



#FOROURYOUTHSFUTURE



VIRTUAL RUN & WALK FUNDRAISING KIT



EVENT DETAILS



WHEN?

KICKOFF: August 14
END: October 3

WHERE?

The Comfort of Your Home

WHY?

The Run and Walk for Our Youth's Future benefits Visions and Pathways, the first nonprofit privately-run youth shelter in New Jersey

WHO?

YOU! We're relying on strong and caring individuals who will virtually lace up their shoes to help our youth.

[p2p.onecause.com/
visionsandpathways
runandwalk](http://p2p.onecause.com/visionsandpathwaysrunandwalk)

ABOUT US



MISSION

Our Mission is to provide abused, neglected, and homeless youth with housing, a stable environment, and supportive services that guide them in becoming self sufficient.

HISTORY

Visions and Pathways has helped over 10,000 homeless and at-risk youth for the past 50 years. We help them put their lives together, build their self esteem and acquire the skills they need. Originally named Somerset Youth Shelter, we have expanded to help youth across the state and provide them with resources for a better future.

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ORGANIZING YOUR TEAM



1) REGISTER ONLINE - IT'S EASY

Take the first step! Register online at www.p2p.onecause.com/visionsandpathwaysrunandwalk to sign-up as an individual walker, runner, or team.

2) SET-UP YOUR WEB PAGE

Once you've registered, now's your chance to personalize your fundraising page and share it with friends, family, colleagues, and on social media. Your story has the power to motivate people to support you and support youth across the state.

3) INVITE FRIENDS AND FAMILY TO PARTICIPATE

Through your individual or team's page, invite your network to ask for support and explain why you're participating. Include your page URL and encourage them to register or donate online.

4) REQUEST DONATIONS ONLINE

Giving online is quick, easy, and secure! Donors will receive timely acknowledgement of their gift, a tax receipt, and you'll be notified if someone donates in your name.

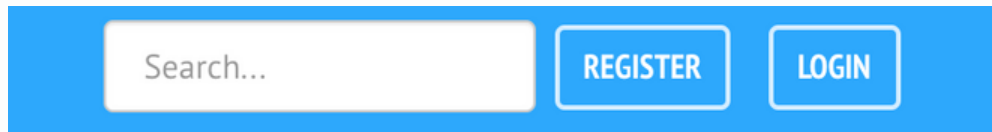
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GET REGISTERED



1 Go to p2p.onecause.com/visionsandpathwaysrunandwalk

On the homepage of our run website, click the "Register" button (located in the top right corner).



2 Choose How You Will Register

We have many options for registration, including Facebook, Google, Twitter, and Email.



GET REGISTERED



3

Choose How You Will Participate

Here you can choose to join an existing team, create your own team, or register as an individual.

A screenshot of a registration form titled "Are you registering as part of a team or as an individual?". It offers three options: "Join an Existing Team" (with a search input and "Join Team" button), "Start a New Team" (with a "Team Name" input and "Start A Team" button), and "Or Register as an Individual" (with a "Register" button). Each option includes brief instructions.

4

Fill Out the Registration

When registering, make sure all your information is correct. During this stage, you are able to pick your T-shirt size to get your FREE run and walk shirt which comes included with registration and a free drawstring bag. You're also able to register additional participants and securely enter your payment information. Make sure to hit the SUBMIT button to secure your registration!

REGISTER FOR VIRTUAL 5K RUN AND 2 MILE WALK

YOUR INFORMATION YOUR REGISTRATION ADDITIONAL REGISTRATIONS PAYMENT INFORMATION CONFIRM AND SUBMIT

First, let's make sure we have all your information correct.

A screenshot of the registration form fields. It includes input boxes for "First Name" (John), "Last Name" (Smith), "Email Address" (johnsmith@gmail.com), "Street Address 1", "Street Address 2", "City", "State" (NI - New Jersey), and "ZIP Code".

You'll automatically be taken to your participant center where you can customize your personal and team pages including photos and updates. Once you're happy with your edits don't forget to save and then you can start sending out emails to recruit team members and solicit donations.

TIPS AND TRICKS: THE 10 DAY PLAN



Need some help getting your friends and family involved or getting donations?
Try The 10 Day Plan to give yourself a boost!

DAY 1	Make a personal donation of \$25	\$25
DAY 2	Ask 10 friends to give \$5 each	\$75
DAY 3	Ask 3 close friends to give \$10 each	\$105
DAY 4	Ask a neighbor for \$15	\$120
DAY 5	Ask a family member for \$25	\$145
DAY 6	Ask your boss and coworker for \$25 each	\$195
DAY 7	Ask your social media networks for \$10	\$205
DAY 8	Ask your stylist, barber or doctor for \$5	\$210
DAY 9	Ask your workout partner for \$30	\$240
DAY 10	Ask a fellow book club member for \$10	\$250

HAVE YOU ASKED...

Fantasy Football League
Accountant
Attorney
Banker
Bartender
Pediatrician
Car Dealer
Cleaners
Librarian
Sorority or Fraternity
Pharmacist
Financial Planner

Lawn Service
Manicurist
Fitness Trainer
Insurance Agent
Friends' Parents
Hair Stylist
Salon Manager
Barber
Landlord
Interior Designer
Holiday Card List
Travel Agent

Doctor
Parents
Rabbi
Pastor/ Minister
Teacher
Florist
Printer
Stock Broker
Gym Members
Veterinarian
OB/GYN
Siblings

TIPS TO IMPROVE YOUR FUNDRAISING

- Send Personalized Email Appeals
- Follow Up with Texts and Calls
- Set Your Target and Appeal
- Keep Your Page Updated
- Post on Social Media to Maintain Momentum
- Send Regular Updates and Celebrate Success
- Make Sure to Thank Your Donors

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