



Team ECS

Fundraising Guide

2017 San Diego Rock'n'Roll
Marathon Series

ecscalifornia.org/rocknroll • (619) 228-2800



Dear Team ECS member,

Thank you for running or walking in the San Diego Rock'n'Roll Marathon series as a member of Team ECS! Your participation in the 5K, Half Marathon, Relay, or Marathon is an incredible feat—and we are grateful for your help in raising awareness for ECS' programs as a member of our team.



By fundraising as a member of Team ECS, your support brings critical, lifesaving resources to thousands of men, women, and children throughout San Diego County. No amount is too small. And with every dollar raised and every step you take toward the finish line, you bring hope and opportunity to people right here in our community who are working to overcome homelessness, poverty, and substance use and mental health disorders.

We hope the tips that follow help you reach your fundraising goal, and again, we appreciate your generous support and advocacy. If you have any questions, please contact Sarah Wilkins at swilkins@ecscalifornia.org or (619) 228-2828. From the clients and everyone here at ECS, thank you!

Good luck on the course!



General fundraising tips

- Share about your participation with Team ECS and ask for support from family and friends through social media like Facebook, Twitter, and Instagram. Post photos and updates on your training or fundraising efforts—your supporters will appreciate the opportunity to track your progress and to see how their contributions help you achieve your goals! (For examples of messages, see page 5)
- Make your own donation to your goal, and challenge people to match it. This helps to show your commitment to your goal and sets a good example to follow!
- Break your fundraising goal down into small, tangible parts. You can either ask people to donate a certain amount per mile or half-mile, or tie amounts to programs at ECS. For example:
 - \$10 can provide food and supplies for Friend to Friend, ECS' homeless outreach program
 - \$25 helps to buy puppets and games for our Para Las Familias program, which provides therapy for low-income children and their families
 - \$50 contributes to bus passes to help homeless clients get to doctor's appointments or job interviews
 - \$100 helps to provide food and shelter for a resident in Safe Haven transitional housing
- Add a line to your email signature about your participation with Team ECS. Add a link to ECS' website, ecscalifornia.org, to make it easy for people to donate!

I would like to donate

Donation Frequency

Recurring donations are the best way to give steady support

Donation Notes

If applicable, please note the purpose of your gift below (i.e. event donation).

Tip: Include ECS' website, ecscalifornia.org, in your social media posts. For your supporters to make a donation, they just need to click "Donate" in the top right corner of ECS' home page, choose an amount, and add your name (the runner's name) to the "Donation Notes" field.

Fundraising at home

- Host an event at home! Consider a brunch, cocktail party, gathering for a knitting group, board game night, or book club. Set a cover charge at an amount that is comfortable to you, and let your guests know that proceeds benefit your race with Team ECS.
- Celebrate a birthday, anniversary, or any other special occasion by asking for donations in lieu of gifts.



Fundraising in your community

- Do you have any creative hobbies or side gigs? Donating the proceeds (or a portion of proceeds) of items such as handmade knitted goods, jewelry, photography, or baked treats, can go a long way toward your fundraising goal. The same goes with any side jobs—you can contribute funds from freelance gigs, dog walking, babysitting, or any extra work. You can even advertise your participation with Team ECS as a way of promoting your business, especially through social media or sites like Etsy!
- Clear clutter while supporting ECS by holding a yard sale. The sale is a great opportunity to share about your participation with Team ECS, and to let customers know the sale is benefitting a good cause! You can even add a tip jar to collect donations for your race.



Fundraising at work

- Host a jeans day! Ask your Human Resources department if you and your coworkers can wear jeans for a day in exchange for a donation.

Message examples

Letter *A snail-mailed letter is still one of the best ways to ask for support—and the more personal the better! Feel free to use the sample below, but any personal details you can share will help to make your letter even more powerful.*

Dear [NAME],

On the weekend of June 3-4, I will be taking part in the San Diego Rock'n'Roll [5K, half marathon, relay, marathon] to support Episcopal Community Services here in San Diego. As a member of Team ECS, I am [running/walking] to raise awareness for people in my community who are working to overcome poverty, homelessness, substance use disorders, trauma, and mental health disorders.

I am excited for the opportunity to [run/walk] for people in need, and hope you will support me by donating to my participation with Team ECS. My fundraising goal is [amount], and every dollar helps me to help others. Your contribution will help to provide resources such as therapy, transitional housing, case management, child development programs, and a safe community to the more than 7,500 men, women, and children that ECS assists every year.

For example:

- \$10 can provide food and supplies for Friend to Friend, ECS' homeless outreach program
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- \$50 contributes to bus passes to help homeless clients get to doctor's appointments or job interviews
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To learn more about ECS, visit ecscalifornia.org.

Thank you for your consideration! You can make a donation online at ecscalifornia.org (Click "Donate" in the top right corner of the homepage, choose an amount, and add my name to the "Donation Notes" field) or mail a check (please add my name to the memo line) to Episcopal Community Services, 401 Mile of Cars Way, Suite 350, National City, CA 91950.

Please let me know if you have any questions. Thank you again!

NAME

Social Media

I'm [walking or running] with Team ECS in the upcoming San Diego Rock 'n' Roll [5K, marathon] on June [3 or 4]. Please consider making a gift in my name to support Episcopal Community Services' life-changing programs to help thousands of San Diegans overcome issues like poverty and homelessness.
ecscalifornia.org.



Tip: You can also share ECS' pinned Rock'n'Roll post on Facebook!

Email

Dear [NAME],

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Please let me know if you have any questions. Thank you again!

NAME

Key facts

ECS serves more than 7,500 men, women, and children throughout San Diego County each year. Programs include:

- **Head Start**, which provides comprehensive child development and education programs that serve 2,000 low-income children from infancy to age 5 and their families.
- **Para Las Familias**, which provides mental health services to nearly 300 preschool children and their caregivers.
- **Friend to Friend** and **Safe Haven Housing** provide a street and site-based outreach program with individualized case management and transitional housing for mentally ill, homeless adults. These programs provide comprehensive resources to 650 men and women, as well as referrals for another 950 individuals.
- **ACCORD DUI** provides drug and alcohol treatment and education to more than 4,500 adults with an arrest for driving under the influence each year.
- **Central East Regional Recovery Center** provides intensive outpatient drug and alcohol treatment to roughly 400 self and court/probation referred adults, including case management and mental health support services.

Last year, during our first year of participating in the Rock'n'Roll Marathon series, 50 runners and walkers joined Team ECS and raised more than \$8,500 for our programs.

Please contact us if you have any questions or need any other information. We are happy to help!

For questions about fundraising, contact Sarah at swilkins@ecscalifornia.org.

For questions about the race weekend, contact Deann at dayer@ecscalifornia.org.