



Run For The Ranch

WHY RUN FOR REMEMBRANCE RANCH?

Remembrance Ranch exists to transform the lives of struggling teenagers and their families through the power of Jesus Christ - impacting today's culture for the glory of God and the benefit of society.

Whether you are a casual walker or hardcore runner, we invite you to race to help raise assistance and awareness for troubled teenagers in our community.

This packet will help you to become a successful fundraiser.

All fundraising proceeds raised from your effort will stay right here in West Michigan to support the transformation of at-risk teens and their families.

HOW DOES IT WORK?

Talk to everyone you know.

Friends, family, colleagues, community groups, people at your gym, the person who cuts your hair, the person who serves you your latte... never assume someone won't be interested in supporting such a great cause!

Choose a race.

It doesn't matter which race. Just sign up and start fundraising!

GETTING STARTED

Register your team and/or yourself for a race!

Simply register yourself for a race. Keep in mind - Remembrance Ranch will reimburse the registration fee up to \$50.00 for all team members who collect \$100 or more in donations!

Already Registered?

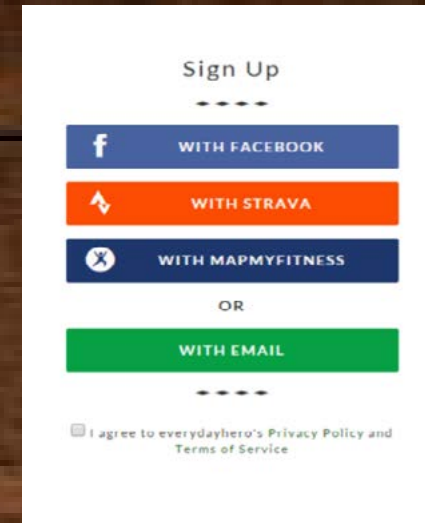
Great! Let's get started on your fundraising effort.

We have put together the following tools, beginning with your collection web site, to help you successfully reach and exceed your fundraising goals. These tools can be a great assistance in spreading awareness about your race and your cause; however, success ultimately comes down to you being passionate about your cause, and not being afraid to ask, ask, ask!



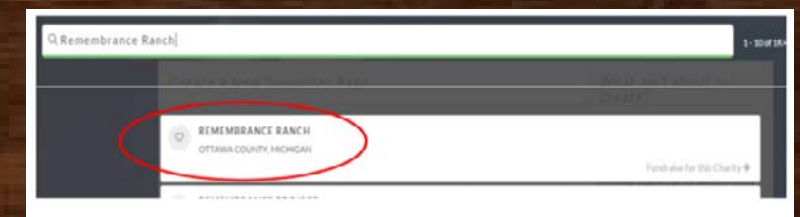
CREATE YOUR WEBSITE

- 1 Create a personalized fundraising page for your team by going to <https://give.everydayhero.com/us/team-RRanchMI>
- 2 If you have not already registered with Everyday Hero, sign up using the options given (Ex: Facebook, Strava, Mapmyfitness, or Email).
- 3 Click box stating "I agree to everydayhero's Privacy Policy and Terms of Service."
- 4 To choose Remembrance Ranch as your charity, simply fill out the form shown below



Click the field labeled "Select Charity", this will bring you to a separate selection page where you should type "Remembrance Ranch".

Please select the option that displays Remembrance Ranch, located in Ottawa County, Michigan.



Choose a date you would like to end fundraising, and click "Create Supporter Page".

When you are finished, find "Join a Team" and search Run For the Ranch.

FUNDRAISING PERKS

Customizable fundraising webpage.

Sign up to fundraise for Remembrance Ranch and set up a free web page through Everyday Hero. Everyday Hero has been helping people all over the world, just like you, connect with and support the causes you love. Here, you can collect donations, update your status and training progress, post pics, and more!

**Everyday Hero is a registered trademark. Remembrance Ranch is not affiliated with Everyday Hero.*

Registration Reimbursement.

