

Presented by  new balance



# **Run to Home Base Presented by New Balance Fundraising Tool Kit**

Saturday, July 15, 2017  
[www.runtohomebase.org](http://www.runtohomebase.org)  
[www.homebase.org](http://www.homebase.org)



## **Thank you for your participation in the Run to Home Base Presented by New Balance on July 15, 2017**

By participating in the 2017 Run to Home Base Presented by New Balance, the funds you raise will help further the mission of Home Base. Home Base, a Red Sox Foundation and Massachusetts General Hospital Program, is dedicated to healing the invisible wounds for Post-9/11 Veterans, Service Members and their Families through world-class clinical care, wellness, education and research.

As a National Center of Excellence, Home Base operates the first and largest private-sector clinic in the nation devoted to healing invisible wounds such as post-traumatic stress, traumatic brain injury, anxiety, depression, co-occurring substance use disorder, military sexual trauma, family relationship challenges and other issues associated with military service.

Since inception, Home Base has served more than 11,000 Veterans and family members with care and support, trained more than 45,000 clinicians, educators and community members nationally and remains at the forefront of discovering new treatments-- ensuring a brighter future for the 21st century warrior and military family. For more information please visit [www.homebase.org](http://www.homebase.org).

We are all indebted to the selfless Service Members and their Families upon whom our nation depends. We also thank you again for being part of the 2017 Run to Home Base Presented by New Balance and we wish you great success in your fundraising.

Gratefully,

Home Base



## Online Fundraising

We encourage you to customize your personal fundraising page on [www.runtohomebase.org](http://www.runtohomebase.org). Adding a photo and sharing why you are participating in the Run to Home Base Presented by New Balance will help make your participation more compelling and your fundraising efforts more effective. Be sure to email your friends, family, co-workers and community from your fundraising page asking them to sponsor you by donating online and helping to make a difference in the lives of Veterans and their Families.

To personalize your fundraising page, log on to [www.runtohomebase.org](http://www.runtohomebase.org) where you can update your profile, view the donations you have received, create or join a team, and invite friends and family to join your efforts either by donating or registering to participate along side you.



## How to Get Started

- ❖ Start asking early using the **Sample Letter** on the last page of this kit. Every donation helps – whether it's \$10 or \$100. Donations add up and the more you ask, the more you raise.
- ❖ Set a goal and tell your donors what it is. Let everyone know you are participating in the Run to Home Base Presented by New Balance and that you need their donations to help Veterans and their Families get the care they need and deserve.
- ❖ Research your company's matching gifts program to help you double your money. Be sure to ask your donors if their company offers a matching gift program.
- ❖ Learn more about Home Base and share your knowledge of what we do and how we help Veterans and their Families with your donors. Encourage your supporters to visit [www.homebase.org](http://www.homebase.org)
- ❖ Provide updates on your progress. Let people know how much you have raised and the progress you are making towards reaching your goal.
- ❖ Don't be afraid to ask!



## **Use the Power of Social Media to Increase Your Fundraising**

1. LIKE us on Facebook <http://on.fb.me/Tw6aXK> by searching for "Home Base Program" and clicking LIKE.
2. When you share a message on Facebook about your fundraising, link directly back to us by typing @Home Base in the body of your message before you post.
3. Be a social ambassador for the Run! Share our run-related content from the Home Base Facebook Page by reposting to your personal page. Encourage your friends to LIKE Home Base and spread the word.
4. Follow us on Twitter @HomeBaseProgram or @RedSox\_Fund and tweet a message about the run (make sure to link to @HomeBaseProgram or @RedSox\_Fund and include the hashtag #runtohomebase!). Search #runtohomebase to follow the conversation and see how many people are talking about the event!



## Who Should You Ask?

- ❖ Friends and Family – Who better to share this cause with than your friends and family. Share your excitement and passion with those you care about and ask for their support.
- ❖ Co-workers – Invite co-workers to help support your efforts by donating or by joining you and participating.
- ❖ People in Your Address Book, Email List and Cell Phone List – Reach out to friends far and near. Send a letter, make a phone call or send an email. No matter how you choose to reach out, ask everyone you know for support.
- ❖ Use Social Media – Link your Facebook page to your fundraising page. Share why you are participating on your Facebook and Twitter pages.

Remember...

- ❖ Every donation you receive makes an impact!
- ❖ Ask everyone to give something and assure them no donation is too small.
- ❖ Be creative and have fun!



