



CHILDREN'S THERAPY CENTER

Fundraiser Toolkit: CTC's 2023 Move-a-Thon

Move for what matters!



Lead the Way for Your Cause!

You can raise funds and awareness for Children's Therapy Center (CTC) by reaching out to your friends, family, and colleagues through a personal fundraising page for [CTC's Move-A-Thon](#).

1. **Register** for the Move-a-Thon. Your fundraising page will automatically be created and hosted on runsignup.com.
2. **Customize** your fundraising page.
3. **Share** your fundraising page with your network.

Every time you share your page by email or on social media, you expand the circle of people who get to know about and support the cause you love. **With your leadership, CTC will connect to new supporters who can become donors and champions for children and families in our communities!**

Frequently Asked Questions

Who should I ask to give?

Family, friends, colleagues, neighbors, friends of friends, people you buy services from, and more! Not everyone you ask will donate, but money isn't the only benefit. By connecting people and new audiences to CTC's work, you bring greater awareness to a cause you care about! There is no minimum or maximum number of people who can donate on your page – every person who signs up to give at any amount is meaningful!

Who do I reach out to if I need help?

The [FAQ section](#) on the event homepage has answers to many questions. If your questions are not answered there, please reach out directly to our Community Engagement team at CTC. We want you to feel prepared and supported along the way.

communityengagement@ctckids.org

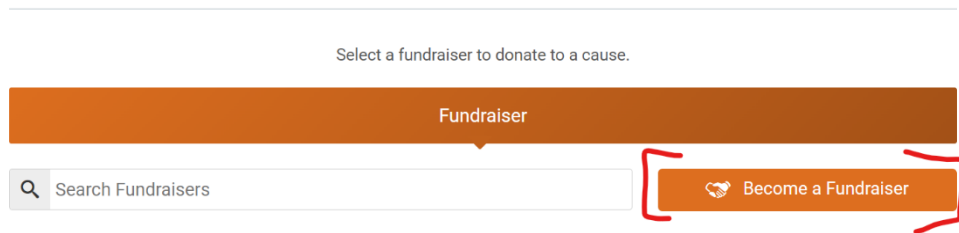
Customize Your Fundraising Page

Create your page

When you [register](#) as a participant for the event, [your fundraising page will automatically be created](#). You will receive an email with a unique link to your fundraising page that you can use to share with others and make changes to your page.

View all fundraising pages for this event [here](#).

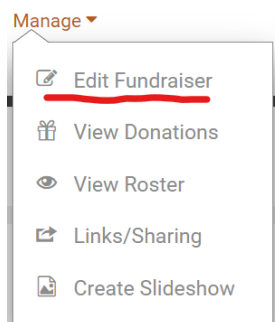
If you signed up to volunteer, you won't automatically have a fundraising page created for you, but it's super simple to create one! Click "Become a Fundraiser" [here](#) to create your page.



Personalize your page

Once your page has been created, you will want to personalize it to tell others how you plan to participate, how you are connected to CTC and why they should give. We've added some default language about CTC to your page for you, but don't hesitate to make it your own!

1. **Navigate to your page by clicking on the link sent to you by email. Or, find your page [here](#) and then click Manage>Edit Fundraiser.** You will need to be logged in to your RunSignUp account to edit your personal fundraising page.



2. **Edit and Personalize your page before sharing it!**

Research shows that personalized fundraising pages raise more funds and engagement than generic fundraising pages! Please take the time to show others why CTC is meaningful to you.

Start by **Uploading a Profile Picture** – click the "Choose your image" box. Add a compelling cover image of yourself. The image should be good quality and clear! Fundraising pages with a

personalized picture raised 15% more funds than those with no picture or a generic one. Be sure you have permission to share the photos you select.

Next, **enter a fundraising goal.** This is the goal for your fundraising page and not the organization's overall goal. Think about how many people you will ask and estimate how much they may be able to give. Ex. 100 people x \$10 = \$1,000! It should be ambitious and attainable. You can always adjust your goal later.

Lastly, edit the **personal message to show on your fundraising page.** We've included some default language about CTC to get you started, but be sure to explain your connection to CTC, our cause, and why you give. Your personal story is the most compelling reason for your friends and family to give! You should ask directly for a donation, thank your supporters, and ask them to consider sharing your page.

Become a Fundraiser

Your Individual Fundraiser Name *

Your Fundraiser Goal

Page Options

- Show goal thermometer.
- Show scrolling list of donors.
- Hide from public lists.
Still visible via direct link.

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

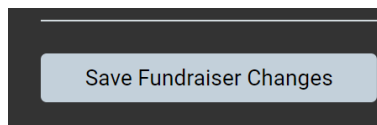
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Children's Therapy Center's Move-A-Thon will help more kids with special needs in our community receive the services they need and deserve!

