

GUIDELINES: BUILDING AND SUPPORTING YOUR TEAM

Purpose of this document

These guidelines are provided to you, our valued partner, as a tool to ensure your success in building and supporting your racing team. We have found that following these steps on a consistent basis helps build strong relationships between a non-profit organization and its team members (fundraisers). These steps have proven very successful, and we recommend using them to build a sustainable, efficient fundraising model for your organization's long term success.

Guidelines

1. **Invite supporters/volunteers** to let your cause support their next personal goal (Provide link to your team's information/registration page at your site or at www.reason2race.com).
2. As needed, support team members in **crafting their story** for their fundraising campaign.
(Reference template R2R - Doc 055 Sample Story)
3. When fundraisers join your team [complete step 3 - set up a fundraising campaign], send them a **Welcome Email**.
(Reference template R2R - Doc 060 Sample Welcome Email)
4. As needed, provide **sample email templates** to your fundraisers to send out their campaign.
(Reference template R2R - Doc 070 Sample Emails)
5. When fundraisers obtain their **first donation**, send them a congratulations email.
(Reference template R2R - Doc 075 Sample First Donation Congrats Email)
6. On a **monthly basis**, email your fundraiser stating "Great job on fundraising to date".
(Reference template R2R - Doc 085 Sample Great Job Email)
7. The week before your fundraisers' event, email (or call if possible) to wish them **good luck** and to have a great event.
8. Mail **thank you letters** after your fundraisers' event. Send them no more than 2 weeks following their event.
(Reference template R2R - Doc 090 Sample Thank You Letter)

Reminders

The following reminders are provided below for your reference and convenience.

- There is **no cost** for people to join your team
- We suggest implementing **no minimum** fundraising requirement to join your team
- Fundraisers are encouraged to set their goal high, at least \$1,000
- Fundraisers do **one event** per year on your team (one fundraising event), yet they are on your team all year long
- Fundraisers can do any event that fits their schedule