



THE SUPERHERO'S GUIDE TO FUNDRAISING

for the **CASA SUPERHERO RUN**

Supporting CASA of Travis County,
CASA of Williamson County & CASA of Central Texas

GETTING STARTED

When Batman sees the Bat Signal, he doesn't watch an episode of his favorite TV show before jumping into the Batmobile. Your Bat Signal is in the sky now... **Start Fundraising!**

Here are some tips for successful CASA Superhero Run fundraising:

Choose a Superhero and Make a Costume

Running in costume is what makes the CASA Superhero Run unique. Choosing a superhero and creating a costume will make fundraising fun for you and your donors.

Set a Fundraising Goal

Creating a goal gives you and your donors something tangible to shoot for. Your friends want to help you reach your goals.

Customize Your Page

Page 4 explains how to customize your page on the CASA Superhero Run website. This is your chance to explain why CASA is important to you. Don't forget to add a photo!

Make a Self Donation

Sometimes the first donation is the hardest. Inspire your donors with your dedication to CASA by being the first person to donate to your page.

Consider your Potential Donors

Your network of potential donors is bigger than you think. Use our treasure map on page 3 to help you find your super donors.

Send an Ask Letter

The best way to get people to donate is to ask them directly. Check out our guide to writing a good ask letter on page 5.

Be Persistent

Your donors might not give the first time you ask, but stay positive and be persistent. Make regular posts to social media and bring up your goal in person when you can.

Thank Your Donors

Reach out to your donors to thank them for donating to your race. If you feel comfortable doing so publicly, thanking donors on your social media can help inspire new donors.

FIND YOUR SUPER DONORS

Many superheroes feel they can't fundraise because they don't think anyone will give. Like any comic book superhero, CASA Superhero Run fundraisers need to rely on the people around them in their fundraising quest. Follow the example of some of the greatest superheroes to find the Super Donors in your life!

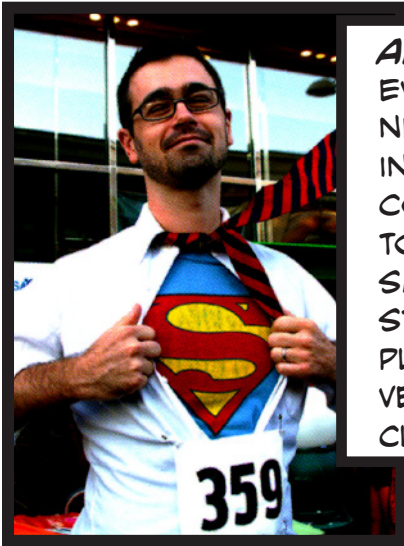
ORIGIN STORY:

MEMBERS OF YOUR FAMILY MAKE GREAT FIRST DONORS FOR YOUR RUN.



ALTER EGO:

EVEN THOUGH THEY'VE NEVER SEEN YOU IN A CAPE, YOUR COWORKERS WILL WANT TO SUPPORT YOUR SUPERHEROISM. THE STAFF AT THE DAILY PLANET ARE ALWAYS VERY GENEROUS WITH CLARK KENT.

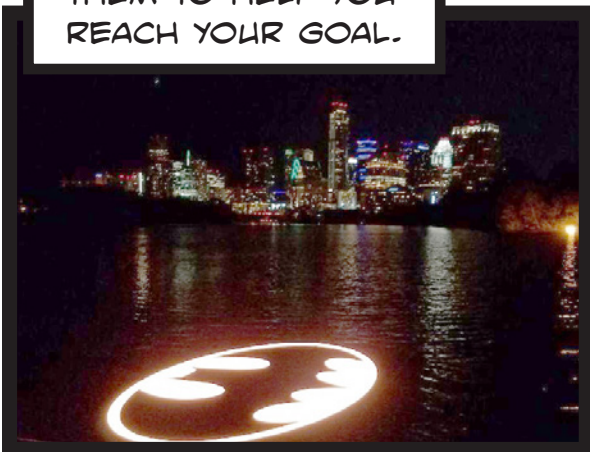


JUSTICE LEAGUE:

LOOK FOR DONORS IN YOUR CHURCH, GYM CLASS OR BOOK CLUB. GREEN LANTERN ASKED EACH JUSTICE LEAGUE MEMBER FOR \$10 AND THEY EACH GAVE \$15!

THE CITY YOU SWORE TO PROTECT:

YOUR NEIGHBORS CARE ABOUT THE FATE OF OUR CITIZENS TOO. ASK THEM TO HELP YOU REACH YOUR GOAL.



SIDEKICKS:

YOUR FRIENDS HAVE YOUR BACK, NO MATTER WHAT. JUST LIKE WONDER WOMAN IS THERE TO HELP WHENEVER WE NEED HER, YOUR FRIENDS ARE THERE TO HELP YOU REACH YOUR FUNDRAISING GOALS.



