

FUNDRAISING TOOLKIT

Join us in raising funds and awareness to support hope, healing and justice for child victims of abuse!



*** NEW in 2019: *
Virtual Run option!**

New Jersey Children's Alliance
**6th Annual
Heroes for Children 5K
& Family Fun Run/Walk**



**9am Saturday
September 21, 2019**



**Clipper Pavilion • West Orange, NJ
Essex County South Mountain Recreation Complex**

USATF-Certified Packet pickup at 7:30am and event begins at 9:00am. **Face painting, crafts, and other family fun!**
Medals awarded to top runners in each age group.



Register Now: NJCA5K.com



New Jersey Children's Alliance (NJCA) is a statewide non-profit membership organization whose mission is to promote and support communities in providing a coordinated investigation and comprehensive response to victims of criminal child abuse. Your participation helps raise funds for all 21 counties in NJ. NJCA is the New Jersey Chapter of National Children's Alliance (NCA).



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Dear Friend,

We are excited to have you join us for our 6th Annual Heroes for Children 5K Run and Family Fun Run/Walk! For the last 5 years, this event has been a wonderful way to bring together families, friends, runners, walkers, community members, and anyone who is concerned about child abuse victims for a fun, inspiring event in support of children. This 6th annual event brings with it some exciting changes and growth opportunities, and we are thrilled that you are joining us to make this our most successful event yet.

New Jersey Children's Alliance is dedicated to helping communities, through local children's advocacy centers, respond to allegations of child abuse in ways that are effective and efficient, and put the needs of the child victim first. The funds you raise from this event will enable us to support the development and growth of Children's Advocacy Centers with a goal of ensuring that every child in New Jersey has access to the hope, healing and justice that CACs provide.

The Heroes for Children event is also one of our biggest opportunities to raise awareness for the issue of child abuse prevention, recognition, reporting, and advocacy. We can raise awareness both through participation in the event and through the communication done by fundraising Heroes such as yourself! With the prevalence of social media, it is amazing how fast and how far we can spread our message with the help of supporters like you.

Thank you for caring about child abuse victims and supporting NJCA's efforts to end abuse. We look forward to seeing you on September 21st!

Sincerely,

Nydia Y. Monagas, Psy.D.

Executive Director

New Jersey Children's Alliance

<http://njcainc.org>



Let's End Child Abuse Together!

- In 2014, state agencies found an estimated 702,000 victims of child maltreatment. That would pack 10 modern football stadiums.
- Each day, 5 children in the U.S. die from child abuse - the equivalent of $\frac{1}{4}$ of a typical elementary school class.
- Child abuse is tragic not only from a human standpoint, but from an economic one as well: child abuse and neglect costs society over \$124 billion per year – enough to send over a million kids to college.
- Child abuse victims are already traumatized by their experience of abuse; supporting Children's Advocacy Centers helps save these kids from the additional trauma of having to navigate a confusing, scary system.

Support from advocates such as yourself helped achieve the following in the past year:

- **Spreading awareness of recognizing** and reporting abuse through community outreach efforts;
- **Creating resources** to assist Multidisciplinary Teams at CACs in better serving children;
- **Training hundreds of MDT** members on evidence-supported practices;
- **Leading a national public awareness campaign**, SHINE (@SHINEcause on Facebook, WhyWeShine on Instagram) to help end the stigma of child sexual abuse and help advocate for survivors;
- **Advocating for important legislation** to aid in child abuse prevention in NJ; and,
- **Making significant progress on our 21 by (20)21 initiative**, as we grow from 9 CACs in 2018 to 18 CACs at varying stages of development by the end of 2019.





Event Details

WHO: Anyone who cares about children!

WHAT: A 5K race, and a Family Fun Run/Walk. *New this year: complete either one as a "virtual run"!*

WHEN: Saturday, September 21st, 9am-12pm

WHERE: South Mountain Recreation Complex, West Orange, NJ - Clipper Pavilion

WHY: Help New Jersey Children's Alliance in our efforts to raise awareness of child abuse prevention and response, and to enable communities to provide hope, healing and justice for victims of child abuse. The money raised from the Heroes event will help enhance services to child abuse victims, including access to proven mental health treatment methods, learning materials for children and families, and tools for professionals to better serve child victims.

HOW: Register to Run or Walk; create personal fundraising page (consider forming a team!); reach out to everyone in your network to contribute to your fundraising initiative.



How to Get Started

STEP ONE:

- Sign up! Go to NJCA5K.com and click "Register". You will be asked to create an account if you don't already have one.
- You will be prompted for sign-up information. Choose 5K, Family Fun Run/Walk, or both!
- You will be asked whether you want to join a team. Running or walking is more fun with a team, and makes you eligible for special team award
- You can also create your own team! A team can be a family, group of friends, classmates, book club, work group, faith-based group, sports team, or an entire organization. Team-building + helping kids = a great day! If you are geographically far from the South Mountain Recreation Complex, you can gather a team to do a run anywhere that's convenient for you.

