



RUBIN *RUN* >>

MOTHER'S DAY, SUNDAY, MAY 8, 2022

RUNNING FOR INDIVIDUALS WITH SPECIAL NEEDS

FUNDRAISING TOOLKIT



<https://jccotp.org/rubinrun> | #RubinRun2022

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Fundraising Tip Sheet

1. GET THE BALL ROLLING



Nobody likes to be first. Inspire others to get involved by making the first contribution on your page!

2. ADD YOUR WHY TO THE EMAIL



We've put together email templates for you to use in your fundraising efforts – help family and friends understand why **YOU** chose to run and raise funds for special needs programming by personalizing the letters about **WHY you are fundraising**.

3. START WITH YOUR CLOSE CONTACTS



Start by emailing personal messages to your close contacts who are the most likely to donate. This will build momentum. Then use the email template you customized to reach **ALL** of your other contacts. Don't be shy! If you don't ask, people can't support you and this meaningful cause.

4. NOW MOVE ON TO SOCIAL MEDIA



On your social media pages, tag and thank people that have already donated while you are asking for new donations. This spreads your message further and lets people who haven't given yet know that others have! Plus, it is a great way to recognize those who have donated.

5. REENGAGE WITH EMAIL



Send follow up emails. People are busy and usually appreciate a reminder email. Use email to share your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and continue to share your progress towards your goal.

Remember: Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that we'll be with you the whole way and that your effort makes a big difference! **THANK YOU!**



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Talking Points

These talking points will help you share how your support of the JCC's Rubin Run impacts individuals with disabilities.

MISSION

Deeply rooted in Jewish values and tradition, the Kaplen JCC on the Palisades is a vibrant home for the Jewish People that welcomes ALL and cultivates the social, intellectual, physical and spiritual well-being of the entire community.

IMPACT

The JCC's Guttenberg Center for Special Services provides critical services to individuals with disabilities ranging in age from early childhood through adulthood! The Guttenberg Center helps individuals with intellectual and developmental disabilities, autism spectrum disorders, neurological and cognitive impairments, communication and language differences and physical challenges to more than 800 individuals annually. All programs focus on the essential tools required for independent living.

HOW YOUR SUPPORT HELPS

Your participation in the Rubin Run directly impacts children, teens and adults with disabilities by supporting programs that help them to:

- 1) Learn appropriate social interactions
- 2) Increase communication skills and self-expression
- 3) Develop greater independence in activities of daily living and self-help
- 4) Improve their overall health and well-being
- 5) Achieve a more positive quality of life for themselves and their families

Incentives & Recognition

We're proud to recognize YOU – our great fundraisers and supporters – for your tremendous efforts!

Top fundraisers will receive a special Rubin Run gift and will be recognized on JCC Facebook and Instagram pages.

You can check out the Top Fundraisers page to see how you stack up against your friends and other participants.



Sample Email

Fundraising Donation Request (First Time Participants)

Hey **[FirstName]**,

I am excited to share that I will be running/walking in the 2022 Rubin Run kicking off this Mother's Day, May 8th, to raise money for the Kaplen JCC on the Palisades. This is my first time participating in the JCC's annual Rubin Run **[insert race – 5K/10K/Half Marathon]**, and I am so thrilled and honored to be running for individuals in our community with disabilities. My goal is to raise **[goal amount]** to support programs and services for children, teens and adults with disabilities by May 15, 2022.

The JCC's Guttenberg Center for Special Services is dedicated to ensuring that ALL individuals have access to appropriate social, recreational, cultural and educational experiences in natural community settings with appropriate supports. They provide vital programs and services that directly impact children, teens and adults with disabilities and their families helping them to learn how to live independently, strengthen their social and communication skills, and improve their overall health and well-being.

I would be extremely grateful if you helped me reach my goal and donated to my fundraising efforts. All donations are tax deductible and go towards a great cause! Here is the link to my online fundraising page: **[insert personal fundraising link]**

Every donation makes a difference, no matter how big or small, in helping these individuals achieve a more positive quality of life for themselves and their families.

Thank you in advance for your support.

