



**Spark the Movement - Virtual 5k Run/Walk**  
*Raise essential funds for inner-city Dallas kids.*

Rolling out our first ever Spark the Movement Virtual 5K, *Any Where, Any Time, Any Way*, and raise essential funds for inner-city Dallas kids!

Walk, run, or roll the distance, by yourself, with friends, or with your family, and be part of changing lives. Registration is \$50 for adults and \$35 for children 12 and under.

**[Register Here](https://givebutter.com/DMSpark/join)**

When you participate on February 21, 2026, your registration will raise essential funds for kids in the inner-city of Dallas! Let us forever change their Movement. **Will you join us?**

## How to Complete Your Virtual Run

Register for Spark the Movement Virtual 5K and complete the 5k *anywhere-anytime* on February 21, 2026. Complete 5k in your neighborhood, at the park, on your favorite trail, or even on the treadmill.

You can do the run alone or get friends together, create a team, and complete it as a group!

- **Local Meet Ups – join others in your area! More locations will be posted.**
- Reunion Tower @ 10 am – Dallas, TX

No matter where or how you complete your walk/run, **you'll empower children in Dallas, Texas by giving them a safe place to live and hope for their Movement.**

After you complete your 3.1 miles, share your accomplishment and the good you're doing by posting pictures to social media. Show off in your new socks and pin but be sure to use **#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k** when you post on Facebook or Instagram.

We will ship your official Spark the Movement socks, pin, and any prizes you have acquired. This shipping is included in your registration at no additional cost.

### Registration Includes

- Entry to Spark the Movement virtual 5k
- Official Spark the Movement unisex socks
- Spark the Movement Lapel Pin
- Impact children & families in the inner city of Dallas
- Joy being active
- Fundraising link to raise funds and recruit more people (Can we do this?)

### Recruit your Friends and Fundraise for your Race – Win Prizes!

Once your registration is complete, you can create a unique and free team and/or fundraising page. Click here to create your page and review a downloadable toolkit to get you started! Help reach more kids in Dallas by fundraising for the event, support a loved one, or just donate. Every \$50 means a greater impact for children & families in the inner city of Dallas.

You can share your unique page link on social media to fundraise, and your friends can register for the race and choose your name to join your 'team.' Get 5 friends to sign up under your name **by January 31, 2026**, and you will receive your choice of a **Dallas Metro All-In Shirt (Blue)** or a **Dallas Metro Beanie Hat**. Raise \$250+ for your run (outside of registrations) and be entered to win a **\$50 gift certificate to Dallas Class Axe, \$50 gift certificate to Great Room Escape, and a \$100 Visa!**

## Interested in Donating/Sponsoring the Event?

Supporting **Spark the Movement Virtual 5K** is a great way to get involved in a national event, promote your business, and change the life of children and families in the inner-city of Dallas, Texas. If you are interested in learning more about donations or sponsorship, please contact Bri Peoples at [bpeoples@dallasmetro.org](mailto:bpeoples@dallasmetro.org).

## Thankful for our 2026 Sponsors



## Peer to Peer Fundraising Toolkit

The Spark the Movement Virtual 5K is dedicated to **raise money to continue pouring into the children and families of the inner-city of Dallas, Texas!** Your dedication to fundraise for your race, will change the Movement of youth in Perú! This virtual event will be held on Saturday, February 21, 2026 with potential local meet ups in cities throughout the U.S.

### Why We Run / Walk

You are so important in **helping raise money to continue pouring into the children and families in Dallas, Texas.** Fundraising for your race is how we will reach our event fundraising goal of \$10,000.

Spark the Movement Virtual 5K is an event on behalf of Dallas Metro 501(c)3. All donations for this fundraiser go toward **pouring into the children and families of the inner city of Dallas, Texas.** That's who we are, now let's talk about you.

### Prizes & Your Role

As a peer-to-peer fundraiser for The Spark the Movement Virtual 5K, you will:

Recruit others to join you in running/walking the race.

