



## FUNDRAISING IDEAS

- Make sure you advertise your event using terms such as “to aid in the fight against the injustice of sex trafficking” or “to raise money for the victims of sexual slavery”
- Make the challenge to ask ten people for \$10
- Use personal skill/services: dog walking, photography, landscaping, housekeeping, skating lessons, etc. In lieu of payment you can ask for donations to be made to your Race team
- Have change jars at school, office, work for people to donate to the cause
- Have a bake off: people make a \$2 donation to vote for their favorite treat
- Challenge team members each week until race day and be knowledgeable about the cause and where the money goes
- Send out an email to gain support from family and friends:

Dear Friends and Family,

I recently accepted the challenge to raise \$100 funds to support the 2011 Compelled by Love 5K. Please help me in the fight against the injustice of sex trafficking by pledging your support in the Race.

Your tax-deductible contribution will go to buy a new van for Project Rescue. With this new van, Project Rescue will be able to go into another city in India and rescue girls who are slaves to this industry. Please visit the Compelled by Love 5K website and consider making a tax-deductible donation to support my participation!

<http://www.ncyouth.org/stl>

I truly appreciate your support and will keep you posted on my progress. Thank you for your generosity.

Sincerely,

- Many restaurants will allow a non-profit organization to host a night at the restaurant. Usually this means that for every sale the organization will earn a certain percentage, generally about 20%, of that night's sale. Sometimes, the customers have to present a sheet of paper with the organizations name on it for you to earn the money. However, you may be allowed to pass those out in the parking lot and in the restaurant itself.
- There are many businesses out there that want you to sell their merchandise for them. They in turn will give you a commission. You will need a large volunteer base, however, to raise sufficient funds.
- Now is not the time to be shy. Let everyone know that you are training to walk/run a 5k. When they ask why, the conversation door has been opened. Let them know what your fundraising goal is and then ask them for a donation. This is a great way to educate your community and fundraise at the same time.

- Corporate Matching: Take advantage of corporate matching gifts programs. Many of your donors may work for companies that have a program like this - their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.
- Ask your neighbors: Write a note to all of the neighbors on your block or in your apartment building to ask for donations. Include an update on your training and fundraising progress.
- National Holidays: Don't forget about Memorial Day, Fourth of July, Labor Day weekend and all of those picnics. Bring your donation forms and a donation jar - ask everyone in attendance.
- "Thons": Mow-a-thon, Shovel-a-thon, Rake-a-thon. You name it. You can do it for donations.
- Set up a table in front of your local grocery store. Get permission first, and then ask everyone who enters to support you. While this doesn't sound very glamorous, it's very effective. Some walkers give a token as a thank you to strangers who donate at an event such as this.
- Walk in Public: Set up a treadmill outside a store or any public place and walk for donations. Set out a donation can for people to drop donations in.
- Have a good old fashioned lemonade stand. This is a great way to get kids or neighbors involved.
- Garage Sale: Ask friends, neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to the Compelled by Love event. Add a bake sale or lemonade stand, and have a straight donation jar visibly displayed. And don't forget to have plenty of donation forms on hand.
- Super Change Jar: Ask all of your family and friends to put aside their spare change to be added to the super change jar. Every month or so empty it out and let everyone know how much "a little at a time adds up! Decorate the jar with inspirational quotes and photos.
- Car Wash: Hold a car wash - either in your neighborhood or at your church. Ask local business to donate supplies you will need and ask friends to help wash. Add a bake sale; sell chilled bottles of water (that have been donated). If you have enough help consider adding a dog wash.
- Used Book Sale: Ask everyone you know to donate any books they have read and are finished with. Choose a time and place to have the sale.
- Host a spaghetti dinner at your church! Have all your friends help out with cooking and charge a donation entrance fee to join in the fun. Or organize a pot luck party along the same lines where everyone brings a dish to pass and gets to socialize with friends and neighbors. The entrance fee to the party becomes your donation.
- Movie Party: Host a movie party at your house or at the church. Charge a donation fee at the door.