Sincerely,

[Your Name]



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Sample Email

Fundraising Donation Request (Returning Participants)

Hey |FirstName|,

I am excited to share that I will be running/walking in the 2022 Rubin Run kicking off this Mother's Day, May 8th, to raise money for the Kaplen JCC on the Palisades. I participate in the JCC's annual Rubin Run every year and, and I am so thrilled and honored to be running the |insert race – 5K/10K/Half Marathon| for individuals in our community with disabilities. My goal is to raise |goal amount| to support programs and services for children, teens and adults with disabilities by May 15, 2022.

The JCC's Guttenberg Center for Special Services is dedicated to ensuring that ALL individuals have access to appropriate social, recreational, cultural and educational experiences in natural community settings with appropriate supports. They provide vital programs and services that directly impact children, teens and adults with disabilities and their families helping them to learn how to live independently, strengthen their social and communication skills, and improve their overall health and well-being.

I would be extremely grateful if you helped me reach my goal and donated to my fundraising efforts. All donations are tax deductible and go towards a great cause! Here is the link to my online fundraising page: |insert personal fundraising link|

Every donation makes a difference, no matter how big or small, in helping these individuals achieve a more positive quality of life for themselves and their families.

Thank you in advance for your support.

Sincerely,

|Your Name |



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Sample Email

Fundraising Request Follow-Up

Hi |First Name|,

I hope you got the email that I sent you on <insert date>. So far, I've made <insert progress toward goal>. I really need your help to reach my personal fundraising goal!

This event means a lot to me because of the people it supports. I would like to share this parent's story with you about her daughter, Rachel, who attends the JCC's Adult Day Program, and how the JCC was able to continue meeting her needs even though the COVID-19 pandemic had forced them to transition to a virtual setting:

"My daughter Rachel lives in a group home and we haven't been able to see her in person because of COVID. It was a shock to all of us when this happened.

The JCC's Special Needs Department immediately started Zoom calls to all of their participants to help them transition to this new reality.

The team worked with Rachel via Zoom in private and group settings to help her understand that all of her friends were in the same situation and that they were there to support her. With the JCC's help, she's now able to focus and have facetime calls with us for up to 45-minutes long. Her conversations are more engaging, and she feels less alone. Incredible. She is learning so many new things, especially about herself, thanks to the JCC. My family and I are so grateful."

The JCC is an amazing organization committed to meeting the varied needs of individuals with special needs in our community. That is why I am raising [insert personal/team goal] for this cause. Many people in our community are showing their support, and I hope you can make a donation, at whatever level you are able, to help the JCC reach even more individuals in our community.

Please make your donation today at [insert participant page link]. Thank you again for your support!

Sincerely,

|Your Name |



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Sample Email

Donation Thank You

Dear |first name|:

Thank you for your generous donation to the Kaplen JCC on the Palisades in support of my Rubin Run fundraising efforts. Your support helps the JCC further its mission of providing an inclusive, accessible environment for ALL and directly impacts those in need.

Donations to the 2022 Rubin Run help the JCC to provide services designed to meet the wide range of specific needs of children, teens and adults with disabilities as well as providing much needed support and respite for their caregivers and families.

With your help, the JCC can provide opportunities for individuals with disabilities to reach their highest potential in a physically and emotionally safe environment with appropriate supports.

Thank you again for your generous contribution and, most of all, for helping to create a community that celebrates differences and supports individuals of every age and ability.

Sincerely,

|Your Name|



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Sample Email

Fundraising Team Recruitment

Dear **first name**:

This year I am forming a team to run/walk in the 2022 Rubin Run: Running for Individuals with Special Needs. Funds raised through this event support programs and services for individuals with disabilities at the Kaplen JCC on the Palisades.

I want to do something that will directly benefit the many deserving individuals (and their families) with disabilities at the JCC and this is WHY I'm participating. The Rubin Run is an opportunity for people of all ages and abilities to come together and celebrate our differences.

I would love for you to join my team and participate in this great event. I promise you will have a great time, get a little exercise, and in the end, feel great about helping a meaningful cause. If you would like to join me, please follow these simple instructions to register online:

1. Go to the Race Page: <https://jccotp.org/rubinrun>
2. Select "**Register**" to begin the registration process
3. Under Join an Existing Team, search for my team by entering my name or my team name in the text box. My team name is: **insert team name**
4. Then, click the "**Join Team**" button underneath Join an Existing Team
5. Enter your participant information, and then click "Next"
6. Select the race(s) you want participate in and your registration details, then click the "Next" button
7. If you want to register friends or family members as well, click the "Add A Registration" button. Once completed, click "Next"
8. Enter your Payment Information and click "Next"
9. Confirm your registration details and submit by clicking "Finish"

Once you register, you will receive an email with a link to your own personal supporter page, which you can use to contact your friends, neighbors, co-workers, etc. and ask them to support you. You can also keep track of your donations and even customize the page to your own personal style!