## **Be an Ambassador**

Help Home Base raise awareness of the Run to Home Base Presented by New Balance and of the care Home Base provides by promoting your efforts and involvement to local press. Reach out to your community newspapers to highlight your involvement and why you run. We have enclosed a sample press release in this kit that you can customize and use to send to your local media outlets.

Share your compelling story to help raise awareness of Home Base and the Run to Home Base Presented by New Balance.



## Fundraising Ideas

### HOUSE PARTY

Host a fundraising party at your home for friends, family, co-workers and neighbors. Watch a Sox game together on TV and create a silent auction or raffle!

### CORPORATE MATCHING

Take advantage of your or your donors' corporate matching gifts programs. People can easily double their donations by filling out a form from their corporate Human Resources department. The Red Sox Foundation and Massachusetts General Hospital are both 501(c)(3) federally recognized non-profits. Donations to the Run to Home Base Presented by New Balance are eligible for most matching grant programs.

### TRIBUTE DONATIONS

Encourage donors to make contributions to your Run "in honor of" or "in memory of" loved ones or a Veteran they know and want to honor.

### VOICEMAIL

Change your voicemail/answering message to announce your participation in the Run to Home Base and explain how callers can join your team by donating to your fundraising page!

### EMAIL TAGLINE

Add a tagline to your emails stating "I'm participating in the 2017 Run to Home Base Presented by New Balance. Please support our nation's veterans by sponsoring my run at [www.runtohomebase.org](http://www.runtohomebase.org)" with a link to your own fundraising page.

### SILENT AUCTION

Ask local businesses to donate items or gift certificates and hold a silent auction at your fundraising event or on a payday at work. Suggest a book of car wash certificates, pet grooming, a week of free coffee – the list is endless! Set minimum donation limits and allow people to bid up.

### BENEFIT NIGHT

Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation). Ask the host venue, such as a local restaurant, ice cream parlor or teacher's supply store, to support with a donation of 10% (or more!) of the night's sales.





### POTLUCK PARTY

Organize a potluck party and ask everyone to bring a dish to pass while socializing friends and neighbors. The entrance fee to the party becomes your donation.

### BIRTHDAY/ANNIVERSARY/WEDDING/HOLIDAY

In lieu of gifts, ask your friends and family to make a donation. Delegate: Give 10 friends 5 donation forms and ask them to help you seek donations to help our Veterans.

### DRESS DOWN FRIDAY

Ask your boss if you can host a “Dress Down Friday” or “Red Sox Day.” Ask your employer for permission to allow employees who donate to the Run to Home Base Presented by New Balance to dress down or wear Sox-themed apparel on an assigned day.

### GARAGE SALE

Ask your friends and neighbors to participate by donating items for sale. Make signs that indicate proceeds are going to Home Base. Add home baked goods and/or lemonade stand, and provide a cash donation jar. Every dollar donated brings you closer to your goal!

### CAR WASH

Get friends and family to help you wash cars for a donation.

### SUPER CHANGE JAR

Ask your friends and family to put aside their spare change to be added to the super change jar. Every month or so, empty it out and let everyone know that “a little at a time” adds up! This is a great idea to put into action at work, too. Decorate the jar with inspirational quotes and photos. Ask your favorite restaurant or convenience store to put out a jar for donations.

### EMAIL

Email your fundraising letter to friends, family and co-workers and ask them to support you. Your email message should also include a direct link to your personalized fundraising page.



RED SOX  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL

Dear \_\_\_\_\_,

On Saturday, July 15th I'll be participating in an incredible event called the Run to Home Base Presented by New Balance. The Run to Home Base is a unique fundraising event through Boston ending with the once-in-a-lifetime experience of crossing "home base" (plate) at historic Fenway.

The Run to Home Base will honor Veterans and help raise much needed funds for Home Base, a Red Sox Foundation and Massachusetts General Hospital Program. Home Base helps Post-9/11 Veterans, Service Members and their Families heal from the Invisible Wounds of War through clinical care, wellness, education and research. Your donation will make a direct impact in the lives of Veterans and their Families served by Home Base.

I have pledged to raise a minimum of \$\_\_\_\_\_ but have set my personal goal even higher. So I need your help. You can support my efforts and donate at [www.runtohomebase.org](http://www.runtohomebase.org). Simply click on "Donate to a Runner or Walker" and search for my name.

Launched in September 2009, Home Base is a philanthropic partnership between the Red Sox Foundation and Massachusetts General Hospital, and is the first partnership of its kind between an academic medical center and a major league baseball team. To learn more about Home Base or to make an appointment for a Veteran or Military Family Member who needs our help, visit [www.homebase.org](http://www.homebase.org).

Thank you in advance for your generosity!

With gratitude,

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