YOUR FUNDRAISING PAGE

Your donors choose to give to your fundraiser because they want to support you, so personalizing your fundraising page is a great way to encourage gifts.

When you register for the CASA Superhero Run, you will receive an email granting you access to your Fundraising Center. Click the **Manage Your Page** button in the middle of the email.

Edit Your Profile:

The first section of your Fundraising Center controls what people will see on your page. By clicking the **Edit** button, you can set your fundraising goal (remember that raising \$100 gets you a Tek-Tee and \$500 makes you a CASA Crusader and gets you a custom-designed pullover), write a personal statement explaining why CASA is important to you and thanking donors, and add a photo or video. Click **Save** to update your fundraising page.

View Your Donations:

The **Donations** section of the Fundraising Center lists the names and donation amounts of all of your donors. Clicking on a donor's name will open your email client to send a personalized thank you note. By clicking **+Offline Gift**, you can input donations you received via cash, check or company match. This way they will appear in your progress toward your fundraising goal. **Checks or cash can be delivered or mailed to CASA of Travis County at 7600 Chevy Chase Dr, Ste 200, Austin, TX 78752** with your name (so we can confirm your offline donations) and the donors' contact information.

In this **Thank You Message** section (just above **Donations**) you can provide a personalized donation thank you note that will be automatically go to your donors in their donation thank you email. Be sure to include your name in this note.

Teams:

Create a team of your own, or search existing teams to join one. Once you're on a team, the Teams section is also where you can invite others to join you in your quest for running and fundraising glory. If you are a team captain, this section allows you to manage your team page, set a team fundraising goal and monitor your team's progress.

If you have any questions or if you need help with your fundraising or team pages, email lwoods@casatavis.org.

WRITING A GOOD ASK EMAIL

The best way to get someone to donate to your CASA Superhero Run is to ask them directly. Successful fundraisers pick out key relationships and send a personal email ask. Here are some tips for writing a good fundraising letter.

MAKE IT PERSONAL

When someone donates to your fundraising page, they may care deeply about the cause, but they are choosing to donate now because they support you. Share with them why this cause is important to you.

HAVE FUN

The CASA Superhero Run isn't like other races. You are running as a superhero, so have fun with your email. Throw in some superhero puns or a picture of you "flying" around the house in a cape!

ASK, ASK, ASK

Make sure to directly ask people to donate instead of just suggesting.

SHARE YOUR GOAL

Setting a fundraising goal and letting your donors know about it gives them something concrete to reach for. Your friends want to help you reach your goals.

SUGGEST DONATION LEVELS

Your friends may not know how much to give. Consider asking your donors for specific amounts, like \$10 for each mile you run (3.2 miles), the money they'll save skipping lattes to drink work coffee for a week (\$15), or a donation of "\$50 or more."

Base your ask on how much your donor would spend if you two went to dinner. You don't want to lose a Taco Cabana donation because you asked for a fancy steakhouse donation, but you also don't want to ask for \$20 if they would have given \$200.

SEND A REMINDER

The fact that someone didn't immediately donate doesn't mean they won't. It could mean that they read your email on their phone and then forgot. Remind them.

SAY "THANK YOU"

Make sure they know how much you appreciate their support. You can send an email, but everyone loves getting a handwritten thank you note. Consider adding a photo of you at the race or in your costume to make your note extra special!

7 STEPS TO \$500

Superheroes who raise \$500 or more earn themselves the title of CASA Crusader. CASA Crusaders will be recognized on the CASA Superhero Run website, will win a custom-designed pullover, and will be entered into a drawing for a special prize package!

Becoming a CASA Crusader is easy.

Here are seven simple steps to being a fundraising Superhero!

- 1** Match your registration. **(\$40)**
- 2** Ask your 2 best friends to start off your campaign with \$25 donations. **(\$90)**
- 3** Make 3 Facebook posts of your progress putting together your costume and get ten friends to donate \$15 each. **(\$240)**
- 4** Knock on the doors of 4 neighbors (that you know) in a mask and cape and ask for \$10 from each. **(\$280)**
- 5** Send an email to 5 family members, asking them for \$25 each. **(\$405)**
- 6** See if 6 people from your church or gym class will give \$10. **(\$465)**
- 7** Challenge 7 coworkers to skip their morning lattes to help children and donate the \$5 to you instead. **(\$500)**

Don't get discouraged when someone says no. You can make up the money in one of the other steps. You'll find people will surprise you with their generosity!

You're ready to go, superhero!

Ask letter templates, sample social media posts, and more:

www.casasuperherorun.com/resources

Questions?

Contact Lindsey Woods at lwoods@casatavis.org

Fundraising guide
developed by



CASA

Court Appointed Special Advocates
FOR CHILDREN

CASA OF TRAVIS COUNTY, INC.