STEP TWO:

- Once you have signed up (either as an individual runner/walker, or by creating a new team), you will be taken to the Fundraiser page - click on **Become a Fundraiser**.
- Create a Tagline (Ex: Let's help child abuse victims find hope, healing and justice!)
- Create your custom URL - this way you will be able to send people directly to your fundraising page.
- Write your personal message to display on your fundraising page. This is one of the most important things you can do! Tell people why you are running/walking, and what this cause means to you. There are some suggestions on pages 6-11 of this packet.



Tips and Tricks for Fundraising

1. **GET THE BALL ROLLING.** Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. **Create a list of EVERYONE** you know using the list below as a memory jogger. Don't say "no" for anyone by assuming that they can't or won't support - let them decide!

- Family
- Co-Workers (current and former)
- Neighbors
- Classmates
- Book club
- Fellow PTA members
- Parents of children's sports teammates, dance or cheer team, chorus or band, etc
- Social, hobby or recreational networks
- Volunteer networks
- Members of your place of worship (make an announcement, hang a flyer, ask to include in newsletter!
- Businesses with whom you have relationships: restaurants you frequent, chiropractor or physical therapy office, doctor's office, hair salon

3. **Ask.** Include a call to action. Don't just tell them what you are doing, ask for their help.

4. **Make it personal.** Don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"

5. **Put your HEART into it.** Let them know why you're fundraising. We provide some suggested themes in this kit, but speak genuinely - tell people why raising funds for child abuse is important to YOU. Someone will donate to you because they know you, and want to support your efforts.



6. **Start with your close contacts.** It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

7. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

8. "Thanks" is a powerful word! **Every donation merits an acknowledgement**, no matter the amount.

9. **Get creative!** There are many ways to add to your fundraising totals in addition to asking for donations. Try one or more of these:

- Create a casual Friday for a cost - ask your boss if it would be possible to dress down or wear jeans for a \$10 donation, with all donations going to your Heroes for Children fundraiser.
- Hold a garage sale and pledge your profit; let shoppers know what you are doing - they will be even more likely to buy! Leave out a donation jar, and give your child(ren) an opportunity to set up a lemonade stand or bake sale with their friends. (BONUS: Contact us for child abuse awareness and prevention materials to offer!)
- If a birthday, anniversary or holiday is coming up, ask family and friends to make a donation to support your participation in Heroes for Children instead of a gift.
- Organize a poker game; ask players to donate a portion of their winnings to your fundraising.
- Ask your company if they match gifts. This can double or even triple your donation!
- Dining for Charity – Contact a local restaurant and ask them to donate a portion of their profits for the night to your fundraiser.
- Host a dinner or dessert party, and ask invitees to make a minimum donation to attend. Make it small - \$10/person works well - and minimize your expense with ideas such as a Taco Bar, baked potato bar, or pasta dinner.





Sample Letter

Hello _____!

Did you know that over 700,000 children in the US are victims of child abuse each year? About 30% of abused and neglected children will go on to abuse and neglect their children, continuing the vicious cycle of abuse! Child abuse is a public health crisis. Being a victim of child abuse has been linked to many long-term mental and physical health problems - but evidence also shows that many of these problems can be avoided when the child gets the right kind of care. That is why I am participating in the Heroes for Children 5K Run and Family Fun Run/Walk, being hosted by the New Jersey Children's Alliance on September 21st at the Essex County South Mountain Recreational Complex in West Orange . I have a goal of raising [AMOUNT] to help the cause! Please help me reach this amount and help the children of NJ by making a donation.

New Jersey Children's Alliance (NJCA) is a non-profit organization that supports Children's Advocacy Centers, which help kids by providing them with justice and healing from their abuse in a child-friendly setting.

I am running/walking because [INSERT-PERSONAL-PARAGRAPH]. This link, [INSERT-PERSONAL-URL-LINK] will take you to my personal fundraising page where you can learn more about the Heroes for Children 5K and Family Fun Run/Walk to put the cause into perspective, as well show you why it's so important to support this fundraiser. Please take a moment to visit my fundraising page and consider making a donation. No matter how big or small – every dollar counts! I would also LOVE to have you run/walk with me as part of my team! The location is beautiful, and there will be many fun activities to make it an enjoyable day. You can sign up here: [INSERT REGISTRATION LINK]

Thank you for your time and consideration!

Best Regards,

[YOUR NAME]



Share Your “Why”!

Crucial to your fundraising effort is telling people WHY the cause of preventing child abuse and aiding victims is important to you. If you have a personal story - either from your own experience, something you saw in the news that made an impact on you, or the story of someone you know (making certain to protect identities and details) - it is incredibly compelling to share that. We also have a number of other suggested themes that motivate many of our participants to run/walk; feel free to use or amend any of these!

