



## FAQs

Thank you for participating in the LA Big 5K & Marathon fundraiser for the Junior League of Los Angeles.

*The LA Big 5K & Marathon is a fundraising campaign that raises money to support the League's projects and programs across Los Angeles. Now through March 23, we are asking you to fundraise by reaching out to people you know through social media and email for contributions. Additionally, since JLLA is an official Charity Sponsor of the LA Big 5K, we hope you will join us for the event at Dodger Stadium on Saturday, March 23.*

### Signing Up

#### How do I sign up?

Check out the toolkit on the 5k page for detailed steps on how to sign up for the LA Big 5k can and on our fundraising platform EverydayHero.

#### When signing up for the 5k, how do I designate JLLA as the charity I will be running for?

Once you start the registration process, on the second page scroll down to the "Select a team" section to find and select, "The Junior League of Los Angeles (Thomas)".

#### Do I have to run?

No! You are welcome to run, walk, or crawl to the finish line, or even cheer from the sidelines. Most of Team JLLA walks together, so you will have plenty of company. Fun and themed outfits are welcome and encouraged!

#### Can my significant other/family member/friend run as well?

Of course and they are welcome to join us on the course! We recommend they sign up as a regular runner, as charity runners are required to fundraise.

#### How do I join a team on EverydayHero?

Once you have created your page, go to the [JLLA Big 5k and Marathon homepage](#). Find the search bar halfway down the page, type in your team name, go to your team page, and then click the orange "Join Team" button. New Members, your teams are based on your New Member Groups. Actives, your teams are based on your councils. Sustainers – there is a team for you as well! Here are the 2019 teams:

Questions? Email [LABig5k@JLLA.org](mailto:LABig5k@JLLA.org)

|                 |                            |                         |                     |                              |
|-----------------|----------------------------|-------------------------|---------------------|------------------------------|
| Team 405 South  | Team Beverlywood           | Team Central            | Team Eastside       | Team North Beach             |
| Team South Bay  | Team Valley                | Team Westside           | Team Communications | Team Development             |
| Team Membership | Team Nominating            | Team Training           | Team Community      | Team Public Policy & Finance |
|                 | Team Projects & Operations | Team Board of Directors | Team Sustainer      |                              |

### What should my fundraising page include?

Your page title should include your first and last name so we can quickly and easily assign development hours after the race. It's also helpful to personalize your page – add a photo, and in the story section, include why you're a part of JLLA. You can also update your goal as desired – if your goal has already been reached, people will be less likely to donate. Don't forget to share your page, you can use the custom URL to add links to email or social media, and can share directly to Facebook.

## New Members

### How will my New Member's group total be calculated?

We will use the total shown on your Team page, after confirming that all members are on the correct team. So don't forget to join your team once you've created your fundraising page!

### What are the fundraising levels that will unlock money for my New Member project?

| New member group raises | Amount given to support group project |
|-------------------------|---------------------------------------|
| \$500                   | \$150                                 |
| \$1,000                 | \$250                                 |
| \$2,000                 | \$350                                 |
| \$3,000                 | \$450                                 |
| \$4,000                 | \$550                                 |
| \$5,000                 | \$650                                 |
| \$6,000                 | \$750                                 |

**\*The more you fundraise, the more funds you will receive towards your project! \*This caps out at \$750 fundraised.\***

### Where is the additional money going? Should I have my family and friends donate directly to my New Member project?

JLLA has a fundraising goal of over \$330,000, with the 5k's goal of \$85,000 accounting for around 25% of this goal. Our fundraising supports all of our programs and projects, from Done In a Days to the Public Policy Institute to our trainings, and helps keep dues down. While some of the money you fundraise may not go directly to your project, it does support the League overall.

## Fundraising

### How many development hours will I get for fundraising?

| Any member raises | Development hours given |
|-------------------|-------------------------|
| \$350             | 3 hours                 |
| \$700             | 6 hours                 |
| \$1,050           | 9 hours                 |

### Why \$350?

This is the amount the 5k requires all charity runners to fundraise, and we need to meet it to continue as a charity partner.

### When will my development hours be credited?

We will credit all hours at once, after the race. Please expect this process to take three to four weeks, if your hours have not been reflected on your homepage by April 23<sup>rd</sup>, please contact [LABig5k@jlla.org](mailto:LABig5k@jlla.org). *Please include your first and last name on your fundraising page title to make this process as quick as possible!*

### Is there a way to donate without paying the processing fees?

The 5k requires us to fundraise through EverydayHero for tracking and verification purposes, so all donations have to go through this platform. There is an option for donors to choose to donate a little extra to cover the fees, but this is optional. Donations can always be made directly to JLLA through our website, but these donations will not count towards the 5k nor are they eligible for Development hours.

### Where does the money go?

Funds raised through Development go towards our outward facing programs, trainings, and our Development events. This includes all of our Projects, Done in a Days, Public Policy, Trainings, and more. Overall, this year the League plans to spend 62% on Programs, which are related to our external impact, and 38% on Support, which is internal, such as staff salaries and Rainey House support. Other primary sources of funds are member dues as well as income from our investment accounts.

### How do I make the ask?

Check out the toolkit for some sample social media posts and emails. These posts work best when they're personal and passionate: share why YOU joined JLLA, what YOUR favorite Done in a Day or training has been, why YOU are fundraising.

**Thank you and happy fundraising!**