



**RUN  
LTC**

**LINCOLN TUNNEL  
CHALLENGE 5K**

**SEP 4  
TO  
OCT 4**

**FUNDRAISING**

## **EMAIL OUTREACH**

Email is a great way to ask friends and family for donations to support your run and the 26,000 athletes of Special Olympics New Jersey. We've made it easy for you...copy and paste the sample email text below and customize as much or as little as you like!

### **TIPS**

Make it personal: Tell your story. Share with others why you participate, whether it's because you're running for fun or because you love Special Olympics New Jersey.

If you've run before, share a picture of your previous run!

If it's your first time, share your nerves and excitement!

Have fun with it! Make a contest or game out of it: maybe the first person to donate or the largest donation gets a gift from you!

Follow-up. Be sure to say thank you to donors after they make their donation, and again after you take the Lincoln Tunnel Challenge 5K. Send them a picture of you running with the results from the event.

### **SAMPLE TEXT**

You can support my run several ways. The best and easiest is to visit [www.LTC5K.org](http://www.LTC5K.org) and donate online. My personal page can be found at (personal url). You can check this page to see my goal, money raised and a photo of me after the run!

If you can't support my run through a donation, why not consider joining me in running the LTC 5K? You can join my team online at (personal url)! To learn more about the LTC 5K and Special Olympics New Jersey, visit [www.LTC5K.org](http://www.LTC5K.org)

### **EMAIL BANNER**

Include an email banner at the bottom of your email talking about your LTC 5K participation. It can be a sentence or two about the LTC 5K or you can use the LTC 5K email banner icon to show potential teammates exactly what you'll be doing! You can even link the image to your personal fundraising page. Visit <https://www.ltc5k.org/event-information/> to download a free email banner.

**WWW.LTC5K.ORG**