



THOMPSON ISLAND
OUTWARD BOUND
EDUCATION CENTER

FUNDRAISING WELCOME PACKET

Your Success Starts Here





Welcome 4K Trail Run Fundraisers

Dear Runner,

Welcome to the 4K Trail Run and thank you for joining our fundraising movement! The 4K Trail Run benefits Thompson Island's core mission to provide free hands-on field science programs integrated with Outward Bound's unique approach to character development – building resilience, compassion, and leadership. By starting your journey in peer-to-peer fundraising, you have just made the first step toward helping Boston's urban youth reach their full potential!

Your Success Starts here! Your Welcome Packet contains organizational information and exciting tips and tools to increase your impact, including:

- Our Mission and Introduction to one of the many students who benefit from this event
- Fundraising Made Easy: Tips & Tools to help you achieve your fundraising goals
- Step-by-Step Guide to creating your online fundraising page
- Letter and Social Media Templates that you can personalize then use to engage your friends, family, and community members

Your participation in our individual fundraising program will translate directly into free opportunities for Boston Public School students to participate in Thompson Island's programs, where they will come to the Island multiples times and discover strength of character, an ability to lead, and greater academic interest and success. **Our goal is to raise \$140,000 to fund 140 Boston public middle schoolers' enrollment, learning, and growth through our 4-year program.**

You are not alone in this endeavor! We will partner with you every step of the way, so please do not hesitate to give me a call or email. We look forward to working with you to reach our goal to bring this life-changing opportunity to 140 deserving Boston middle schoolers.

Thank you for your commitment in supporting Boston's future leaders.

Warmest regards,

Elissa Bowling
 ebowling@thompsonisland.org
 (617) 830-5125



HANDS-ON SCIENCE EDUCATION & CHARACTER DEVELOPMENT

Each year, Thompson Island Outward Bound Education Center helps thousands of students discover who they are and what they can become amid 204 acres of marshes, beaches, woodlands, and meadows. From our free multi-year STEM curriculum to kayaking expeditions to teen summer jobs, time spent on Thompson Island is expanded learning that works, laying the groundwork for children's success in the classroom, workplace, and community.

My favorite thing  at Thompson Island ~~was~~ the people they were all so nice and caring, I also loved the Salt Marsh, and the hikes, and also the beaches. But my favorite thing was the activities they were so fun. I'm so sad we had to go but it was someone  else's turn to have fun,
From, Suraiya



Run for a Reason!

Suraiya is one of the 4,500 students that come to Thompson Island every year who wade into our salt marsh, climb our Alpine Tower, and gain confidence in themselves and their new friendships.

To give you an idea of what you'll be working towards...

\$50		Buy a new collection kit that will help students bring science to life in Thompson Island's salt marsh.
\$100		Bring one student out for a one-day field trip of discovery in the Boston Harbor.
\$500		Bring one student out to Thompson Island for a 3-day overnight experience that will use hands-on learning to improve their academic achievement.
\$2,000		Provide a scholarship for a 5 to 7-day summer hiking or kayaking course in the Boston Harbor that will prepare an adolescent for the challenges of young adulthood.
\$2,500		Bring 10 deserving youth to Thompson Island for a one-day course on leadership and teambuilding.
\$3,000		Provide one student with 5-weeks of academic enrichment and exploration during the summer.

We look forward to seeing you on race day and celebrating the top fundraisers with well-deserved prizes!

Fundraising Made Easy!

Maximize your impact and invite your community to join your efforts!

Set Your Sites on a Fundraising Goal and Make a Plan to Get There!

You've already taken the first step towards helping young people learn through challenge and discovery with Thompson Island. Now take your second step by setting your personal fundraising goal and creating a plan to exceed it! [Watch this video](#) to see how easy it is to start fundraising! *See the Appendix (p.7) for a sample fundraising plan guide.*

Create Your Very Own Fundraising Page

Creating an Everydayhero fundraising page is easy. *Check out our "Step-by-Step Guide" to creating your page in the Appendix (p.8).* Once it's up, you can direct friends and family to the link to make an online donation. You can also accept gifts offline. *See the appendix for a sheet to track these gifts (p.13).*

Who Do YOU Know?

The key to a successful fundraising campaign is asking the people you know for support. Think about everyone who you interact with on a daily (and not so daily) basis and ask them to join you in supporting Thompson Island. *Check out our "Who Do You Know" worksheet in the Appendix (p.9) to help you brainstorm people and establishments to reach out to. See if you can get at least 25 people on your initial list!*

Make the Ask!

The #1 reason people give is because they are asked, and in-person asks go a long way. Don't be shy about telling everyone you know that you are participating in the Thompson Island 4K Trail Run! Go through those 25+ people you've identified, and think about whether they would respond better to an email, physical letter, or a face-to-face ask!

