) to edit your page. You can edit your story, add photos, update your goal, add a video link and customize your page URL.



## Ask, Ask, Ask!

You don't get what you don't ask for, so make sure you are asking! Donations don't always come from where you expect them, so cast a wide net and make each ask personal! Use our [customizable Letter of Support or social media images](#). Ask your friends and family to share your fundraising page on social media or to forward via email to 5 additional people who they think would want to support Veterans and their Families.

## Get Social

You'll be surprised at the support you'll receive from a Facebook post, Tweet, Instagram photo, or a powerful video from YouTube. Be creative and have fun with your posts! Make sure to tag/mention [@HomeBaseProgram](#) on social media and use the hashtag #RTHB20. Upload our new [Facebook Profile Frame](#) or use one of our [Facebook Profile or Cover Photo images](#) to let your followers know that you are supporting Home Base at this year's Run! You'll also see Facebook and Twitter share buttons directly on your fundraising page.



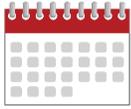
Our videos are a great tool for spreading the word about Home Base and sharing Veterans' stories. Visit Home Base's [YouTube Channel](#) and choose a video to send to potential or current donors.

## Show Your Gratitude

Say thank you **early and often** to your donors. Update them on your fundraising progress and show them the impact they are having. Help encourage others by saying thank you publicly as well. You can thank them on your Crowdrise donation page. Also, Facebook is great to recognize your donors!

## Double Your Impact

Corporate matching gifts are a great way to double, and sometimes even triple your impact! Check with your employer on what their matching gift policy is. Also, take advantage of your donors' employers - people can easily double their donation by contacting their employers' HR department. Donations are made directly to the Red Sox Foundation, a 501(c)3 nonprofit, and are eligible for most matching gift programs.



## Special Events

Donate your birthday, anniversary or any other special occasion to the Run to Home Base. Ask people to give in amount of the year you are celebrating (or more!). You can also host your own fundraiser:

- **Watch Party:** Watch a Red Sox game or NBA/NFL Playoffs together with your friends, family, co-workers and/or neighbors and ask for donations and/or create a silent auction or raffle! Host a party at your home or partner with a local bar. Ask them if they'd be willing to donate part of their proceeds or allow you to sell entrance or raffle tickets.
- **Benefit Night:** Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation). Ask the host venue, such as a local restaurant, ice cream parlor or teacher's supply store, to support with a donation of 10% (or more!) of the night's sales.
- **Potluck Party:** Organize a potluck party and ask everyone to bring a dish to pass while socializing friends and neighbors. The entrance fee to the party becomes your donation.
- **Dress Down Day:** Ask your boss if you can host a "Dress Down Friday" or "Red Sox Day." Ask your employer for permission to allow employees who donate to the Run to Home Base Presented by New Balance to dress down or wear Sox-themed apparel on an assigned day.
- **Garage Sale:** Ask your friends and neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to the Red Sox Foundation and Mass General Hospital Home Base Program. Add home baked goods and/or lemonade stand and provide a cash donation jar. Every dollar donated brings you closer to your goal!
- **Car Wash:** Get friends and family to help you wash cars for a donation.
- **Fourth of July Party:** What better reason to throw a party than to celebrate our nation's independence on behalf of those who fought for it? Host a house party and



ask your supporters to bring a friend. Charge an entry fee and accept donations at the door for anyone who joins in.

- **Pool Party:** A casual pool party can be a great summer fundraising idea that gathers your supporters. Charge for entry and plan a fun event for your guests. For example, you might arrange a pool volleyball tournament and offer a prize to the winning team, like a gift certificate or gift basket.
- **Golf Tournament:** Golfers anxiously await the opportunity to get back on the green in the spring. Host a golf outing and raise the stakes for entry. Set fundraising requirements and appeal to local businesses to secure prizes for the lowest scoring participants.
- **BBQ Dinner or Clam Bake/Boil:** Rent or have equipment donated and host a BBQ dinner or clam bake/boil at your home or an establishment. Sell tickets for meals and spice up the event by having participants pay a fee to compete for the best local BBQ sauce in town!
- **Summer Fun Run:** Charge a suggested donation to your neighborhood to participate in a short-distance event. Be sure to start earlier in the morning to avoid the heat and have a few volunteers to hand out water and popsicles to keep everyone cool!
- **Cornhole Competition:** On a nice spring or summer day, invite friends and family over for a friendly competition in your backyard. Ask those who participated to make a donation to your efforts in supporting Veterans and their Families. Make it fun with a raffle and prizes, including a cornhole set!
- **Outdoor Exercise Class:** Use a public park or yard to arrange an outdoor fitness class, like yoga or a boot camp. Ask for a suggested donation from attendees. In fact, you could even create a series of events throughout the entire summer. Consider tapping into a network of local fitness instructors who might be interested in donating their time to help you raise funds for Veterans and their Families.