



TEAM FUNDRAISING GUIDE

YOUR GUIDE TO CREATING AN IMPACT

Before we get started...



Thank you for joining RDOT 2025 to support FAN's mission. Your team's fundraising helps us address substance use and mental health challenges by meeting communities where they are. This guide will help you honor loved ones and challenge stigma through effective fundraising.

Sincerely, Linda Davis, Executive Director

Introduction

If your new to fundraising, don't worry!

You're not alone! We've got your back. We've put together some simple and effective fundraising ideas to help you and your team get started.

01

Your Fundraising HQ!

RRunSignup

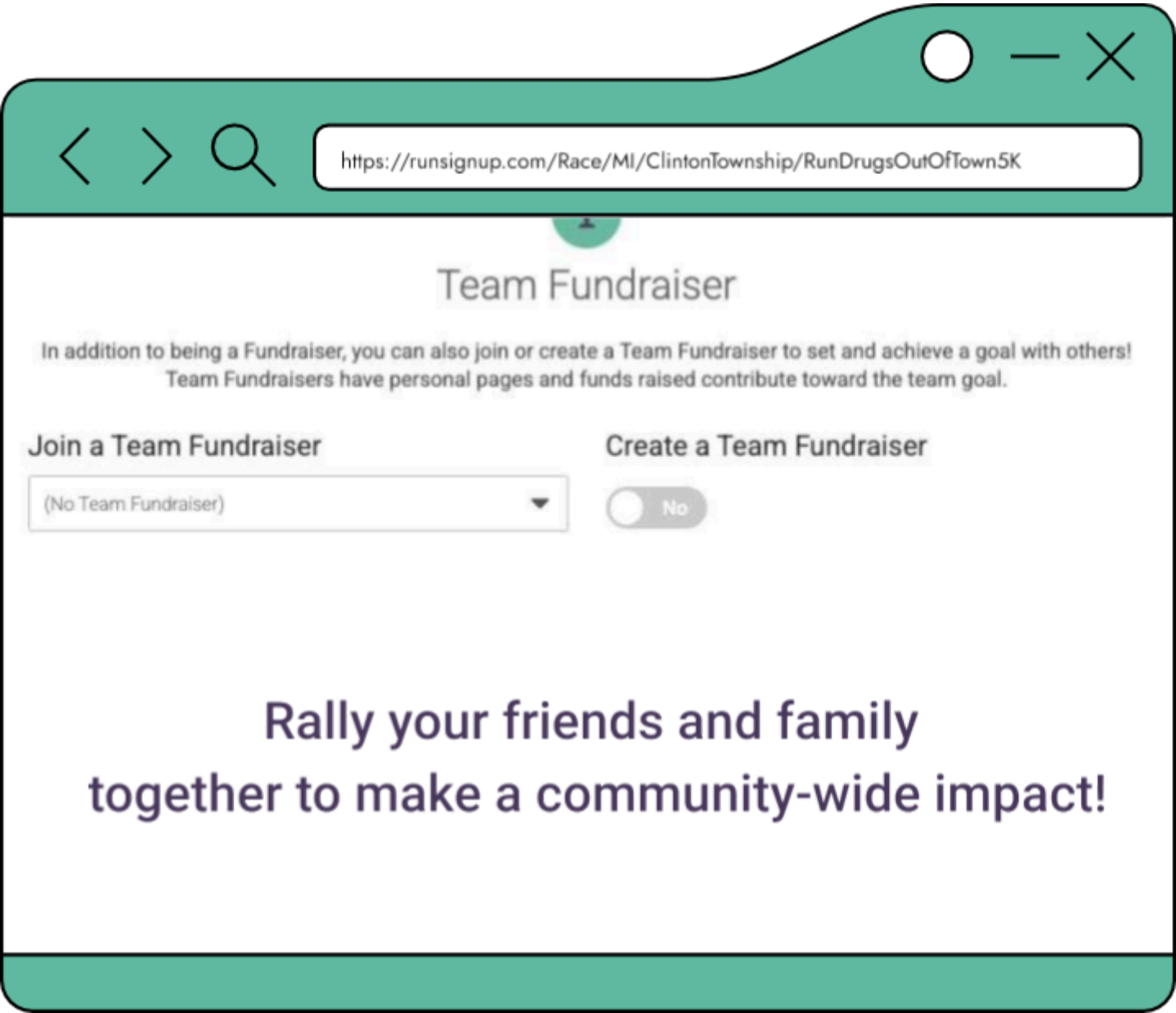
This year we're using a platform that helps with more than just registration. This tool will help you spread the message of why you run and leverage your network to fundraise for your team!



Creating a
team is easy

Create or Join a Team

When you sign up on our RunSignup webpage you will get a chance to join a team or make one.