Use Your Booming Social Media Presence

Online social networks are usually much larger than the group of people we interact with on a day-to-day basis. Share your 4K Trail Run fundraising page on Facebook, Twitter, Instagram, and any other platforms you use! *Check out the Appendix (p.11) for an example tweet and Facebook post, and remember to use our event hashtag, #TI4KTrailRun.*

Like to write?

Check out our template letter in the Appendix (p.10) and personalize it as much as you'd like! Send it out in e-mail and/or snail mail to everyone you know to announce you are participating in the Thompson Island 4K Trail Run. Perfect mailing lists include wedding lists, holiday cards, and organizational membership lists. Don't forget to include a link to your personal fundraising page or a return envelope if it's via snail mail!

Host a Fun Event!

Consider hosting one or two mini-fundraising events to raise both money and awareness! Common examples are bake sales, garage sales, sports or game tournaments with a buy-in, and benefit concerts. Since most of you are coming to the 4K Trail Run from a corporate connection, check out our list of *"Corporate Fundraising Ideas" in the Appendix (p.12).*

Partner With Us!

Please don't hesitate to reach out to Elissa Bowling at ebowling@thompsonisland.org or (617) 830-5125 with any questions or suggestions on these fundraising steps!

Fundraising Incentives

If you've gotten this far in the Welcome Packet, we know you are here because you care and want to make a difference in the lives of Boston's most underserved youth – and we appreciate that! As a thank-you and to crank the competition up a notch, we have some exciting incentives for you. [Check them out here!](#)

The more you fundraise to support Thompson Island's programs, the more prizes and raffles you will qualify for! If you raise enough, you can win a Thompson Island beer cup that lets you cut the bar line at the post-race celebration. Check out all of our individual and team incentives [here](#), and keep an eye out from Elissa (ebowling@thompsonisland.org) with weekly fundraising challenges and incentives throughout the summer leading up to the race!



Sample Fundraising Plan

WHEN	WHO TO ASK	TOTAL PER DAY	GRAND TOTAL
Week 1	Make a personal donation and post your fundraising page on social media	\$50	\$50
Week 2	Ask 5 family members to match your contribution	\$250	\$300
Week 3	Ask 2 of your close friends to match your contribution	\$100	\$400
Week 4	Ask the boss of the company to make a donation and then see if that gift can be matched	\$50	\$450
Week 5	Ask 5 local friends to sponsor you at \$20	\$100	\$550
Week 6	Ask 5 out of town friends to sponsor you at \$20	\$100	\$650
Week 7	Ask 5 businesses you frequent to sponsor you for \$40	\$200	\$850
Week 8	Host a doubles ping-pong tournament with a \$5 buy-in per person	\$150	\$1,000
Week 9	Host a dress-down day at work with a \$5 buy-in	\$100	\$1,100
Week 10	Ask 10 people from your social circle for \$10 (your school, gym, place of worship, social club, other parents of your kids' sports team)	\$100	\$1,200

And that's not even including the people who see your posts on social media!

These are suggestions, and we encourage you to be creative with your asks! Remember, we are here to help you reach your goal, so please reach out to Elissa at ebowling@thompsonisland.org or (617) 830-5125 for guidance and suggestions.



How-To Guide

Setting Up Your 4K Run Fundraising Page

Step 1:

Go to the 4K fundraising page [this link](#) and click

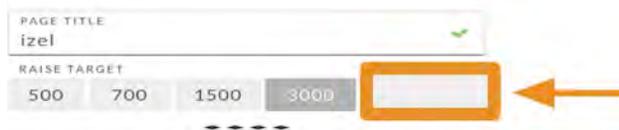
START FUNDRAISING

Step 2:

Sign up with Facebook or email and follow the prompts to complete signup.

Step 3:

Create a Page Title. (*TIP: It's best to use your real name so that supporters can find you!*) Pick a target from the suggested amounts or type your own in the custom box.



The screenshot shows a form with two main sections. The first section is labeled 'PAGE TITLE' and contains a text input field with the text 'ize!' and a green checkmark icon to its right. The second section is labeled 'RAISE TARGET' and contains five buttons: '500', '700', '1500', '3000', and a custom input field. The custom input field is highlighted with an orange border and has an orange arrow pointing to it from the right.

Step 4:

Click the

Create Fundraising Page

Step 5:

If your account is linked to Facebook, your profile picture will show up. If not, upload your money-making picture!

Step 6:

Write about why you are fundraising or use the pre-written story. Then share your post through Facebook and consider making a personal donation to kick off your fundraising.

Step 7:

You've created your personal page!

