



Keep Your Program **RUNNING** Fundraising

The following fundraising ideas can help start a school-based running program or sustain an ING Run For Something Better School Awards running program beyond grant funds. NASPE and ING encourage you to get creative by recruiting others in the fundraising process, and network to make contacts for potential support.

PREPARE

Before making contact with potential supporters, be sure to create a short business plan outlining your needs, what you are looking for specifically from the contact (make it specific for each type of contact) and potential benefits for the contact (awareness, new customers, visibility).

WHO TO CONTACT?

Develop relationships with local businesses:

- Talk to grocery stores, home repair/improvement stores, hospitals, sporting goods companies, TV and radio stations and restaurants.
- Identify the manager or community relations manager and invite him/her to observe your running program or attend a physical education department meeting as a meet and greet to establish a partnership.
- Begin by asking for smaller items such as t-shirt sponsorship, coupons for participants, water bottles, etc.
- If the local store refers you to the corporate office, ask the local manager if you can use his/her name as a reference. Find out exactly who you should speak with and that person's title.

Meet with your local Chamber of Commerce:

- Ask if you can do a presentation at the next meeting to explain your needs.
- Get business cards or contact information from interested businesses and community members.

Talk to your local marketing council:

- Introduce yourself to the executive director and set up a meeting to share your plan.
- Ask for help establishing target groups and ways to reach these groups.
- Identify free outlets to solicit for sponsorships, volunteers and other support.

Host an in-house school event:

Example: "Fun and Fitness Night" – for a small fee parents drop off children for an evening (two- three hours) of supervised play while they go out for a date night.

Host a "FUN Run" for students, parents and the community:

- Charge for participation with funds donated to the school running program.
- Ask parents/volunteers to bring bottled water and other supplies so existing funds do not have to be used.

Plan an environmental cleanup following major sporting events or other community events:

- Ask for permission of host company/organization.
- Ask students, parents and volunteers to bring one trash bag and gloves if not provided by host company/organization.
- Pre-arrange a fee for your services.

Talk to your PTA and PTSA:

- Ask if there are available funds for your program.
- Collaborate on a fundraiser.

Seek support from local professional sports teams/individual athlete foundations.

Research grant databases on the Internet (NASPE, SPARK, Peaceful Playgrounds).

On your mark, get set, give them a healthy start.

