



## Knicks Virtual 5K Fundraising Strategy & Tips

### STRATEGIES:

- **Call those close to you**
  - Make a list of everyone close to you and make personal calls.
  - Explain what you are doing and WHY. Tell them about the Virtual 5K and the benefiting organization Covenant House New York.
- **Email your network**
  - Send personalized emails to ask for those who you do not call or talk to.
  - Include similar information to the call.
- **Use social media**
  - Reach a broader audience by posting about your journey on social media.
  - Include similar information to other communications.
  - Post weekly, depending on engagement and initial success.
- **Have virtual events**
  - Host virtual happy hours, concerts, cookouts, dance parties, etc. (depending on resources).
  - Include fun activities, games, etc. that bring people together and tie in a theme connected to the 5K.
  - Tell the Knicks and Covenant House's story throughout your event and ask for donations at key moments.
  - Promote your event via email and social media. Be sure to use the hashtag #NYKVIRTUAL5K

### TIPS:

- **Set a goal and update people on progress** – The Knicks and Fidelis Care's goal is \$25,000, so if you feel like you can or want to raise money during this particular time of need, give yourself a stretch goal of \$2,000! Update people when you are 50% there, 80% there, and when you have reached your goal. Thank donors for their support and invite others to join in.
- **Talk about WHY you are participating: running and fundraising** – Storytelling is key to engaging people and raising money. Make sure to tell your story – why you decided to run, why you want to run for charity, and why you chose Covenant House New York. You can also talk about what Covenant House New York has been doing to support NYC families through COVID-19.
- **Ask for specific amounts** – People tend to respond positively with a specific ask – this way they are agreeing to a tangible amount and you have taken some of the guess work out of it for them. And if you ask for \$30, you will typically get \$30. If you ask for \$10, you get \$10. Ask for a little more, but make it clear that any amount helps.
- **Follow-up** – If people do not answer the phone, leave a message and let them know you will try them back. If they do not respond to an email, keep them on the email list for next month. If they pledge to give but haven't yet, don't be afraid to reach out. People are busy and have a lot on their minds, especially right now, so consistency and reminders help.



- **Thank donors** – Personally thank donors throughout your journey. When someone donates, reach out with a call or personal email to let them know how much their support means. Email/post on social when you reach your fundraising goal (and mention there is still time to give if they haven't already.) After you've completed the 5K, follow-up with photos, what the experience meant to you, and how much their support meant to you. Handwritten notes are always a nice personal touch.
- **You can be your first donation** – Lead by example. Giving to your own team gets the ball rolling so that you don't start at \$0. Those who donate to their own peer to peer fundraisers tend to raise more than those who don't. "I did it, you can too!"
- **If you are uncomfortable asking, start by just sharing** – We understand that asking friends for money can be uncomfortable. So, start by telling your story and see where the conversation takes you. A good segway into a donation is asking if someone has ever run a 5K or supported one before and why?

#### EMAIL TEMPLATE:

Dear [FIRST NAME],

Did you know that I am teaming up with the New York Knicks to run a virtual 5k and raise money to support Covenant House New York?

Over the next [AMOUNT OF TIME UNTIL DEADLINE], I am aiming to raise [FUNDRAISING GOAL]. But I can't do it without your help!

Covenant House New York is a cause that is close to my heart. They are New York City's largest provider serving youth experiencing homelessness. They provide affirming and transformative services so each young person can create their own path to independence. [ADD PERSONAL ANACDOTE ABOUT WHY THIS CAUSE IS IMPORTANT TO YOU.]

Will you consider contributing to my campaign? A gift of [SUGGESTED AMOUNT] will really help get closer to my goal. If you can't give at that amount, any donation will help! Every dollar helps New York City youth.

To join my 5k team and support the cause, just visit my fundraising page at [URL LINK TO FUNDRAISING PAGE].

Thanks in advance for your support! I couldn't do this with the generosity of my [FRIENDS, FAMILY, LOVED ONES].

Sincerely,  
[YOUR NAME]

P.S. If you are interested in learning more about Covenant House New York, check out their website at <https://ny.covenanthouse.org/>.

#### SOCIAL POST TEMPLATE:

I'm teaming up with the @NYKnicks @FidelisCare and @CovenantHouseNY to help NYC homeless youth! Join my virtual 5k team and you can help too. #NYKVIRTUAL5K