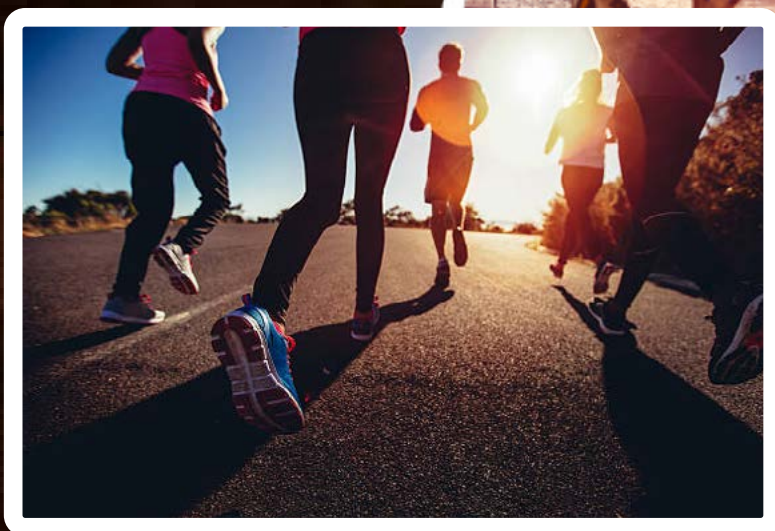
Remembrance Ranch will reimburse registration up to \$50.00 for all team members who collect \$100 or more in donations!

Free T-Shirt

All team members who collect \$100 or more in donations!

The thrill.

Of racing, of fundraising, of doing good work for your community.



ADDITIONAL FUNDRAISING

Social Media

Online social media is an effective way to keep your donor database current on your race journey and direct them on ways they can donate. Be sure to actively update your social media when you have pictures/videos to share, have reached a milestone in your fundraising, or are close to a milestone.

Email

The more personal an email is, the more effective it can be. One effective way of personalizing an email is to learn to use a mail merge. Make sure to use an intriguing subject line and include a link to your fundraising page. Ask your email recipients to forward your email to friends they think might be interested in donating. Sending an email out around 10:00 a.m. early in the week has been shown to be the most effective.

Offline: Collect Cash & Check Donations Collect offline donations.

See "Donation Collection Form" on following page. All checks must be made payable to Remembrance Ranch with "Run for The Ranch" in the memo space.

All donations can be turned in the week of the event, or mailed in to:

*Remembrance Ranch P.O. Box 113
Allendale, MI 49401
Attn: Run for the Ranch*

OTHER FUNDRAISING IDEAS

Letters

Lettering campaigns can be highly effective when reaching out to many donors, particularly those who will appreciate the personal touch. More Ideas There has been a lot of creativity throughout the years. Don't be afraid to think outside the box!

- **Bake sales or Car Washes**
- **Custom-ordered bracelets for donations of \$1 -\$3**
- **Have your local paper write a story about you and how to donate to your fund.**
- **Have family members take donation sheets into their offices and ask around.**
- **Fundraiser at a restaurant.**



Donation Collection Form

Team Name: _____

Team Captain Name: _____

Your Name: _____

Your Address: _____

Your Phone: _____ Your E-mail: _____

Please make checks payable to Remembrance Ranch.

Please print clearly:

| <u>Name</u> | <u>Address</u> | <u>Phone</u> | <u>Donation \$</u> | <u>Method</u> | <u>Receipt Needed</u> | |
|-------------|----------------|--------------|--------------------|---------------|-----------------------|----|
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |
| _____ | _____ | _____ | \$ _____ | Cash Check | Yes | No |

TOTAL CASH: \$ _____ **TOTAL CHECKS: \$ _____** **FINAL TOTAL \$ _____**



On behalf of the Remembrance Ranch family, thank you for your willingness and passion to support Remembrance Ranch, where we work to transform the lives of struggling teenagers.

The Founders of Remembrance Ranch believe children can best be helped by strengthening and healing family relationships. With your generosity, and commitment to raising funds for the Ranch, we can continue to offer scholarships to families with little or no financial means to secure needed help. You have left a wonderful legacy!

We are grateful for all you have done, and pledge our best in continuing this service. Please accept our warmest heartfelt thanks. God Bless!

*Patrick Adams
Executive Director, Youth Leader*



RemembranceRanch.org

Facebook | RRanchMI

Instagram | Remembranceranch

P.O. Box 113, Allendale, MI 49401 | Office@remembranceranch.org