Use your existing network of friends and family to meet your fundraising goal

If you get 5 people to join under your team **by January 31, 2026**, you can choose a prize from the following: **Dallas Metro All-In Shirt or a Dallas Metro Beanie Hat.** If you raise \$250+ (outside of registrations), you will be entered to win a **\$50 Dallas Class Axe Certificate, \$50 Great Room Escape Certificate, or a \$100 Visa gift card.**

### Fundraising Basics

#### Make Your Fundraising Team and Set Your Goal

Register for the cause to create your own fundraising team. Customize your team's name, upload a profile picture, and set your personalized goal. Set a goal, but start small and work your way up. Setting and reaching an initial \$100-200 goal is better than setting a \$1,000 goal that may intimidate potential donors.

Inspire your supporters by explaining why you have chosen to participate, what our organization means to you, and how their donation will provide for the children and families in the inner city of Dallas.

#### Connect and Share

Using your own words or the templates below, talk about The Spark the Movement Virtual 5K via email and social media. Ask friends and family members to support your fundraising efforts with a donation. The more personal the ask, the better! Show your commitment by making a personal donation.

Saying **'please'** and **'thank you'** are essential to your fundraising efforts.

### Fundraising Resources / Communication Templates

Please use our Graphics, Hashtag, and Social Media Handles with your written posts.

**#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k /**  
Facebook: @dallasmetroministries / Instagram: @dallasmetroministries

[Click here to download social media graphics, logos, social media example posts, and email templates.](#)

## **General Tips**

Social Media is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness for the cause, and inspire giving.

Share your story - create a video and/or post pictures sharing your reasons and what it means to you

Use our hashtag - **#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k** - stories with hashtags boost your fundraising

Interact with your friends in real-time while you engage and post a story

Always include the link to your fundraising page in each of your posts and stories! Make it easy!

Post 1-2 times per week until the event, updating people about your goal and your participation.

Emails, Phone Calls, and Text Messages - a personal ask still works and will likely bring in multiple donations from your friends, family, and professional contacts.

Word of Mouth - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation - so ask others if they want to join you on race day.

Shoutout to Donors: Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.

Ask More Than Once: Follow-ups and additional asks can help increase your donations.

Make the First Donation: This is a good way to get the ball rolling.

Be Enthusiastic: Your communication should show your enthusiasm, and people will want to donate.

Be Creative: Use your creativity to make your fundraising efforts stand out. Make a short and fun video, post a story, or pose for a photo. Find new & creative ways to make your fundraiser stand out.

Compete: Watch other fundraisers and see if you can beat their goal! Post and get others involved!

Don't Get Discouraged: Every dollar you raise helps a child! Be positive! You are a rock star!

## Spark the Movement Virtual 5k Fundraising Assets

Please use the following social media graphics and logos, or create your own for your fundraising.

Remember to include the link to your fundraising page in your Facebook posts and in your Instagram bio.

### Download the Fundraising Toolkit for tips and tricks

Create excitement by posting a post or story 1-2 per week until the race.

Use the hashtag **#StepsthatSpark** **#SparktheCity** **#DallasMetro** **#SparktheMovement2026** **#SparktheMovement5k** when posting on social media and remember to say “thank you” to those who donate!

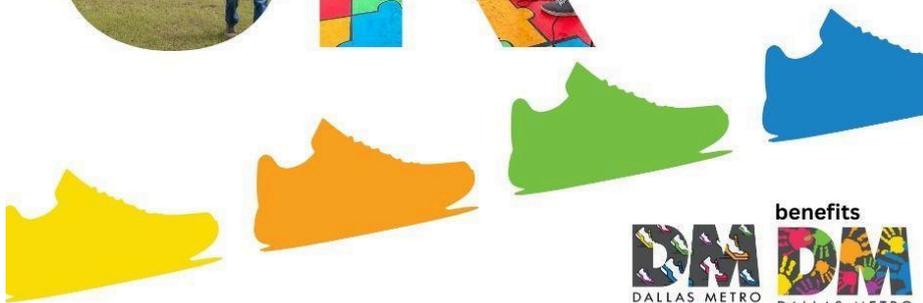
Thank you for helping more children have the ability to restore hope!

