



Welcome to the Aurora Public Schools Foundation's Colfax Marathon Team! Thank you for your participation and for selecting the APS Foundation as your charity partner. This is the APS Foundation's first year participating as a charity partner with the Colfax Marathon and we are excited to have you join us! Your participation with our team really does make a difference for the students and staff of the Aurora Public Schools!

This packet will provide you with all the information you will need to fundraise and support Aurora Public School students, teachers, and staff.

### **IMPORTANT INFORMATION**

APS Foundation contact: [apsfoundation@aps.k12.co.us](mailto:apsfoundation@aps.k12.co.us) or (303) 326-2042

APS Foundation Colfax Marathon Website: <http://www.educateaurora.org/colfaxmarathon/>

Race Days: May 20-21<sup>st</sup>, 2017.

For more information on the Colfax Marathon visit: [www.runcolfax.org](http://www.runcolfax.org)

### **What is the APS Foundation?**

There are nearly 40,000 students learning from 4,200 teachers and staff across 61 Aurora Public Schools. The APS Foundation supports these inspiring groups by developing and providing resources for projects and programs that promote student success.

For the **Colfax Marathon** the APS Foundation is raising funds for three distinct causes:

- 1. College and Career Centers-** these centers exist to ensure that all students have access to the resources and guidance they need to plan for a successful post-secondary future. Advisers guide students and their families through applying for financial aid and scholarships, completing college applications, and preparing for college or other post-secondary options. These centers are being installed at every public high school in Aurora.
- 2. Student Scholarship Program:** this program fosters the college-bound culture within the district. In 2015 the APS Foundation provided more than \$65,000 in scholarships to graduating seniors, and we want to do even more!
- 3. APS Health and Wellness:** Aurora Public Schools Health and Wellness' goal is to foster and support a district environment that promotes the total well-being of students, families, and staff. The District Wellness Team provides support to schools in developing wellness teams and resources to create a healthier school climate. The team also coordinates programs including after school physical activity programs, on-site fitness classes for staff, nutrition education for students and families, mindfulness training, and more.

## **Your role in running for the APS Foundation's Team:**

Your role as a member of this team is to reach out to your networks of friends, family, coworkers, etc to build a community of supporters for you as a runner and the APS Foundation.

Each fundraiser is encouraged to raise a minimum of **\$200** to support these programs, students, and staff. Remember every gift counts!

## **Incentives to Get Excited About:**

1. The first 10 marathon teams of APS employees will get their registration reimbursed.
2. The first 20 APS employees who run individually and raise \$200 will get 50% of their registration fee reimbursed.
3. ALL runners who raise **AT LEAST \$200** will get a free APS Foundation runners t-shirt.
4. The runner who raises the most money will receive **\$500** for the school of their choice!
5. The runner who has the most donors/supports will receive **\$500** for the school of their choice!
6. Marathon Relay Teams:
  - a. Be one of the 10 fastest relay teams in the "Government Employee" and "Open/Corporate" divisions. These teams can win \$1,000-\$2,500 for the Charity Partner of their choice.
  - b. Be one of 10 fastest relay teams of school staff and win \$1,000 for your school. Relay teams but have five teachers/staff from the same school (up to 2 runners can be district admin or family of your school's staff). Simply choose "Government Public Schools" when registering.

## **Fundraising 101**

We realize many of you might be new to fundraising, or not entirely comfortable with the process so we've broken it down into a few easy steps. Pick and choose which one(s) of these strategies works the best for you, or try all of them!

1. Set a realistic personal goal. Our organization's goal for each runner is \$200 however we want each of you to feel comfortable about reaching your goal. If you're new to fundraising feel free to lower that OR exceed your expectations. If you think you can blow it out of the water, increase that goal! ***One thing to keep in mind: there is no amount too small. Think about it- if 20 people donated \$10 each you would be at your goal!***
2. Find your personal connection and craft a compelling message. What is your connection to the Aurora Public Schools? Why did you choose to support us over the other charity partners? Write your personal story and share it. This story should include an effective call to action that links your story to the cause and encourages people to donate. If you want any help with this send us an email and we can help craft this message!
3. Make the initial ask. We know fundraising can feel exhausting especially when you target the same few people to support you in your efforts. So start with a broad approach. Use one of our

templates below to make a Facebook post announcing your participation in the Colfax Marathon. Send out an email to your coworkers, old college friends, or family. It's fun to announce that you're training for a run AND doing it for a great cause. You'll be surprised how many people reach out and support you in it.

4. Brainstorm other communities that you are involved with and reach out to them too!
  - Churches
  - Daycare
  - Trivia teams
  - Book clubs
  - Neighborhood organizations
  - Running clubs
  - Knitting clubs
  - Who else??
5. Make it easy for people to follow your efforts. Whether you're training for the 5k or the full marathon, you're taking on something seriously impressive. Document your training runs (**MapMyRide** has a great app that makes it easy to track your training runs and post them to social media). Help your donors feel like they're right there with you! We'd also recommend using one of our templates below to give your donors monthly updates on your training and fundraising progress.
6. Thank you, thank you, **THANK YOU!** Thank your contributors quickly, individually, and as a whole. And then keep them in the loop!