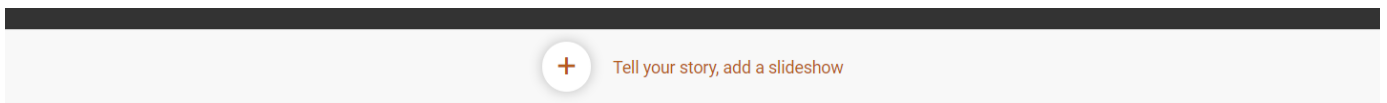
Since 1979, thousands of children from all over South King and Pierce counties in Washington State have benefitted from CTC's pediatric therapy and special education services. I love that CTC sees every child as unique. They work in partnership with parents and caregivers to achieve the best outcomes for their child. When parents and caregivers feel empowered and supported, their children achieve milestones that many thought weren't possible. That's CTC!

I hope you'll consider sponsoring me as I make my moves to help CTC help more children with special needs!

Be sure to click “Save Fundraiser Changes” at the bottom of the page so that your changes are saved and reflected on your page.



For extra credit, you can even add a slideshow to the top of your fundraising page so others can follow your journey. Access this option directly from your fundraising page (not in the editing page). Consider adding photos that demonstrate ways you like to move and show your connection to Children's Therapy Center.



[CLICK HERE](#) to see the Top Ten Tips for Creating Best-Ever Personal Pages, by industry expert Stephanie Thomas.

View comprehensive instructions to [Manage Your Fundraiser](#) from RunSignUp.

3. Share your page!

Once your page has been customized, it's time to share it with your network. Be sure to include a personal message each time you share your page. To find the link to your page, click "Back to Fundraisers" from the editing page, and then look for the blue hyperlink associated with this event. This is the link you can send to others by text, email, and social media. You will have also received a direct link to share with others by email.

Campaign Strategies

- **Join a team:** Join a fundraising team or create your own! Consider creating a fundraising team with your family, work team, or a group of friends. Choose a team name and fundraising goal and then get the word out!
- **Start a friendly competition:** Pair up with another person or team doing a fundraising campaign to see who can meet their fundraising goal first.
- **Connect your campaign with a personal event:** Encourage people to donate in honor of your birthday, in memory of someone, or to celebrate a milestone.
- **Make it newsworthy:** Connect your campaign with a topical news story, holiday, or an event connected to your cause.
- **Seed success:** Other people are more likely to donate to your campaign when they see that someone has already contributed, so encourage your most likely supporters to give early!

Sharing Your Fundraising Page

Where to share?

You know your network best. Use the social media platform where you spend the most time with the people you know! Personal emails and direct messages are the most effective.

Ways to share your page:

- Social Media (Facebook, Instagram, LinkedIn, etc.)
- Email
- Events/meetings
- Blogs
- Bulletin boards
- Social gatherings

What and when to share?

ASK: Customize your page and start your campaign today!

- Keep it short, personal, and direct sharing your connection to CTC and why you give will encourage others to give.

- Create urgency by including the last day to give. You don't want your supporters to forget to donate!
- Ask them to give *and* share your page. Asking for a specific amount is shown to drive giving.

REMIND: Before your campaign ends

- Thank those who have given and remind everyone to give and share.
- This message can include your story, facts about your cause, and how close you are to your goal.

THANK: When your campaign ends (or within 24 hours)

- Thank donors with a general public message. This is one last chance to increase awareness!
- Thank donors directly with a personal email, call, or text.

Don't forget to:

- Use your custom fundraising page URL link in all your messages.
- Use the hashtag #ctckidsmoveathon when posting on social media and tag Children's Therapy Center.

Resources

- [Event Homepage](#)
- [Central Fundraising Page](#)
- [Children's Therapy Center website](#)
- CTC Social Media Pages: [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#) | [Twitter](#)

Additional FAQs

How do I create or join a Fundraising Team?

You can create or join a team during the registration process by following the prompts. If you want to create or join a fundraising team after registering, go to your fundraising page, click Manage>Edit Fundraiser. Scroll down to the Team Fundraiser section. From here you can 1) search for an existing team (click "Search Team Fundraisers") or 2) select "New Team Fundraiser" from the dropdown and enter team details. You must have a personal fundraising page already in order to join a team. If you've registered for the event, you have a personal fundraising page.

Team Fundraiser

Join a Team Fundraiser (No Team Fundraiser) Create a Team Fundraiser No

Search Team Fundraisers

Team Fundraiser

Join a Team Fundraiser (New Team Fundraiser) Create a Team Fundraiser Yes

Search Team Fundraisers

New Team Fundraiser Name New Team Fundraiser Goal \$

Personal Message to Display on New Team Fundraiser Page

File Edit View Insert Format Tools

Paragraph Paragraph A B I U List Link

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View comprehensive instructions to [Create/Join a Fundraising Team](#) from RunSignUp.

Will my contacts who donate get a receipt?

Yes! All donors will receive an automatic email receipt that can be used for tax purposes, followed later by a personal thank you from CTC staff.

Are donations tax deductible?

Children's Therapy Center is a registered 501(c)(3) organization, Tax ID #91-1078809. Donations are tax deductible to the extent allowable by law.

Still have unanswered questions?

Please email communityengagement@ctckids.org – we would love to hear from you!

We are so grateful for your support of Children's Therapy Center!