Getting Started!

Amplify your impact by creating an emotional connection with your network

<https://runsignup.com/Race/MI/ClintonTownship/RunDrugsOutOfTown5K>

New Team Fundraiser Name

New Team Fundraiser Goal

\$ 1500

☒ Show goal thermometer.

☒ Show scrolling list of donors.

Set a fundraising goal that motivates you and your supporters.

Personal Message Heading

Story

Personal Message to Display on New Team Fundraiser Page

File Edit View Insert Format Tools

Paragraph

↶ ↷ ↺ ↻

This year, I've joined Run Drugs Out of Town to support Face Addiction Now, an organization dedicated to helping individuals and families affected by substance use disorder. Every step I take in this race is for the people fighting for recovery, for the families who refuse to give up, and for the ones we've lost too soon.

Recovery is possible, but it takes a village. FAN provides hope, resources, and a path forward for so many, but they can't do it alone. That's where we come in.

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Feel free to personalize your story.

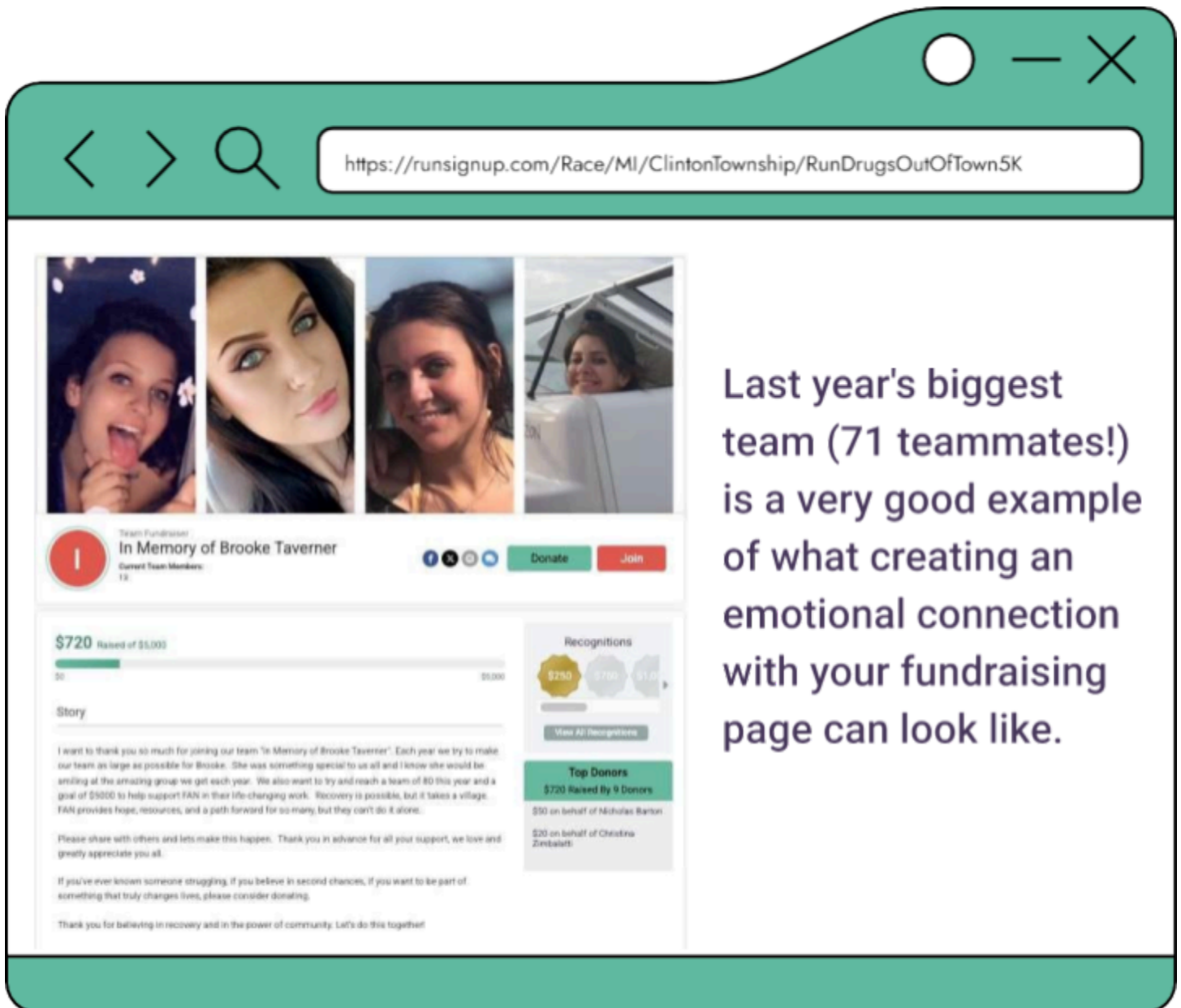
See next page for a good example

Best Practices:

1. Make sure your personal RunSignup page tells your story
2. Add a photo that represents your "why"
3. Share your unique RunSignup link in ALL your communications

Best Practices in Action

Your personal RunSignup page is more than just a donation link—it's your connection to our mission!