### Social Media Graphic 1

I am fundraising for my  
**Spark the Movement 5k**  
on February 21, 2026



Every registration  
provides support to  
reach more Dallas  
inner-city children

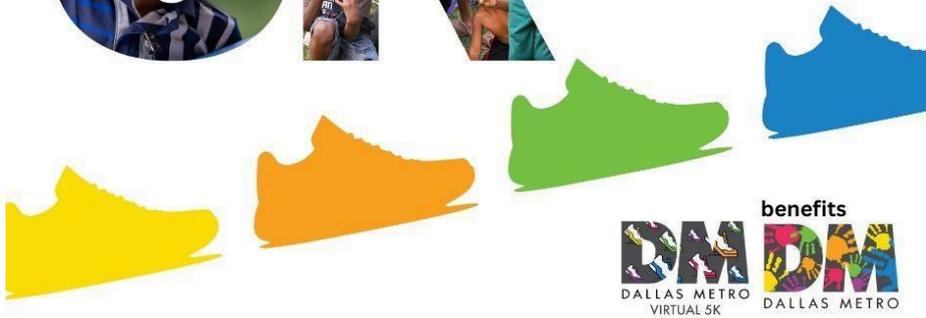


Social Media Graphic 2

I am fundraising for my participation in the **Spark the Movement 5k**



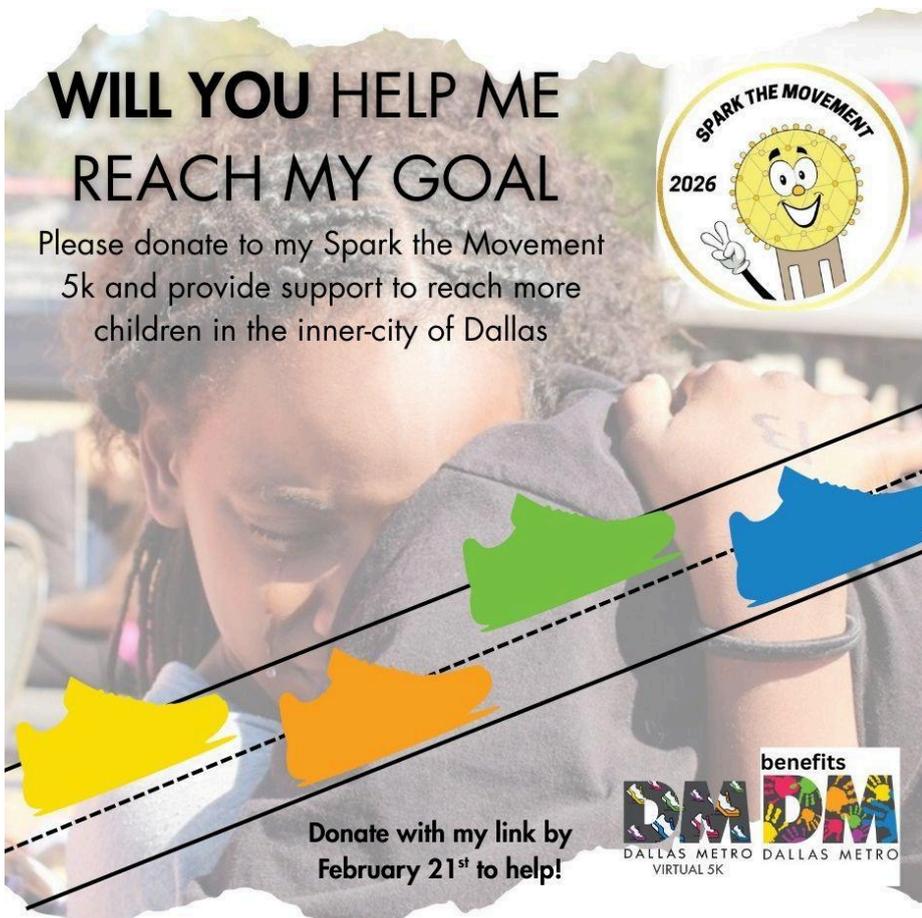
Every donation provides support to reach more Dallas inner-city children



Social Media Graphic 3

**WILL YOU HELP ME REACH MY GOAL**

Please donate to my Spark the Movement 5k and provide support to reach more children in the inner-city of Dallas



Donate with my link by February 21<sup>st</sup> to help!



