



CityLax 2021 Virtual 5k Turkey Trot

CityLax 2021 Virtual 5k Turkey Trot, so NYC Kids Have a Shot!

Please consider joining Team **[INSERT]** and participating in the CityLax Virtual 5k Turkey Trot, So NYC Kids Have a Shot event to raise critical funds for the kids within the New York City Public School lacrosse system. The COVID-19 pandemic has posed significant challenges on NYC student-athletes that CityLax supports as a result of NY State severely cutting its budget for Spring sports.

We have committed to running in the Virtual 5k and helping fundraise for CityLax to be sure that we are there for these kids!

The team hopes to raise **[INSERT AMOUNT]**. **[NOTE: The next line of text could include any of the following sentences if they fit with your Team's fundraising goal – just remove the highlighted area]**

If we raise \$10,000, we can support 20 CityLax high school seniors to receive one on one college counseling via CityLax's partner organization Bottom Line.

If we raise \$8,000, we can support 10 CityLax high school seniors to receive one on one college counseling as well as provide sustaining funds for two PSAL high school lacrosse teams.

If we raise \$5,000, we can support up to two after school lacrosse programs for middle school students.

If we raise \$2,000, we can provide sustaining funds for middle school students to be introduced to the sport of lacrosse during physical education classes.

How can you sign up as a team member?

1) Register for the event at the link below.

https://www.flipcause.com/secure/cause_pdetails/MTIxMDY1

2) Create a fundraising page through the Flipcause Platform and join Team [INSERT].

- a. https://www.flipcause.com/secure/cause_pdetails/MTIxMDY1 +
CLICK "BECOME A FUNDRAISER" OR CLICK ON THE TEAM YOU
WANT TO JOIN LISTED BELOW THE SIGNUP LINKS.
- b. Fill out your personal information and Set an individual fundraising
goal.
 - i. Update the fundraising goal to an amount you are comfortable
with. *The team suggests [INSERT RECOMMENDED AMOUNT]
for each team member*, but this is your decision!
- c. Once your page is created you will receive a confirmation email for
your provided details

3) Reach out to your network to fundraise and spread the word about the event. Follow up files will be sent to Team Members for Instagram story posts (both fundraising and raising awareness posts). We are aiming to coordinate certain dates to collectively engage our social network and ensure maximum impact. Team leaders will be in contact with all members in the coming weeks with follow up information.

4) Participate in the Virtual 5k anytime between now and December 4th!

If you have any questions, please reach out to Team Leaders:

- [INSERT NAME]: [INSERT EMAIL or PHONE]

About CityLax

Founded in 2005, CityLax, Inc. is a non-profit organization dedicated to growing the game of lacrosse in New York City in a public-private partnership with the public school system (PSAL) and community-based organizations.

The organization focuses on middle schools and high-schools in geographies that historically have little or no access to the game and that are predominantly comprised of populations from lower income families. CityLax has since supported 12 middle school and 51 high-school boys and girls programs.

CityLax firmly believes schools are the best place for student-athletes to develop their

individual/team skills and springboard into college. Through lacrosse and character-based coaching strategies, the organization serves as a catalyst for assisting schools in their effort to bring more of these opportunities to their students. CityLax uses lacrosse as a teaching mechanism for helping student-athletes see the value of taking charge of their education, living a healthier lifestyle, and developing life skills for successful college and career advancement.

Please watch the following video to see first-hand the impact of CityLax's work:

- https://www.youtube.com/watch?v=LrVNpH7Gqmk&feature=emb_title

Visit CityLax's website:

- <https://www.citylax.org/>

Follow CityLax on Instagram:

- [@citylaxnyc](#)