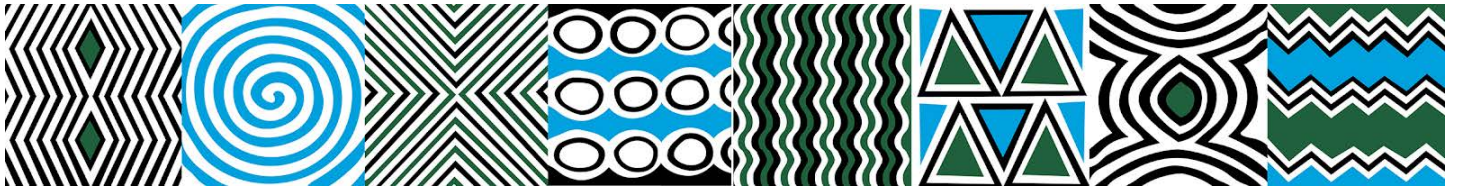




2019 FUNDRAISING TOOLKIT

SATURDAY, OCTOBER 19th
LIQUID CHURCH | PARSIPPANY, NJ



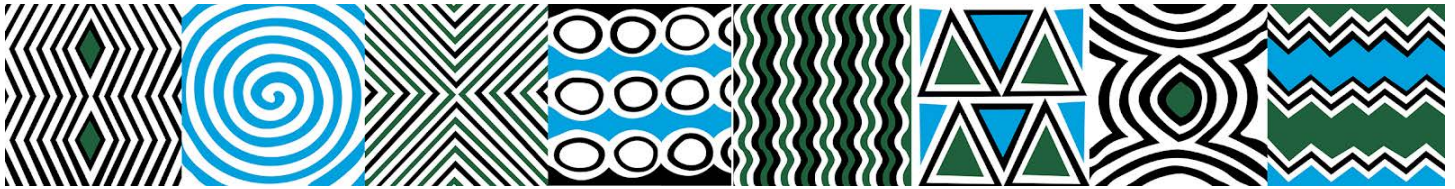
MAKE AN IMPACT

Welcome! We're so glad you've decided to lace up and join our 5K! Not only will you get the opportunity to participate in a chip-timed race, **you're taking steps to bring clean, safe, drinking water to the people of Rwanda.** Approximately 25% of Rwanda lacks access to safe water, but Rwandans have an ambitious goal—to become the first country in Africa with 100% access to clean water.

Clean water has the ability to change lives! It's the foundation for all other levels of development. For the millions of thirsty people in Rwanda, safe water can ultimately transform their health, safety, education, and livelihoods. Now, that's making an impact!

We're inviting you to multiply your impact by fundraising for the Clean Water Cause and we've put together this Toolkit to help you get started. Remember, this isn't your typical fundraiser... you'll be surprised how quickly family, friends, and coworkers will donate to bring clean water to those who need it most!





GETTING STARTED

Step 1: SET UP YOUR PERSONAL FUNDRAISING PAGE

If you didn't get a chance to set up your personal fundraising page when you registered for the race, that's your next step! [Click here to get started](#). Once on the RaceWire page, scroll to the bottom and select "Sign Up To Fundraise." Enter the email address you used at registration and then follow the prompts.

If you're already signed up to fundraise, then RaceWire sent you a confirmation email and you'll be able to use the login information provided to create and edit your personal fundraising page. [Click here to login](#) and access your personal race page. Click the dollar sign (\$) icon to begin editing your fundraising page.

Step 2: RAISE FUNDS

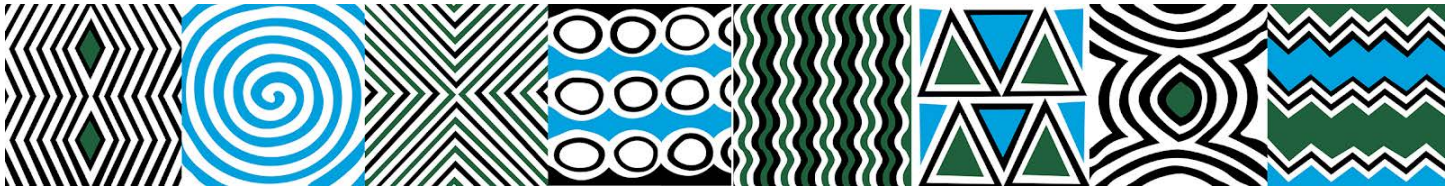
Now you'll have a personalized fundraising website and link to send to family and friends. Start by sharing your link on social media and sending it via email to your contacts! For tips and templates to help you raise funds, see pages 4-6.