### **Logistics of Fundraising for the APS Foundation in the Colfax Marathon**

We will be doing all of our fundraising through the APS Foundation's website. This way all you have to do is find people to donate to your run, share our link, and we'll do the rest!

All of your donors will be asked to include the name of the runner they are supporting. We will keep track of these donations and send you updates including who has donated to you (unless they choose to be anonymous), how much has been donated to you, and how close you are to reaching your \$200 goal. We will also send thank-you letters and tax receipts from the APS Foundation, but we encourage you to thank your donors as well.

**Donation link: [www.educateaurora.com/colfaxmarathon](http://www.educateaurora.com/colfaxmarathon)**

### **Fundraising Templates:**

#### **Introduction Email:**

Dear [Friends, family, community],

I am excited to announce that I am supporting more than 40,000 Aurora Public School students by running with the Aurora Public Schools Foundation's Colfax Marathon team this year! Please consider making a donation to support my run and these students!

[Share your personal story here- why are you participating as a runner for APS?]

I've set a goal to raise [\$XXX] through this race. I'm asking for just \$10 from each person to help me reach this goal, but every contribution helps. You can make your donation at this link: <http://www.educateaurora.org/colfaxmarathon>.

All of the money that you donate will help APS students get the resources they need to pursue higher education opportunities! You can read more about the impact of the APS Foundation at <http://www.educateaurora.org/>.

I hope you will consider supporting me on my run. Thank you for supporting the Aurora Public Schools.

Sincerely,

\_\_\_\_\_

### **Email: Update**

Dear [Friends, family, community],

I wanted to update you all on my progress in training for my upcoming [insert race here]! So far we have been able to raise [\$\_\_\_\_] towards my goal of \$200 to support APS students! We are [\_\_\_\_] days/weeks/months away from race day, and only [\$\_\_] away from reaching our goal. There's still time left! Please consider making a donation to support my run and these students! You can make your donation at this link: <http://www.educateaurora.org/colfaxmarathon>. Remember any amount helps!

Thank you for all of your support!

Sincerely,

\_\_\_\_\_

### **Email: Thank You**

Dear [donor/contributor],

Thank you very much for supporting me on my run for APS students. Your contribution means that more APS students will have access to resources and funding to pursue their dreams after high school! Because of contributions like yours I have been able to raise [\$\_\_\_\_] so far!

The APS Foundation helps create opportunities for APS students to pursue their dreams after high school by developing Career and College Resource Centers and providing a robust scholarship program for all students. Your contribution is helping the Foundation continue its efforts.

Thank you again for your support of APS students!

Sincerely,

\_\_\_\_\_

### **Facebook: First Post**

I am excited to announce that I will be running in the [insert race here] with the @Aurora Public Schools Foundation's @Colfax Marathon team this year! We are running to support 40,000 students and 4,200 staff members! I need your help to meet my goal of raising \$200 for these students and staff! Please consider making a donation here: <http://www.educateaurora.org/colfaxmarathon/>. Every bit counts!

### **Facebook: Second Post**

We're [x days] away from race day! Thanks to you all I'm only [\$\_\_\_\_\_] away from my fundraising goal of \$200 for the APS Foundation. Please consider making a donation here: <http://www.educateaurora.org/colfaxmarathon/>. Every bit counts! @aurora public schools foundation @colfax marathon

### **Facebook: Final Post**

We're only one week away from race day so you've still got time to help me reach my fundraising goal of \$200 for the APS Foundation! Please consider making a donation here: <http://www.educateaurora.org/colfaxmarathon/>. Every bit counts! @aurora public schools foundation @colfax marathon

### **Twitter:**

I'm running the Colfax Marathon [insert race here] for @APS\_Foundation team. Help me support APS students by donating today <http://www.educateaurora.org/colfaxmarathon/>.

### **FAQs:**

**Who do I contact if I'm having trouble fundraising or have questions:**

[apsfoundation@aps.k12.co.us](mailto:apsfoundation@aps.k12.co.us) or (303) 326-2042

**How will I be able to keep track of my donations?**

Once we receive a donation in your name we will send you an email to let you how much was donated and who it came from. We will also let you know how close you are to your goal and give you contact information for the donor (if they list it) so that you can personally thank them.

We will also maintain a master list of all donations received so email us at any time to get updates.

**What if I don't meet the \$200 fundraising goal?**

Our hope is that all runners can meet this \$200 goal so that we can reach our organization goal of \$9,500. This money will have a tremendous impact on APS students and staff and will also help make sure we are able to participate in the Colfax Marathon in the future. No gift is too small and each donation helps the APS Foundation support APS.

**Can my supporters donate by mail or phone?**

Absolutely! Please have your donors send their contribution (*indicating what runner the donation should be attributed to*) to:

Aurora Public Schools Foundation  
15701 E. 1<sup>st</sup> Ave., #206  
Aurora, CO 80011

Please make all checks payable to the Aurora Public Schools Foundation.  
Your donors can also call (303) 326-2042 to make a donation via phone. We accept Visa and MasterCard.