



February 29, 2020
Cornerstone Park, Henderson
www.VegasCaresAboutRare.org

Event Fundraising Tipbook



Little Miss Hannah
FOUNDATION

All proceeds benefit the Little Miss Hannah Foundation
Enhancing the quality of life for children diagnosed with
rare, life-limiting and complex conditions in So. Nevada.

www.LittleMissHannah.org



Important to Know

TAX DEDUCTIBILITY

All gifts made through the fundraising platform are tax-deductible. The Little Miss Hannah Foundation is designated as a 501(c)3 tax exempt organization by the Internal Revenue Service. Your contribution is tax deductible in accordance with IRS regulations. Our EIN # is 45-3993921.

FUNDRAISER PAGE MANAGEMENT

You must first create a Team fundraising page which will be the landing page for everyone fundraising for your team. After, you can create your personal fundraising page within your team for your actual fundraising (URL to share to get donations).

RunSignup.com has fantastic tutorials to help you manage and uplevel your fundraising page. Please review the following articles: (with embedded help videos)

- **Manage your Fundraiser**
<https://help.runsignup.com/support/solutions/articles/17000062930-manage-your-fundraiser>
- **Manage your Fundraising Team**
<https://help.runsignup.com/support/solutions/articles/17000062932-manage-your-fundraising-team>
- **Connecting your Facebook Fundraiser to your Vegas Rare 5K Fundraising Page**
<https://help.runsignup.com/support/solutions/articles/17000091661-how-to-create-a-facebook-fundraiser-from-your-existing-fundraising-page>

NEED ADDITIONAL HELP?

If you have additional questions that are not answered in this tipbook, please send an email to:

- Robert Ostrea - robert@littlemisshannah.org
Regarding 5K/1M event logistics and sponsorships
- Carrie Ostrea - carrie@littlemisshannah.org
Regarding fundraising, donations, and volunteers
- Jenny Krshul - jenny@littlemisshannah.org
Regarding VIP kids





Fundraising Checklist

CREATE THE ULTIMATE ONLINE PAGE

RunSignUp is our online registration-fundraising-donation platform. You can use this fundraising page to easily invite your friends and family to make a donation on your behalf and show your support of the Little Miss Hannah Foundation.

MAKE THE PAGE YOUR OWN

One of the best things about your fundraising page is that you can personalize it to your heart's content. We encourage you to log in and:

- Set your goal. Be bold and challenge your friends!
- Add your photo. People are more likely to donate if they see your smiling face.
- Personalize your child's story and provide updates. Add photos, video, and text to tell people why you are supporting the Little Miss Hannah Foundation and participating in the Vegas Rare 5K/1M
- Copy our appeal language and send emails. Emails from personal email accounts have proven to be the best source of donors.

PERSPECTIVE IS KEY

When asking for support, express to your potential donors that no amount is considered too big or small. If they are worried they can't afford it, remind them that the cost of a \$5 pumpkin spice latte, they could make a difference to the quality of life of a child with a rare disease or medically complex condition.

SHARING IS CARING

After you've updated your page, pop your page link in an email or up on your social media channels › Facebook, Twitter, Instagram, Snapchat... and ask for support.

MAKE A DONATION TO YOURSELF

We recommend donating to your own page first to show your friends and family you're dedicated to the cause.



Fundraising Checklist

BIRTHDAY FUNDRAISER

Got a birthday coming up? Why not ask them to donate to your campaign rather than give you a present?

EMPLOYEE MATCHING GIFTS

Often workplaces will match employees' charitable contributions. Why not reach out to your Human Resources department and see if they can match your efforts?

KEEP PEOPLE IN THE LOOP

You're doing something really cool for your local community! Don't forget to inspire and excite those people around you by sharing your fundraising progress in person or over social media. If you're running or walking, why not ask your friends and family if they would like to join you on the day?

SAY THANK YOU!

Saying thank you is important and makes your supporters feel happy and appreciated. So whether you do it in person, over the phone or on social media, when people donate to your campaign, tell them how wonderful they are.

CHECKS ARE GREAT TOO

If you have a donor who prefers to send a check, they can mail it to us directly at the following address::

*Little Miss Hannah Foundation
10624 S. Eastern Ave #A847
Henderson, NV 89052*

Be sure to have them put the fundraiser or fundraising team name in the memo or on an attached paper so we can give you credit! It will take up to 10 business days for us to add the check amount to your online fundraising page total amount.



Getting Social on Social Media

EVENT HASHTAG - #VegasRare5K

Posting on your social media channels is a great way to share your passion for the Little Miss Hannah Foundation and the Vegas Cares About Rare Kids 5K/1M with your family and friends. You can do this by:

- Updating your social media channels anytime you are doing something Vegas Rare 5K related. Going out for a training run? Tell people so and include your fundraising page link. Something like:

"Heading out for a run to prepare for the #VegasRare5K? Keep me motivated and donate to help children affected by #raredisease today [insert page link]. Thank you!"