Step 3: AIM HIGH

Not only are you doing something awesome on a personal level—running a 5K—you're doing it for the Clean Water Cause. Go ahead and aim high with your fundraising goals!

Step 4: RUN FOR THE CAUSE

When you hit the pavement on October 19, 2019, it's the last step in fundraising—running for the Clean Water Cause and the people of Rwanda! It will be both exciting and fulfilling to complete the race and update everyone who supported you!



TOP 10 FUNDRAISING TIPS

1. Share YOUR story.

Make your fundraising page as personal as possible with text and photos. If the Clean Water Cause is important to you—share the reasons why.

2. Recognize that anyone is a potential donor.

Remember you're running to bring clean, safe drinking water to families in Rwanda. People will understand that you're seeking donations for a worthy cause—so cast a wide net and reach out to family, friends, co-workers, and acquaintances.

3. Aim high.

Ask for a \$50 donation and settle for \$25, instead of asking for \$25 and settling for \$10.

4. Tell donors their gift is tax deductible.

Don't forget to share this fact with your potential donors. Tell them up front and remind them once they make a gift.

5. Share photos of Rwanda to social media.

Check out our resource page at RunForRwanda.com/Resources, which has several downloadable images and tools you can use.

6. Send reminders & follow up.

Regularly share updates about your fundraising progress. If you've got something new to talk about, your donors won't mind hearing from you. Update them on your training and plans for the 5K or share new info about the Clean Water Cause.

7. Set a deadline.

People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can reach out to folks with a "final call" message before the run.

8. Request matching gifts.

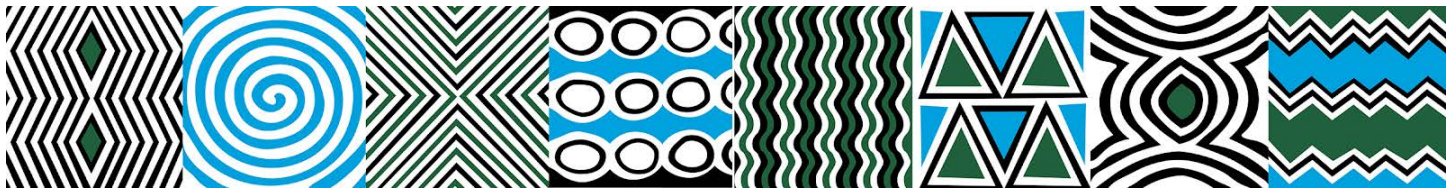
Many companies will match donations, so be sure to let your donors know to apply for a corporate gift if their company participates in a matching program.

9. Get creative.

Do a "concession stand takeover" at your child's school providing staffing for a donation. Partner with a local restaurant who might donate a portion of sales for one evening. Coordinate with HR at work; could people pay \$5 for a dress down day to support the Clean Water Cause? The sky's the limit when it comes to creative ways of making an ask.

10. Send a thank you card.

"Thanks" is a powerful word. It's nice to receive a note acknowledging the importance of a donation, no matter the amount. A handwritten note is an especially nice touch!



SOCIAL MEDIA RESOURCES

Social media channels—from Facebook to Instagram and Twitter—are some of the **MOST EFFECTIVE** tools you can use for fundraising. You can reach your network of friends and family quickly and effectively with the information and inspiration they need to support you.

SAMPLE SHAREABLE IMAGES:

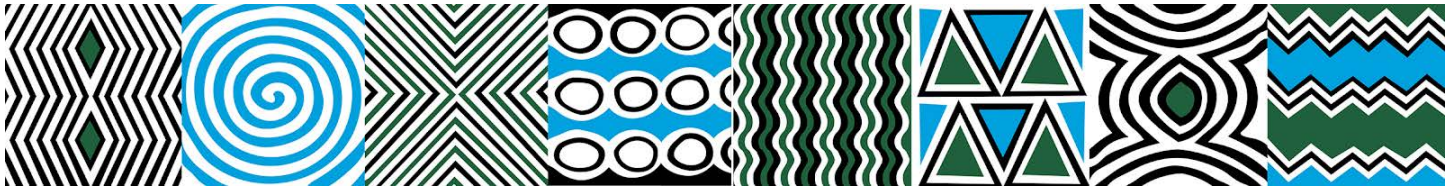
To help you get started... we have shareable images, videos, and captions you can use!