Social Media Graphic 4

**WILL YOU HELP ME REACH MY GOAL**

Please donate to my Spark the Movement 5k and provide support to reach more children in the inner-city of Dallas

**Donate with my link by February 21<sup>st</sup> to help!**

Social Media Graphic 5

**WILL YOU HELP ME REACH MY GOAL**

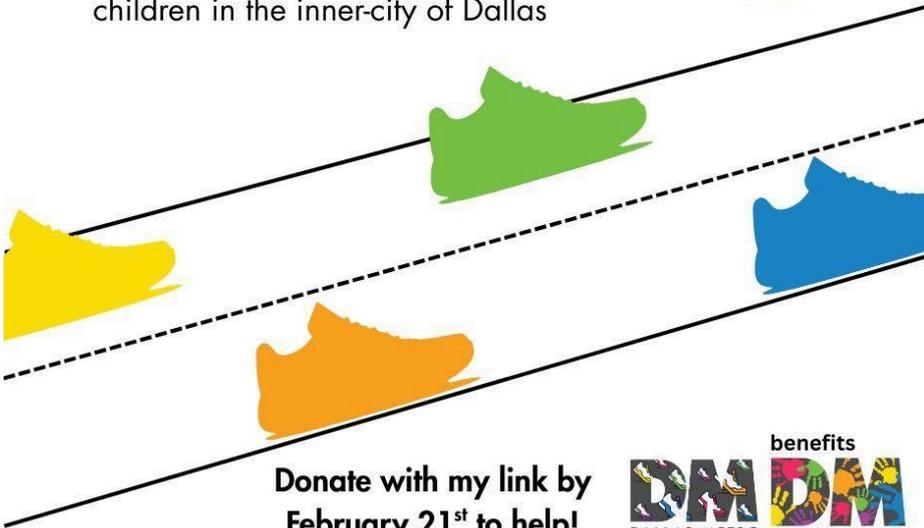
Please donate to my Spark the Movement 5k and provide support to reach more children in the inner-city of Dallas

**Donate with my link by February 21<sup>st</sup> to help!**

Social Media Graphic 6

# WILL YOU HELP ME REACH MY GOAL

Please donate to my Spark the Movement 5k and provide support to reach more children in the inner-city of Dallas



Donate with my link by February 21<sup>st</sup> to help!



Spark the Movement Event Logo



DALLAS METRO  
VIRTUAL 5K



DALLAS METRO

Dallas Metro Square Logo



DALLAS METRO

Restoring Dreams. Rebuilding Lives. Renewing Hope.



DALLAS METRO

## Social Media and Email Templates

### Social Media Post #1

I will be participating in the Spark the Movement Virtual 5K race on February 21, 2026. I hope to fundraise [GOAL] to support the race. 100% of the proceeds donated through my link will continue pouring into the children and families of the inner city of Dallas, Texas. *#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k*

Will you help me make a difference? [LINK TO YOUR FUNDRAISING PAGE]

### Social Media Post #2

Friends and family, I've committed to raising [GOAL] for my Spark the Movement5k. 100% of the proceeds donated through my link will continue pouring into the children and families of the inner city of Dallas, Texas. So, what do you say? *#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k*

Will you help me make a difference? [LINK TO YOUR FUNDRAISING PAGE]

### Social Media Thank You Post #1

Thank you @[NAME] for your generous donation! Thanks to you, I'm one step closer in reaching my goal! *#StepsthatSpark #SparktheCity #DallasMetro #SparktheMovement2026 #SparktheMovement5k*

### Email Template

Dear [NAME],

I have until February 21st to raise [GOAL] and I need your help! This year, I am participating in Spark the Movement Virtual 5K put on by Dallas Metro.

All funds raised will allow for a greater impact on the lives of many creating hope. The overall goal is \$10,000 to continue pouring into the children and families of the inner city of Dallas, Texas.

Would you donate and help us reach this goal? Please use the following link to make your donation. [LINK]

Thank you for your support,  
[NAME]

### Email Thank you Template

[NAME],

I reached my goal!

Thanks to your donation, I met my [GOAL] fundraising goal for Spark the Movement Virtual 5K race – will continue pouring into the children and families of the inner city of Dallas, Texas.

Watching everyone come together for a cause like this was amazing to see. Thank you for all you have done and all that you continue to do!

Sincerely,  
[NAME]

To learn more about what your donation has done – visit [dallasmetro.org](http://dallasmetro.org) ?