

Step-By-Step Instructions To Participate In Dougie's Epic Adventure 5K Fundraiser

How To Join Our Team

1. You can join our team through our website at <https://www.arcsouthnorfolk.org/fundraising-events/>.
2. We also have a link to our Team on the [Flutie 5K page](#) and frequent Facebook posts on our Team. Click "Join a Team" on the right of the page and find our team "The Arc of South Norfolk Magic".
3. You can also click on the link to raceroster.com on the Flutie 5k slide on the home page of The Arc of South Norfolk website's at www.arcsouthnorfolk.org.
4. Scroll down and click on the Fundraise for 5k image. Then Click "Run & Fundraise".
5. On the next page choose the appropriate option for you. Next, fill out the registration form for yourself with your personal information.
6. At end of the form click "Yes, add this registrant to a team created by someone else." Choose your team name from the drop down menu.
7. *If you need help registering for our team contact Susan at skagan@arcsouthnorfolk.org.

OR

Customize Your INDIVIDUAL fundraising Page

- After registering you will receive an on-screen thank you confirmation. Scroll to the bottom and click "View Fundraising Page".

OR

- After registering you should receive an email with instructions to customize your fundraising page (check junk folder!). Follow links in the email.

THEN

- It's simple! Just add a picture and story about why you are supporting this cause!
- **SHARE YOUR PAGE...** Once on your page click on the right side bar button for your **TEAM** or **INDIVIDUAL** page link.

Rally Your Troops

- Invite your supporters, friends and family to join you team. OR ask them to donate to your **TEAM** page.
- **Fundraise!** Let's face it; no one likes to be first. It's always a good idea to get your fundraising off the ground by making the first contribution. Then others will likely to get involved!

- Send an email out to potential donors: The most important message in this email is WHY you are fundraising. Why does this matter to you?

Sample Email

Dear...

I am thrilled to be running in the 21st Annual Flutie 5k to raise funds for the Doug Flutie Jr. Foundation for Autism and The Arc of South Norfolk. I consider this a great challenge but also a tremendous privilege. (The reason why you are running in 1-3 sentences).

Insert a few sentences to let them know why it is so important to raise money for The Arc of South Norfolk.) See examples below:

Your donation will continue to improve the daily lives of people and families affected by autism. The Flutie Foundation provides direct financial support to those affected by autism, which makes an immediate impact on these families. Your generosity will provide tablets and assistive technology camp and sports scholarships, help people with autism pursue their musical and artistic talents, or ensure the safety of an autistic child by providing funding for a fence or GPS safety bracelet. The Flutie foundation is committed to making a difference TODAY so people with autism can lead productive lives where they are included, respected and actively engaged in their community.

Join me on my journey by donating here:

(Link to RACE ROSTER Page)

I will be forever grateful and know you will be one of the reasons I am motivated to cross that finish line in September!

Learn more about the [Doug Flutie, Jr. Foundation](#) for Autism here.

Social Media Post Examples

“For those of you who don’t know, I am thrilled to be running Dougie’s Epic Adventure – A magical 5k for the Flutie Foundation and The Arc of South Norfolk! Autism now affects 1 in every 59 children. The Flutie Foundation provides people and families with autism the opportunity to live their life to the fullest. As you know (insert why you run – for your son, daughter, niece, children you work with, etc.). Help me reach my goal of raising \$X so that people like (the person you are running for), can continue to live their best life. (Add your RACE ROSTER Link here)”

Facebook: Tag people. Publicly thank people who donate on your Race Roster page by writing on their page. “Include your Race Roster link on your thank you post!”

Instagram: Post on your story and have people share your story to theirs! Thank people on your story (so they will share on theirs). Do an Instagram live!

Twitter: Good for quick updates: “I’m \$100 away from reaching \$XXX.