These pics are just a few examples! View and download all our shareable items - from Facebook Cover Photos to Desktop Backgrounds and Instagram Story Images - online at RunForRwanda.com/Resources. Be sure to use **#RunForRwanda** when you post!

SAMPLE SHAREABLE CAPTIONS:

- On October 19th I'm running a 5K in Parsippany, NJ. The **#RunForRwanda** will help raise funds to bring clean, safe drinking water to the people in Rwanda. I'd love your support! Make a donation to sponsor my run and support the Clean Water Cause! [\[Insert Link to Personal Fundraising Page \]](#)
- Can you imagine not having access to clean, safe drinking water? Hard to believe, but that's the reality for 663 million around the world. On October 19th I'm joining the **#RunForRwanda** — a 5K supporting the Clean Water Cause. Can you help? Your donation will go directly to our goal of making Rwanda the first country in Africa with 100% access to clean water. Give online: [\[Insert Link to Personal Fundraising Page \]](#)
- You already know I love to run... but on October 19th I'm putting on my running shoes for a good cause. The **#RunForRwanda** 5K in Parsippany is all about bringing clean water to the people who need it most in Africa. Your support & donation can impact lives. Please check out my fundraising page here: [\[Insert Link to Personal Fundraising Page \]](#)



SAMPLE EMAILS

Pair your outreach on social media with emails to your contacts. **Don't forget to link to your personal fundraising page with each note!** Here are some sample emails you can copy & paste or simply use for inspiration.

1. SUBJECT LINE: **CAN YOU HELP?**

Did you know that 663 million people around the world do not have access to clean, safe, drinking water? It's hard to believe when we can turn on the tap and instantly have clean water! The truth is, we're in the minority.

That's why on October 19th I'm putting on my running shoes for a good cause - the Clean Water Cause. I'll be participating in the Run For Rwanda, a 5K race in Parsippany, NJ. I've decided to join the race to help Rwanda meet its goal of becoming the first country in Africa with 100% access to clean water!

Your donation will help bring safe, clean water to those in need. Please consider sponsoring my run and supporting the Clean Water Cause! I invite you to check out my fundraising page.
[Link to your custom page here]

Best,
[Your Name]

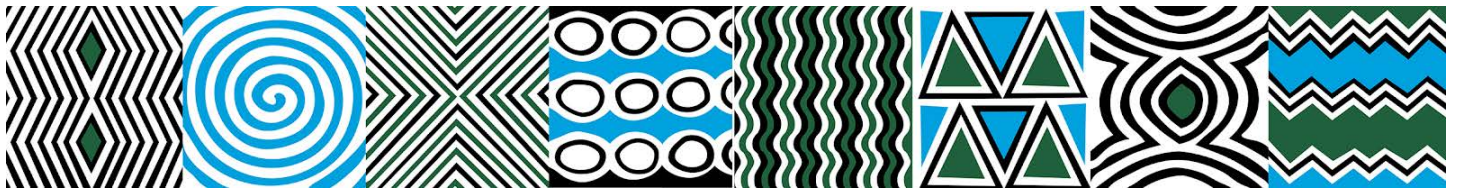
2. SUBJECT LINE: **DID YOU HEAR THE NEWS?**

On October 19th, I'm taking part in the Run For Rwanda 5K to raise money for the Clean Water Cause. And I only need **[\$ XXX]** to hit my fundraising goal! I'm so grateful to those who've already supported me and wanted to reach out to ask for your help.

Why Rwanda? The people of Rwanda have an ambitious goal of becoming the first country in Africa with 100% access to clean water. Right now 25% of Rwandans are drinking dirty water because they have no other option. That water makes them sick, keeps children from getting an education and adults from earning a good living. The good news is... clean water can transform lives and we can make a difference!