- Game Night: Host a game night - monopoly, trivial pursuit, scrabble, bingo. Serve donated food and drinks. Charge at the door.
- Sweets Party: Have a dessert auction! You can either have a potluck style dessert auction or ask local restaurants, bakeries and grocery stores to donate yummy desserts. Post signs well in advance and then bring in all the dessert. Hold a silent or live auction.
- Auction: Ask some local businesses to donate items or gift certificates and hold an auction. Things like a book of car wash certificates, \$10 off dry-cleaning, movie passes, play tickets, restaurant gift certificates, pet-grooming, a week of free coffee, etc. Set a minimum donation limit and allow people to bid them up.
- Web-based Auction: Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising for Compelled by Love.
- Bowling Party: Ask your local bowling alley to donate some lanes for a fundraising party. Invite your friends, co-workers, neighbors, family, etc. Charge at the door.
- "Loose Change Day": Ask classmates to bring in loose change from their house to be donated. You can even host this event weekly or monthly.
- Get the kids motivated by giving them a goal to reach. The prize? They get to be your personal hair stylist! From dying your hair any color they want, giving you a mullet, or even shaving it all off! Only if they reach the goal that is.
- Make a large button promoting your event and wear it around town. Go with a friend, and every time somebody asks you about the button they have to pay you 50 cents. Plus after you tell everyone that asks about the event, you could ask that they donate to the cause.
- Contact your local paper or whoever's in charge of the school newsletter - or both! Ask them to interview you about what you've undertaken and why, and include a request for support. Be sure they include instructions in the story for how readers can make donations to you.
- Ask your church if you can speak to the congregation about the Compelled By Love 5K and your commitment after or before the service. Set up a table to collect donations afterwards.

## FUNDRAISING PROTOCOL

Many walkers host local events and activities to help them reach their fundraising goals. If you plan to fundraise through these methods, please remember the following:

*Local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities. Please check with local government before fundraising in these ways. If you plan to post flyers in a public place (grocery stores, malls, parking lots, etc.) please check with the Property Manager first before posting your material.*

# TRAINING INFORMATION



## The Couch-to-5K ® Running Plan

### Website Resources:

- [www.c25k.com](http://www.c25k.com)
- [www.fromcouchto5k.com](http://www.fromcouchto5k.com)
- [www.coolrunning.com](http://www.coolrunning.com)

Our beginner's running schedule has helped thousands of new runners get off the couch and onto the roads, running 3 miles in just two months.

Too many people have been turned off of running simply by trying to start off too fast. Their bodies rebel, and they wind up miserable, wondering why anyone would possibly want to do this to themselves.

You should ease into your running program gradually. In fact, the beginners' program we outline here is less of a running regimen than a walking and jogging program. The idea is to transform you from couch potato to runner, getting you running three miles (or 5K) on a regular basis in just two months.

It's easy to get impatient, and you may feel tempted to skip ahead in the program, but hold yourself back. Don't try to do more, even if you feel you can. If, on the other hand, you find the program too strenuous, just stretch it out. Don't feel pressured to continue faster than you're able. Repeat weeks if needed and move ahead only when you feel you're ready.

A few minutes each week

Each session should take about 20 or 30 minutes, three times a week. That just happens to be the same amount of moderate exercise recommended by numerous studies for optimum fitness. This program will get you fit. (Runners who do more than this amount are doing it for more than fitness, and before long you might find yourself doing the same as well).

Be sure to space out these three days throughout the week to give yourself a chance to rest and recover between efforts. And don't worry about how fast you're going. Running faster can wait until your bones are stronger and your body is fitter. For now focus on gradually increasing the time or distance you run.

Run for time, or run for distance

There are two ways to follow this program, to measure your runs by time or by distance. Either one works just as well, choose the option that seems easiest for you to keep track of. If you go with the distance option, and you are not using a track to measure the distances, just estimate. It's not important to have the distances absolutely exact.

Before setting out, make sure to precede each session with a five-minute warm-up walk or jog. Be sure to stretch both before and after. Read "Stay Loose" for some suggestions.

