



TEAM FUNDRAISING

Dear Team Captain,

Thank you for signing up to run the 2016 Fairfax Run for the Children and creating a team. Because of the generosity and dedication of people like you, this event has been a tremendous success, raising money to support the work of our extraordinary CASA Volunteers, while also allowing us to educate the public about child abuse and neglect.

Again in 2016, a team feature is available that adds meaning to your miles! In addition to prizes at the race for the 1st place team, we will also award a prize for the team that raises the most money for Fairfax CASA.

How might your team fundraise? Well, we have made it very easy for you: Each team has its own webpage with a pledge option for your supporters and an area to track your team's progress. Your supporters may pledge in honor of a team member or on behalf of the entire team. On the Fairfax Run for the Children homepage, you may also track how your team ranks among all teams taking part in fundraising (in case you have a competitive spirit!).

I have run races as part of a team that is fundraising. Here are my tips for you:

- Set a goal for your team. Having a goal gives you **something to work towards** (like a finish line!)
- Don't be afraid to ask for money. The money isn't for you: **You are fundraising for a great organization!**
- Be proud of your **commitment** to your team and to Fairfax CASA.
- If you need information about Fairfax CASA, please let me know. I am happy to discuss our program with anyone!
- Create a message. Tell a story. We have plenty of stories here at Fairfax CASA that we can share with you. **Make it personal.**
- Share with your friends, family, coworkers. Share on your social media. Send personal emails to people who will support you.
- **Get creative!** Throw a birthday party for yourself and ask for donations in lieu of gifts! Have a wine tasting and ask everyone for donations! Think outside the box.
- Lastly, send a personalized thank you to **EVERY** person who donates on your behalf.

This year, Fairfax CASA has received an increased number of cases from the Court, compared to recent years. As a result, we once again have a waiting list of children in need of an advocate. It is our goal to serve EVERY child, but to do this we must recruit additional volunteers, train them and supervise them, so that they may provide a voice to every abused and neglected child with an open case before the Court. Now, more than ever, we need to raise funds to end the waitlist. While the children on our cases may never meet you, by being a part of this event, you are a hero to them. Thank you.

If you have ANY questions, please do not hesitate to contact me directly, at dcunningham@casafairfax.org or 703.273.3526, xt. 11

Warmly,

Darcy Cunningham
Executive Director