So, that's why I'm running... to help bring clean water to Rwanda. You can help by making a donation to sponsor my run and support the Clean Water Cause!
[Insert Link to Personal Fundraising Page]

Thanks so much for partnering with me,
[Your Name]



YOUR DONATIONS AT WORK

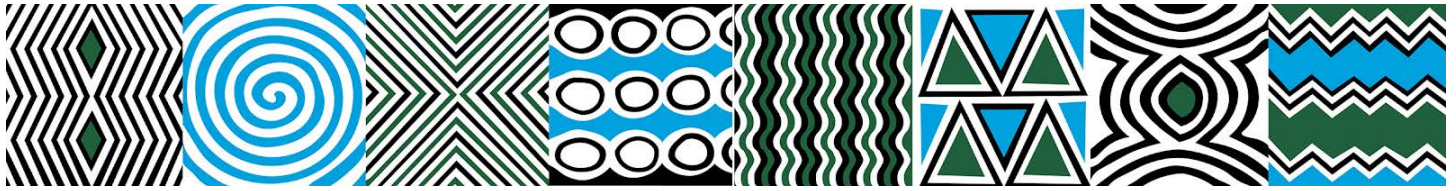
The Run For Rwanda is hosted by Liquid Church. **True to its name, Liquid has a passion for bringing clean water to those in need.** With the help of global partners in Central America and Africa, we have completed more than 280 water projects, bringing clean water to over 100,000 people in 9 nations. Together, we've donated more than \$3 million to the Clean Water Cause!

In 2015, Liquid committed to coming alongside the country of Rwanda to help them achieve 100% access to clean water. That commitment started with the donation of a \$250,000 high-speed drill rig capable of reaching and drilling in remote villages. To date, we've helped open 153 clean water wells throughout the Ruhango district of Rwanda!

The Run For Rwanda will help us complete our WASH program (water access, sanitation, hygiene) in the Ruhango district, while positioning us to help new families in another region of the country - Busasamana. **Your participation in the Run For Rwanda will help to bring clean water to the thirsty in this beautiful "Land of a Thousand Hills!"**



The drill team in Rwanda will begin work in Busasamana this year!



FUNDRAISING FAQ

How are the funds raised for the 5K used?

The Run For Rwanda raises vital funds to support the Clean Water Cause. Those funds will help us complete our WASH program (water access, sanitation, hygiene) in the Ruhango district of Rwanda, while positioning us to help new families in another region of the country - Busasamana.

Is there a minimum amount participants must raise?

No. Participants in the Run For Rwanda are not required to fundraise in order to participate in the 5K. Fundraising is an optional opportunity for runners to multiply their impact and support the Clean Water Cause and the people of Rwanda.

Are donations tax-deductible?

Yes. All donations benefit the Clean Water Cause and are 100% tax-deductible.

Who should checks be written out to?

Checks and money orders are payable to Liquid Church. Please have your donors put “Run For Rwanda” in the memo line.

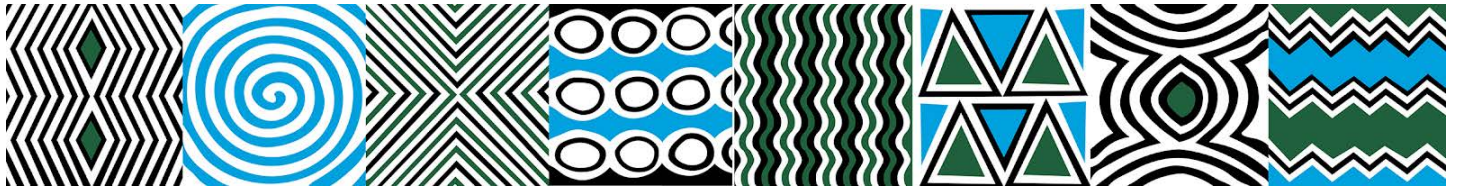
Where can I mail donations I receive by cash or check?

Donations received by cash or check should be mailed to:

Liquid Church
299 Webro Road
Parsippany, NJ 07054

My donors have questions, who can they contact?

Questions may be emailed to RunForRwanda@LiquidChurch.com. In addition, donors are encouraged to learn more about the Run For Rwanda by visiting RunForRwanda.com/FAQ



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LEARN MORE ABOUT THE CLEAN WATER CAUSE:

LiquidChurch.com/CleanWater