Step 8:

If you are a **TEAM CAPTAIN** click **“Create a new team”** on the right side of the page and enter your team name (usually the Company Name). Enter your teammates' emails to invite them to your team.

If you are a **TEAM MEMBER** look on the right side of the page under your photo. If there's an option to **“Join an existing team”**, click on the button and search for your team. If you can't find your company/team, please contact your team captain and/or create your team.

If you are an **INDIVIDUAL RUNNER** no additional steps are required.

Step 9:

Start fundraising! Send your friends and family to your individual fundraising page and ask them to make a donation!

Who Do You Know?

The key to building a successful fundraising campaign depends on asking the people that you know for support. Think about everyone whose lives you touch and ask them to join you in supporting Thompson Island Outward Bound Education Center. Use this chart to help identify people and organize them into categories. Start with the easiest people to reach - your family and friends. Next ask acquaintances and service providers. Before you know it, you will have a complete list!

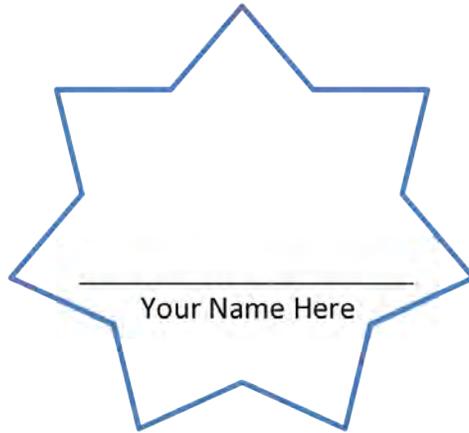
Family

Neighbors

Local Friends

Community / Social Clubs

Out-of-town Friends



Work Colleagues

High School / College Alum

Local Companies / People you do Business With

Facebook or other Social Media Friends

Kids' Teachers / Friends' Parents or Sports Coaches



Template Letter

Dear (RECIPIENT NAME),

I wanted to let you know that this September I will be participating in Thompson Island Outward Bound Education Center's 2018 4K Trail Run to benefit the organization's free education and adventure programs for Boston youth!

With 204 beautiful acres encompassing meadows, salt marshes, and rolling hills, Thompson Island is a perfect location for Boston's outdoor classroom (and a trail run!) Each year, thousands of middle school students board their ferry and come to the Island for free hands-on science lessons infused with Outward Bound's unique approach to character development. This September, I will join hundreds of other runners on Thompson Island's trails to support the organization's research based programs that help students discover who they are and all they can become.

My goal is to raise (at least) \$___ to help bring 140 students to Thompson Island and I need your help. As many of you know, (YOUR STORY AND CONNECTION TO THOMPSON ISLAND).

Please join me in support of Thompson Island Outward Bound Education Center's programs to inspire academic success, leadership, and teamwork in Boston's youth. Your contributions are what makes Thompson Island's mission possible!

Thanks so much and I look forward to hearing from you!

Sincerely,

(YOUR NAME)

Template Social Media Posts

Twitter

I'm running in the #TI4KTrailRun! Help me support hands-on science ed and Outward Bound adventure for Boston kids (insert link to your everydayhero fundraising page)

Twitter

Finished my 2 mile run on the Charles to train for the #TI4KTrailRun! Click here to support me and life-changing outdoor ed (insert link to your everydayhero fundraising page)

Facebook

I'm participating in @ThompsonIsland Outward Bound Education Center's #TI4KTrailRun to benefit the organization's free education and adventure programs for Boston youth! (Insert personal story). Please join me in support of Thompson Island's programs to inspire academic success, leadership, and teamwork for Boston's youth (Link to fundraising page)

Don't hesitate to reach out to Elissa Bowling at ebowling@thompsonisland.org or (617) 830-5125 for tips and suggestions!



Corporate Fundraising Ideas

- 1. Spread the word in your office.** Put up a poster and a donation form about the 4K Trail Run at your office or cubicle. Spread awareness for your fundraising by posting in your company's intranet chat rooms, and don't forget to post shout-outs when your colleagues donate to your campaign!
- 2. Office competition.** Organize your office or department into teams and see which group can raise the most for your 4K Trail Run team over a month. Give a prize (pizza, box of chocolates, bragging rights) to the winning team.
- 3. Dress down day.** Have your coworkers pay a minimum of \$5 to wear jeans and other casual clothes to work. Take a photo and post it on social media to let everyone know your company supports the #TI4KTrailRun!
- 4. Bake Sale.** Bring delicious brownies and pastries into work and sell them to colleagues for a donation.
- 5. Meet the press.** If your company has a newsletter, ask the editors to include an article about you, Thompson Island, and your fundraising efforts for the 4K Trail Run.
- 6. Get your gift matched.** If your company has a matching gift program, make sure that you submit your donations to be matched and double your impact!





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