- If you have a Twitter account, tweet about your training, prepping and fundraising using #VegasRare5K and @lmhf
- Regularly posting your fundraising progress. It doesn't have to be anything fancy! It can be a picture of your running shoes, a short video, photo of your family, or a thumbs up.
- Saying thank you. An online thank you goes a long way! When someone donates to your campaign, be sure to tag them in a thank you post so it comes up on their timeline. #VegasRare5K



EVENT SOCIAL MEDIA

Facebook - www.facebook.com/LittleMissHannahFoundation

Twitter - @LMHF

Instagram - @LMHFoundation





Meet a Vegas Rare 5K Fundraiser

JENNY KRSHUL, Mom to Bradley

jennykrshul@gmail.com

What motivated you to fundraise for the Vegas Rare 5K in 2019?

There are many factors that motivated me to fundraise.

- I'm a parent of a child with rare disease. My household is directly affected by rare disease and all the hardships that come with it, so obviously this cause is near and dear to my heart.
- Through our journey with Bradley, we have met so many amazing children with rare disease and I have made it a mission of mine to help others who are in a similar situation. In today's world of technology & social media, it's so easy to spread awareness and to gain support of many!
- Being a special needs parent, I often feel isolated and alone. Having an organization like LMHF and an amazing event that makes our kids famous VIPs...it makes me feel like I am part of a big family where everyone shares the same goal and love for our amazing children.
- Lastly...the Vegas Rare 5K is FUN!!! It's a great excuse to get outside and exercise, enjoy the music & festivities, all while supporting an amazing cause!



What are your top five fundraising tips for beginners?

- Set a fundraising goal. Don't be afraid to start small, but I guarantee you will be surprised with people's generosity once you start fundraising.
- Share the fundraiser on social media platforms (with the direct link to where to donate) and don't be afraid to share how you have been personally affected by rare disease. Once you add a personal touch to WHY you are fundraising, people are more apt to support you in your cause.
- Reach out to close family & friends for their support individually. Making a personal connection (either in person or over social media) will increase your chances of receiving a donation.
- Ask friends & family to also share the social media posts with their friends & followers (make sure they include the direct donation link). The more people who see the fundraiser, the more chances to receive a donation!
- Don't be afraid to reach out to people who you think won't donate. You will be surprised with how big people's hearts are when they learn about the cause and how funds will be used.

What was your favorite thing about race day? Seeing the kids being treated like VIPs for the day! Each child gets their own VIP poster that includes their picture, name, and diagnosis that is held up along the race course. It's so amazing to see each child have supporters that are cheering them on from the sidelines. Each time we walked by someone holding up a "Team Bradley" sign, they would cheer us on and say "Great Job Team Bradley!! Keep it up!!" I was brought to tears multiple times by the amount of support that we were getting.



Quick Copy/Paste Templates

While we recommend your communications to be as personal as possible, there's nothing wrong with a little *Ctrl C*, *Ctrl V* from time to time!

CALLS FOR DONATION EMAIL - SAMPLE LANGUAGE

Dear friends and family,

On February 29, 2020, I'm going to be participating in the Vegas Cares About Rare Kids 5K/1M event in Henderson, NV.

Do you know why February 29 was chosen as World Rare Disease Day? Because it's the 'rarest' day of the year! This is why I am spending World Rare Disease Day celebrating those kids in Las Vegas affected by rare diseases by giving them smiles and high-fives!

Not only does this involve getting up bright and early on that day but I am also fundraising for the event!

This event is important to me because the Little Miss Hannah Foundation, a local nonprofit which works to enhance the quality of life for children affected by rare, life-limiting and complex medical conditions, provides so many wonderful support programs for these families.

Would you please consider making a donation and help make a positive difference for a family affected by a childhood rare disease? [Insert fundraising URL] No donation is too big or small and I would really appreciate your support. My goal is to raise [insert goal] and I'm nearly there. I even donated myself!

Thank you in advance for your help. You rock!

[Name]

P.S If you're not busy on 2/29/2020, I'd love for you to join me and register as a 5K or 1M participant. They even have a virtual option and you will still get a shirt and medal!





Quick Copy/Paste Templates

While we recommend your communications to be as personal as possible, there's nothing wrong with a little *Ctrl C*, *Ctrl V* from time to time!

CALLS FOR DONATION EMAIL - FACEBOOK LANGUAGE

On February 29, 2020, which is World Rare Disease Day, I'm going to be participating in the Vegas Cares About Rare Kids 5K /1M. Not only does this involve getting up bright and early on that day but I am also fundraising for the #VegasRare5K event!

Would you please consider making a donation and help make a positive difference for a family affected by a childhood rare disease? No donation is too big or small and I would really appreciate your support. My goal is to raise [insert goal] and I'm nearly there. I even donated myself!

[Insert Fundraising URL]

SAMPLE WEEKLY UPDATE - EMAIL / SOCIAL MEDIA

To: allmyteammembers@email.com
Subject: We are making life better!

Again this week Team _____ has blown me away with your amazing commitment to honor/memorialize _____. In the last week we have welcomed _____, _____ and _____ to our team. We're so glad you're joining us! We are making great strides in meeting our goal of \$_____.

We've currently raised \$_____ which is a ___% increase over last week. WOW!! am so pleased and honored to have each one of you on my team. I can't wait to meet up with you at the race so we can let everyone know that Team _____ has made life better for kids with rare diseases.

Thanks so much for your support,

DONATION RECEIVED - THANK YOU LANGUAGE

Thank you so much for your generous donation to my Vegas Cares About Rare Kids 5K/1M fundraising efforts! Your gift will go a long way in make a positive difference for a family affected by a childhood rare diseases.

I really appreciate your support, thank you again!