The screenshot shows a web browser window with the URL <https://runsignup.com/Race/MI/ClintonTownship/RunDrugsOutOfTown5K>. The page features four photos of a woman at the top. Below them is a red circular icon with the letter 'I' and the text 'Team Fundraiser In Memory of Brooke Taverner'. A progress bar shows \$720 raised of a \$5,000 goal. A 'Story' section contains a paragraph about Brooke Taverner and a call to action to donate. A 'Recognitions' section lists top donors, including Nicholas Barton and Christina Zimbaloff.

Last year's biggest team (71 teammates!) is a very good example of what creating an emotional connection with your fundraising page can look like.

Need help?

Reach out to social@faceaddictionnow.org

Let's make an impact, together!

Simple Actions That Go a Long Way

Doing the small things to help increase our chances of meeting your goal

1. Share Updates

Whether it's about your training for the 5K or fundraising progress, tie it back to how you're looking to make a impact this year.

2. Supporter Gratitude Strategy

Use every opportunity to thank supporters (people that donated) publicly—especially on social media—to inspire broader involvement. Thank each supporter with a personal message, tagging them so their friends see it too.

3. Set Milestones

When you hit a milestone in your fundraising journey, use it as an opportunity to get more people in your network involved.

02

Facebook & Social Media

Whether it's sharing our post or making your own, we've included tips for doing that.

What's next:

- Content we have made for you to share.
- Creating emotional connections on social.
- Content ideas you can make.

Every Wednesday we will post about RDOT 2025

Use the share button in the corner of the post to spread awareness about our mission.

TIP:

Utilize the share feature on Facebook to increase awareness

When you click share, write about your team in the section where it says

Say something about this...

REMINDERS:

Increase your fundraising and community impact:

- Add a link to your RunSignup fundraising page
- Mention why you run/walk in our 5K
- Bring it back to why programs like FAN are needed in the community.



Making Content to Promote Your Fundraiser:

Our #1 goal - End the stigma surrounding addiction and substance use disorder.

4 Essential Content Ideas:

1. **Memorial Posts:** Honor someone you've lost to addiction with a photo and brief story about their life beyond addiction.
2. **"Why I Run/Walk":** Create a simple post explaining your personal motivation for participating.
3. **Behind Your Team Name:** If your team name has special significance, share that story.
4. **"What I Wish People Knew":** List 3-5 misconceptions about addiction and recovery, paired with the realities you've learned through your involvement.

*We focus on essential content types for maximum impact.
Have other ideas? Feel free to pursue them!*

REMINDER:

- Tag @faceaddictionnow in the post you make.
- ALWAYS include your RunSignup link in the post.

03

Targeted Emails

Emails are a powerful tool for reaching supporters directly. A personalized message can make all the difference in inspiring someone to donate. Share why Run Drugs Out of Town matters to you and how their contributions can make an impact.

Writing Your Email

Key Points to Include

Share your personal story

Tell people why you're participating. If you've lost someone to addiction, sharing even a small part of their story can make a powerful connection. You don't have to share everything—just what feels right for you.

Talk about the need

Mention how hard it can be for families and individuals to find help when addiction strikes. Many people don't know where to turn or feel ashamed to ask for support. FAN helps break down these barriers.

Continued ...

Share what donations do

Explain that money raised helps FAN connect families with resources, support groups, and education. These services save lives and help people find recovery.

Ask clearly

Include your fundraising goal and your personal RunSignup link. A simple "Will you help me reach my goal of \$_____?" works well.

Say thank you

Always thank people for reading and considering your request.

TIPS:

- Keep it short (aim for 8-10 sentences)
- Use your own words and voice
- Include a photo if you feel comfortable
- Send personal emails when possible
- Thank everyone who donates

04

Phone Calls

Never underestimate the power of a personal phone call! Speaking directly to your friends and family allows them to hear the passion in your voice. Whether it's a regular call or a FaceTime chat, personal connections go a long way.

Be direct and heartfelt—explain why this cause matters to you and how their donation can make an impact. People want to support those they care about!



Need a little extra guidance?

We're here to help!

FAN offers fundraising support to help you get started and maximize your efforts.

Reach out to social@faceaddictionnow.org for advice, encouragement, and fundraising strategies to help you succeed!

Lastly...

THANK YOU



FROM THE FAN TEAM