I am running/walking because _____ [SUGGESTED THEMES]:

- We all have a responsibility to take care of the most vulnerable members of society - and victims of child abuse are definitely among the most vulnerable. I want to help NJCA in their support for Children’s Advocacy Centers, which work to help these children get healing and justice.
- I believe that knowledge is power - so I want to support NJCA in helping educate the community on preventing and responding to child abuse.
- I am a child abuse survivor, and I believe that the next thing survivors can do is use their voice to help children. I am raising funds to help victims of child abuse to receive the best care and support, and to help prevent abuse from happening in the first place.
- Child abuse often leads to PTSD, and the work done by NJCA to support Children’s Advocacy Centers helps reduce PTSD in child victims.
- I know that being a victim of child abuse does not need to be a sentence of lifelong problems; our support will help children heal and avoid long-term consequences.
- Just as the #MeToo movement has drawn attention to prevention and justice for sexual assault victims, having conversations and shining the spotlight on the prevalence of child abuse can go a long way to prevention and treatment. I want to see a world where every child can have a safe, happy childhood.



- I am running/walking and fundraising for all those who have survived childhood abuse, as well as those who did not survive; for all the abuse victims who desperately need help in a reassuring, child-focused Children's Advocacy Center; and for all children who need us to create a safe future for them by promoting awareness and prevention.

Social Media Messages

Social media is one of the most powerful fundraising tools at your disposal. Here are some examples of what your social media messaging might look like - but it's important to use your own voice and your own words; be yourself! Make sure to personalize the text in red.

Example 1: I have signed up to run in the Heroes for Children 5K and Family Fun Run/Walk! Can't wait for a great race and a fun family day raising money for abused children. Message me to join my team, or donate here. [INSERT-PERSONAL-URL-LINK] #HeroesForChildren #EndChildAbuse

Example 2: It is estimated that 700,000 children are abused each year. Help me raise money to help abused kids and prevent child abuse! [INSERT-PERSONAL-URL-LINK] #HeroesForChildren #EndChildAbuse

Example 3: It's my birthday, and instead of gifts, I'm asking for donations to support the Heroes for Children 5K and Family Fun Run/Walk. Donate here: [INSERT-PERSONAL-URL-LINK] #HeroesForChildren #EndChildAbuse

Example 4: Thank you to everyone who has donated on my Heroes for Children fundraising page! Together we can help end child abuse! I am halfway to my goal; please help me help abused children by making a donation here: [INSERT-PERSONAL-URL-LINK] #HeroesForChildren #EndChildAbuse

Example 5: What would you give up to help an abused child heal from their trauma? Please consider committing to giving up your daily latte for a week - or a meal out - or new clothes for this month, and donate the funds to my Heroes for Children run: [INSERT-PERSONAL-URL-LINK] #HeroesForChildren #EndChildAbuse







Offline Donations

We happily accept donations made offline, including cash, checks, or in-kind donations (food, beverage, prizes for our Tricky Tray).

For cash donations, please write out a check for the cash amount to New Jersey Children's Alliance. For in-kind donations, send us an email (olga@njcainc.org) and we will figure out how to get the items from you. *Please complete the donation form on the next page so that we can track the donations, send tax-deductible receipts, and give you credit on your fundraising page toward rewards!* You can mail all checks, as well as easy-to-mail in-kind items like gift certificates, to:

New Jersey Children's Alliance
ATTN: Olga Starr
33 Wood Ave. South, Suite 600
Iselin, NJ 08830





Donation Collection Form

Name: _____

Team Name: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Donor Name	Address City/State/Zip	Email	Donation Amount	Donation Method (Check, Cash, in-kind)



Fundraising Incentives

We are grateful for all of our supporters, and would like to thank you for your efforts on behalf of child abuse victims!

Individual Incentives:

Raise \$250: Steel drink tumbler

Raise \$500: Steel drink tumbler and tote bag

Raise \$750: Steel drink tumbler, tote bag and Heroes hoodie

Raise \$1,000: Steel drink tumbler, tote bag, and Heroes hoodie, sheet of Tricky Tray tickets

Top fundraiser: Hero for Children trophy, hot/cold drink bottle, tote bag, hoodie, 2 sheets of Tricky Tray tickets



Team Incentives:

Raise \$2,000: Your team will be invited to a VIP breakfast the morning of the Run/Walk!

Raise \$5,000: VIP breakfast, sheet of Tricky Tray tickets for each team member, and a \$100 McLoone's gift card for post-race celebrating!

Raise \$7,500: VIP Breakfast, 2 sheets of Tricky Tray tickets for each team member, \$300 McLoone's gift card, special team recognition at the race and on all media and promotion, and free registration for next year's Heroes event for each team member!