Please feel free to contact me at the number below, or check out jccotp.org/rubinrun for more Race information. Thank you for taking the time to read this email. I hope that you'll join me in supporting and celebrating individuals with disabilities in our community.

Sincerely,

(your name)
(your phone number)



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Sample Social Media Posts

Facebook

Copy and paste any of the suggested messages below on Facebook. Be sure to update it with your information and include the link to your fundraising page before posting.

Invitation to FB Friends:

- I just signed up for #RubinRun2022 @KaplenJCCOTP and will be running for individuals with disabilities. Please support my fundraising efforts to raise money and make a difference. My goal is \$____, and every little bit helps! [INSERT YOUR FUNDRAISING PAGE LINK]
- I'm participating in the #RubinRun2022 this Mother's Day! Not only am I running/walking the [5K, 10K, Half Marathon], but I'm also raising money for @KaplenJCCOTP, which is dedicated to providing vital programs and services to children, teens, and adults with disabilities. Please help me reach my fundraising goal by making a donation on my fundraising page: [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Updates:

- Thank you to my amazing friends and family for supporting my participation in #RubinRun2022 by helping me raise \$____ for @KaplenJCCOTP so far! There's still time to donate: [INSERT YOUR FUNDRAISING PAGE LINK] Please help me reach my goal! Your support, no matter the size, makes a big difference.
- Just ____ week(s) left until I'm running/walking at #RubinRun2022! So far, I've raised \$____ for @KaplenJCCOTP. I'm challenging myself with the [5K, 10K, Half Marathon] and I'm asking you—my family and friends—to support my efforts by making a donation to invest in high-quality, inclusive programs and services for individuals with disabilities. Will you help me reach my fundraising goal? [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Goal Met:

- We did it! Thank you to everyone who helped me reach my fundraising goal for @KaplenJCCOTP! I can't wait to challenge myself at #RubinRun2022 this Mother's Day. If you haven't had a chance to donate yet, there's still time. [INSERT YOUR FUNDRAISING PAGE LINK]
- Thank you to my friends and family for all of your support! Together we raised \$____ for @KaplenJCCOTP. Every dollar raised will directly support programs and services for individuals with disabilities. Still want to show your support? You can donate at [INSERT YOUR FUNDRAISING PAGE LINK]

*If you would like to share a photo on your Facebook page, check out one of the many images in the [Downloads](#) section of this toolkit.



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Instagram

Copy and paste any of the suggested messages below onto Instagram. Be sure to update any post with your information and include the link to your fundraising page before posting.

Invitation to your Instagram followers:

- I just signed up for #RubinRun2022 & will be raising money for individuals with disabilities at the @KaplenJCC. Help me reach my goal: [INSERT YOUR FUNDRAISING PAGE LINK]
- I'm supporting and celebrating individuals with disabilities by raising money for the @KaplenJCC @JCCFit at the #RubinRun2022. Will you donate? [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Updates:

- Thanks to my amazing friends & family for helping me raise \$___ for #RubinRun2022 so far! Let's keep going: [INSERT YOUR FUNDRAISING PAGE LINK]
- ___ weeks (days) until I face my #RubinRun2022 challenge! Help me reach my fundraising goal for the @KaplenJCC: [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Goal Met:

- We did it! Thanks to everyone who helped me reach my fundraising goal for #RubinRun2022 @KaplenJCC: [INSERT YOUR FUNDRAISING PAGE LINK]
- Thank you for your support! Together we raised \$___ for the #RubinRun2022 supporting programs and services helping individuals with disabilities reach their highest potential: [INSERT YOUR FUNDRAISING PAGE LINK]

Don't forget to use our official hashtag #RubinRun2022 in all your posts!

*If you're not sure what photo you would like to share on your Instagram page, please feel free to download one of the many Instagram stickers and stories available in the [Downloads](#) section of this toolkit.



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Media Downloads

The images below are the perfect addition when asking your followers and friends for support, raising awareness, and thanking donors for their generosity. Click on any of the images below to download and share:

Stickers –



Stories –



Cover Photos –



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