



# LA BIG 5K AND MARATHON

*Junior League of Los Angeles*

## Participant Toolkit

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.*

### How to Participate

[Register for the LA Big 5K](#) or Skechers Performance Los Angeles Marathon. When prompted, be sure to designate *The Junior League of Los Angeles* as the charity you will be running for.

Sign up for fundraising on [EverydayHero](#).

- Create an account or sign in to create your page.
- Fill out the prompted fields needed to create your account OR if you already have an account log in with your account information.



### Create Your Fundraising Page

- Once you've registered, EverydayHero will prompt to update your page with a profile picture, personal story, and Facebook post to get your fundraising started, and will ask you to contribute to your own page.
- Please use your First and Last Name in the page title.
- Your minimum goal is a default of \$350, but feel free to increase!
- Then click CREATE FUNDRAISING PAGE
- The personal story already includes a default script – feel free to change/edit as needed!
- Last Step! SHARE your Fundraising page with Friends, Family, Co-workers either via email or on your social media accounts!

#### Create Your Fundraising Page

To join Finance Operations Team, complete this step to create your **Supporter Page** and you'll be added as a team member when your request is accepted.

PAGE TITLE  
Ashley Hellman ✓

BASIC TARGET  
500 700 1500 3000 **\$ 950**

TEAM A

SEARCH FOR YOUR STREET ADDRESS

Create Fundraising Page

Thank you for choosing to participate in JLLA LA Big 5K and Marathon 2018.

HOW IT WORKS

- 1 Create  
Give us a few details to create your fundraising page.
- 2 Personalize  
Add a photo of yourself and share your personal story to help others to connect with your cause.
- 3 Share  
Share your fundraiser to inspire donations and support from family, friends, and colleagues.

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

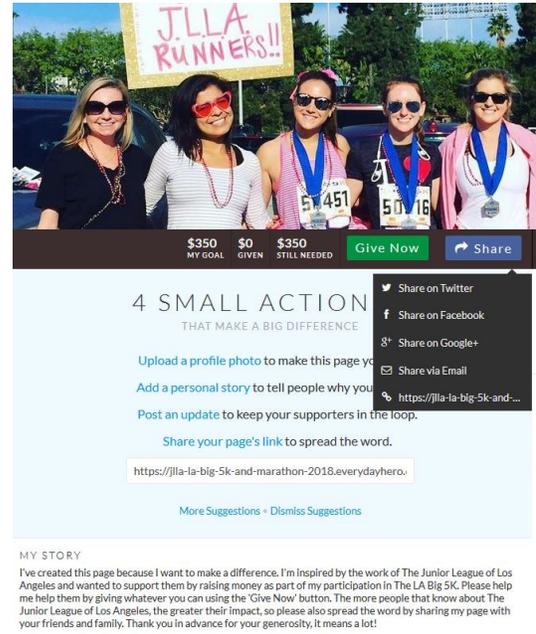
## Fundraising Levels

- All members receive development hours at the fundraising levels below:

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

- New Member project fundraising levels:

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.\***

## Social Media

**Sample Hashtags:** #JLLosAngeles #LABig5K #WeRunLA

### Sample Social Media Posts

- I'm grateful to be a part of the Junior League of Los Angeles and a member of the \_\_\_ committee. I'm fundraising to support our projects and programs through the LA Big 5K. Please help me and JL Los Angeles by giving whatever you can – every bit helps! Thank you in advance for your generosity, it means a lot!
- This year, my favorite Done In A Day volunteer event has been \_\_\_ where we worked with \_\_\_ to \_\_\_. \$1,000 allows the Junior League of Los Angeles to deliver 5 additional events where we serve the local community and make an immediate impact! Help my team reach our goal and donate today. Thank you!
- Change starts with education! LA has the second lowest literacy rate in the US. Help me and the Junior League of Los Angeles make a difference! \$50 can provide 4 books for a child at Children's Bureau to take home.
- The Junior League of Los Angeles works with United Friends of the Children to build the self-esteem and empower high school-aged foster youth to successfully transition out of the foster youth system, all while seeking higher education. \$100 allows one teen to participate in this impactful program. Please help me and JL Los Angeles by giving whatever you can – every bit helps!
- Thank you in advance for your generous contribution! The Junior League of Los Angeles is raising money to fund the programs and trainings put together throughout the year for the impact areas of self-esteem and empowerment of transition-aged foster youth and educational opportunities for underserved students seeking higher education. Please join me in effecting change in our community. I would also love for anyone to join me in the 5K on March 23<sup>rd</sup>!

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

- 6) Thank you to my friends and family for your generous support! I have currently raised over \$ \_\_\_\_\_ for the Junior League of Los Angeles and our philanthropic programs.

### **Sample Email**

Dear Family and Friends,

I have been a member of the Junior League of Los Angeles for \_\_\_\_\_ years and am raising money for our great projects and programs. This year, as part of my work with the League, I have had the opportunity to \_\_\_\_\_ . This program (short description of community impact) \_\_\_\_\_ .

I hope you will consider making a donation to this organization to support these great projects and make a difference in our community! Every little bit will help. Thank you in advance for your generosity, it means a lot! To learn more about our current community projects, click [here](https://www.jlla.org/community-impact/community-outreach/community-partners/) (https://www.jlla.org/community-impact/community-outreach/community-partners/).

To reach my fundraising page, please visit:

Thank you so very much!

### **Sample New Member Project Social Media Posts**

- 7) Thank you in advance for your generous contribution! The Junior League of Los Angeles, is raising money to fund a literacy project, “Thrive Through Literacy,” serving underprivileged youth and their families. Los Angeles has the second lowest literacy rate in the nation. With this program we will be purchasing supplies, books, crafts, etc. Please join me in effecting change in our community. I would also love for anyone to join me in the 5K on March 23<sup>rd</sup>!
- 8) Thank you to my friends and family for your generous support! I have currently raised over \$ \_\_\_ for the Junior League of Los Angeles and our “Thrive Through Literacy” project. We will read, share books, crafts, and snacks with 50+ preschoolers and their families to encourage literacy in the home.

### **Sample New Member Email:**

Dear Family and Friends,

I hope this email finds you well! As many of you know, I am embarking on a new volunteer adventure as a member of the Junior League of Los Angeles and will be running (or walking) in the LA Big 5K in March to raise money to support our amazing community partners.

Sadly a recent fact I learned is that Los Angeles has the second lowest literacy rate in the country! As a new member, I am planning a one day event called, “Thrive Through Literacy”. We will read, share books, crafts, and snacks with 50+ preschoolers and their families, to encourage literacy in the home.

I'd like to ask for your help in giving whatever you can to support these great projects and make a difference! Every little bit will help. Thank you in advance for your generosity, it means a lot! To learn more about our current community projects, click [here](https://www.jlla.org/community-impact/community-outreach/community-partners/) (https://www.jlla.org/community-impact/community-outreach/community-partners/).

To reach my fundraising page, please visit:

Thank you so very much!