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GRIEF RELIEF 5K YOUR WAY



2022
RUN. WALK. REMEMBER.

PARTICIPANT TOOLKIT

www.comfortzonecamp.org

WELCOME

Thank you for taking the time to join the National Grief Relief 5k Your Way and raise money for grieving kids to heal and grow at Comfort Zone Camp!

LET'S GET STARTED!



START YOUR TEAM

- Share your story
- Set a goal (team and individual)
- Personalize your page with photo

RECRUIT

- Talk to friends, family, or coworkers about joining
- Post on social media to get the word out
- Teammates can be from anywhere, so ask friends and family near and far

FUNDRAISE

- Make a personal donation
- Encourage online fundraising by sending emails
- Start a Facebook fundraiser
- Get creative! Do a bake sale, raffle, jeans day at work, or fitness class!

TIP – RAISE \$600 AND YOU’LL SEND 1 CHILD TO CAMP

OUR MISSION:

COMFORT ZONE EMPOWERS GRIEVING CHILDREN TO FULLY REALIZE THEIR CAPACITY TO HEAL, GROW, AND LEAD MORE FULFILLING LIVES.



\$35

Provides meals for a camper during the weekend



\$50

Provides supplies for a Healing Circle



\$100

Gives a travel scholarship to 1 camper



\$250

Provides art therapy for 1 weekend

ASK ANYONE AND EVERYONE YOU KNOW

Fantasy Football League
Accountant
Lawyer
Repair Man
Bartender
Doctor/Pediatrician
Boyfriend/Girlfriend
Cleaners
Lawn Service

Parents
Manicurist
Fitness Trainer
Insurance Agent
Friend's Parents
Hair Stylist
Barber
Godparents
Cousins

Uncles/Aunts
Rabbi/Pastor/Minister
Teacher
Florist
Printer
Stock Broker
Gym Members
Pharmacist
Best Friend

Classmates
Choir Director
Financial Planner
Holiday Card List
Travel Agent
Veterinarian
Sisters/Brothers
Landlord
Sorority Sisters
Fraternity Brothers

SAMPLE FUNDRAISING EMAIL

I am participating in the National Grief Relief 5k Your Way - a fundraising event to give grieving children access to free Comfort Zone Camp programming, so they can learn how to cope in healthy ways.

1 in 13 children in the U.S. will experience the death of a parent or sibling by the age of 18. The burden of bereavement disrupts family dynamics, strains social relationships, and emotionally isolates grieving children.

{Insert personal story}

Every step we take and every dollar we raise brings us closer to giving more grieving children hope. Together we can provide grief relief to the 5.6 million grieving children in the United States. My goal is to raise \${insert}. Help me reach my goal by making a tax-deductible donation:

{Insert personal fundraising URL}

Thank you for your support,
{Name}





MAKE FUNDRAISING EASY

- ☐ **PERSONALIZE YOUR FUNDRAISING PAGE AND EMAIL**
Add pictures, customize your story and connection to Comfort Zone Camp on your fundraising page. Tell your family and friends why grief relief matters to you!
- ☐ **GIVE YOURSELF A GOAL**
Set a personal fundraising goal. Give yourself a target that is realistic. You can always raise your goal as you get closer to it.
- ☐ **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.
- ☐ **START WITH YOUR CLOSE CONTACTS**
It's always best to start emailing your close friends because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up momentum. Then use the email template you customized to reach all of your other contacts.
- ☐ **NOW MOVE TO SOCIAL MEDIA**
Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets people you are asking know that people are already getting behind you.
- ☐ **REENGAGE WITH EMAIL**
Don't hesitate to send a few follow-up emails. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
- ☐ **CONTINUE THANKING AND UPDATING SOCIAL MEDIA**
As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.
- ☐ **REMEMBER**
Sharing your page on social media is great, but it is not always enough. The most effective thing you can do is text, email, or call people that will support you. Let them know about your campaign, why it is important to you, and share a direct link to your page.
- ☐ **FOLLOW UP IS KEY**
People get distracted and busy easily. Your friend might have seen your email and wanted to donate, but the dog needed to be let out first. Sending out reminders and updates about your event is helpful to your friends.

FUNDRAISING IDEAS

BIRTHDAY/ANNIVERSARY

In lieu of gifts, ask your friends and family to donate to your fundraiser.

FITNESS CLASS

Everyone wants to stay in shape, so turn it into a fundraiser! Host the yoga, Zumba, or weightlifting class online and have your friends donate to participate.



MOVIE NIGHT

Invite your friends together to watch a movie on the same night. Charge an admission fee for shipping them their movie supplies (popcorn, candy, cozy blanket).

PUPPY PARADE

Host a social distant dog parade in your neighborhood or park. Invite your friends and family to bring their leashed dogs and charge an entry fee for each dog that wants to strut their stuff.



TRIVIA NIGHT

Virtual trivia nights are always a hit. Pick the categories and invite everyone to participate over Zoom.

KARAOKE NIGHT

Have a night of singing over zoom! Charge a fee per song and use your voice to support Comfort Zone Camp.

CRAFT SALES

Can you make something unique you can sell Sourdough bread? Macramé? Friendship bracelets?



FUNDRAISING IDEAS CONT.

CAMPFIRE

As the weather gets cooler host a socially distant campfire with s'mores. Make sure to have your donation jar available!



RAFFLE

Host an online raffle on item(s) like amazon gift cards or ask your friends and family for items they can donate.



RESTAURANT PROCEEDS NIGHT

Visit your local restaurants and ask if they will set up a night where they will donate a percentage of their proceeds.

GARAGE SALE

Have a garage sale and ask your friends and neighbors to participate by donating items to sell. Include a bake sale and a lemonade stand. Be sure to have signs up letting everyone know that proceeds go to your Grief Relief 5k fundraiser.

CAR WASH

A good old-fashioned car wash is always a good idea. Every car washed can get you closer to your fundraising goal!

PARENT'S NIGHT OUT

Recruit your friends and offer to babysit for a night so all the parents can have a night out to themselves. Everything you raise from babysitting can be donated.



CONTACT US!



Comfort Zone Camp Staff is available to help you!

Please contact us:

Email: info@comfortzonecamp.org

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@comfortzonecamp