HOW TO FUNDRAISE AS PART OF YOUR DETROIT MARATHON EXPERIENCE

DETROIT FREE PRESS

MARATHON HALF-MARATHON RELAY • 5K KIDS RUN 1-MILE

01

freepmarathon.com/charity-fundraising

Choose a charity

Click 'start a GoFundMe' and enter the name of the charity you want to fundraise for in the search bar.

02

Answer prompts

Follow the simple set-up prompts on the screen so that it is easy for your fundraiser to be discoverable by donors. You'll also be asked to choose a starting goal amount. Tip: Not sure what to choose? Try $1,200.

03

Add your personal touch!

Why are you fundraising for this charity? Do you have a picture of you getting ready to run? Donors love to hear your story. Don't be afraid to add photos, videos, or stories to your fundraiser description/image.

04

Share your fundraiser

Did you know that personally asking your friends, family, coworkers to donate to or share your fundraiser is a great way to get donations? It's also easy to thank and update your donors all from your fundraiser dashboard on GoFundMe.

05

Crush your race

You've put in the training, now let the feeling of helping others be extra motivation .

06

Celebrate with a swag kit

Enjoy your ride knowing you have put in the miles and are giving back to a charity you care about with a thank you swag kit from GoFundMe and Detroit Marathon.

gofundme™

Questions? GoFundMe is here to help.
Email: marathons@gofundme.com

FUNDRAISER SETUP INSPIRATION

Here are some simple tips and tricks to help you create a great Detroit Marathon GoFundMe fundraiser for a charity you care about!

Fundraiser Title

Keep it fun but descriptive! Use words that spark curiosity or compassion. Here are some examples:

Running 26.2 miles for water conservation!

Team Rock n' Roll Running Detroit Marathon for St Jude

Dedicating My Detroit Marathon for Teachers in Michigan

Fundraiser Image

Fundraisers with photos help catch the attention of potential donors and are a great way to add your personal touch! Showcase a training selfie, your daily route, your shoes with the charity logo, etc.

Fundraiser Description

Why did you choose this charity? Have you been training for this marathon for many years? Is this your first marathon? These details help engage your donors and motivate them to join you in helping this charity. Be sure to mention **Detroit Marathon in the description so you can be included in the fundraising total.**

Here is an example description:

This July, I will be taking on the challenge of Detroit Marathon. It is a run that pushes me mentally and physically, but this year- I am dedicating this run to raising money for Detroit Meals on Wheels. This program is delivering fresh, healthy meals to seniors in communities across the US who cannot receive a meal otherwise. Will you consider donating to help me help seniors receive essential meals?

EXAMPLE FUNDRAISING TIMELINE

Your GoFundMe is live! Consider making the first donation yourself, then share the link with a personal note to 3-5 of your closest friends or family to kick things off

Tip: Download the free GoFundMe app to easily post updates, share, and thank your donors

Share on social media, in your email chains, through text, or even snail mail! Make sure to add a personal message with the link

Tip: Running with a team? You can add team members to your fundraiser so that they can also share, thank donors, and post updates

Post a video or photo update on your fundraiser page thanking everyone who has already donated and shared. Add a reminder that the ride is coming up and sharing the fundraiser is a great way to show support

One week away from the run - share your fundraiser again on social media, email chains, and your work/neighborhood channels and let everyone know you are one week away from your race

Whether you reach your fundraising goal or not- know that you have raised meaningful funds for a great cause and that is worth celebrating! Congratulations. Post a final update to your fundraiser with a photo or video from Detroit Marathon, and thank donors again for their support

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HALF-MARATHON
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