The schedule

Week	Workout 1	Workout 2	Workout 3
1	Brisk five-minute warmup walk. Then alternate 60 seconds of jogging and 90 seconds of walking for a total of 20 minutes.	Brisk five-minute warmup walk. Then alternate 60 seconds of jogging and 90 seconds of walking for a total of 20 minutes.	Brisk five-minute warmup walk. Then alternate 60 seconds of jogging and 90 seconds of walking for a total of 20 minutes.
2	Brisk five-minute warmup walk. Then alternate 90 seconds of jogging and two minutes of walking for a total of 20 minutes.	Brisk five-minute warmup walk. Then alternate 90 seconds of jogging and two minutes of walking for a total of 20 minutes.	Brisk five-minute warmup walk. Then alternate 90 seconds of jogging and two minutes of walking for a total of 20 minutes.
3	Brisk five-minute warm-up walk. then do two repetitions of the following:  <ul style="list-style-type: none"> <li>* Jog 200 yards (or 90 seconds)</li> <li>* Walk 200 yards (or 90 seconds)</li> <li>* Jog 400 yards (or 3 minutes)</li> <li>* Walk 400 yards (or three minutes)</li> </ul>	Brisk five-minute warm-up walk, then do two repetitions of the following:  <ul style="list-style-type: none"> <li>* Jog 200 yards (or 90 seconds)</li> <li>* Walk 200 yards (or 90 seconds)</li> <li>* Jog 400 yards (or 3 minutes)</li> <li>* Walk 400 yards (or three minutes)</li> </ul>	Brisk five-minute warm-up walk, then do two repetitions of the following:  <ul style="list-style-type: none"> <li>* Jog 200 yards (or 90 seconds)</li> <li>* Walk 200 yards (or 90 seconds)</li> <li>* Jog 400 yards (or 3 minutes)</li> <li>* Walk 400 yards (or three minutes)</li> </ul>
4	Brisk five-minute warm-up walk, then:  <ul style="list-style-type: none"> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> <li>* Walk 1/4 mile (or 2-1/2 minutes)</li> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>	Brisk five-minute warm-up walk, then:  <ul style="list-style-type: none"> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> <li>* Walk 1/4 mile (or 2-1/2 minutes)</li> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>	Brisk five-minute warm-up walk, then:  <ul style="list-style-type: none"> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> <li>* Walk 1/4 mile (or 2-1/2 minutes)</li> <li>* Jog 1/4 mile (or 3 minutes)</li> <li>* Walk 1/8 mile (or 90 seconds)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>
5	Brisk five-minute warm-up walk, then:  <ul style="list-style-type: none"> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>	Brisk five-minute warm-up walk, then:  <ul style="list-style-type: none"> <li>* Jog 3/4 mile (or 8 minutes)</li> </ul>	Brisk five-minute warm-up walk, then jog two miles (or 20 minutes) with no walking.

	<ul style="list-style-type: none"> <li>* Walk 1/4 mile (or 3 minutes)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> <li>* Walk 1/4 mile (or 3 minutes)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>	<ul style="list-style-type: none"> <li>* Walk 1/2 mile (or 5 minutes)</li> <li>* Jog 3/4 mile (or 8 minutes)</li> </ul>	
6	<p>Brisk five-minute warm-up walk, then:</p> <ul style="list-style-type: none"> <li>* Jog 1/2 mile (or 5 minutes)</li> <li>* Walk 1/4 mile (or 3 minutes)</li> <li>* Jog 3/4 mile (or 8 minutes)</li> <li>* Walk 1/4 mile (or 3 minutes)</li> <li>* Jog 1/2 mile (or 5 minutes)</li> </ul>	<p>Brisk five-minute warm-up walk, then:</p> <ul style="list-style-type: none"> <li>* Jog 1 mile (or 10 minutes)</li> <li>* Walk 1/4 mile (or 3 minutes)</li> <li>* Jog 1 mile (or 10 minutes)</li> </ul>	<p>Brisk five-minute warm-up walk, then jog 2-1/4 miles (or 25 minutes) with no walking.</p>
7	<p>Brisk five-minute warm-up walk, then jog 2.5 miles (or 25 minutes).</p>	<p>Brisk five-minute warm-up walk, then jog 2.5 miles (or 25 minutes).</p>	<p>Brisk five-minute warm-up walk, then jog 2.5 miles (or 25 minutes).</p>

## Healthy Snacks For Runners

One of the benefits of running is that you can get away with eating sweets and other high-calorie snacks in your diet every so often. You'll definitely run and feel better, though, when you're eating healthy, nutritious foods, including snacks. So the next time you're reaching for that bag of potato chips or a package of Oreos, consider one of these healthy snacks instead.

### *Apple slices with peanut butter*

Everyone knows apples are good for you, but they're not always, well, satisfying. Try eating apple slices with a little bit of peanut butter, which is a great source of healthful fat and protein. Opt for all-natural peanut butter to steer clear of added sugar and hydrogenated oils.

### *Plain yogurt with fresh fruit*

Low in fat and fairly high in carbohydrates, yogurt is also an excellent source of calcium, protein and potassium. Its live and active cultures are good for the digestive system.

### *Bananas*

You'll get carbs from bananas as well as potassium, which helps prevent muscle cramps. The simple sugars and low amount of fiber make bananas especially easy to digest, which means they're a good pre-run snack (just make sure you still give yourself at least 90 minutes to digest before running after eating).

### *Smoothies*

Mix 1/2 cup of skim milk or juice, a banana, and frozen strawberries (or other fruits you love) in a blender for a tasty and refreshing smoothie.

### *Chocolate Milk*

Chocolate milk provides plenty of protein, carbohydrates and B vitamins - making it a great recovery drink. Cold chocolate milk tastes pretty refreshing after a run. Another benefit: calcium will keep your bones strong.

### *Carrots*

Carrots fill you up but are low in calories, making them a great snack for runners who are watching weight. A great time to eat them is when you're hungry before dinner, so you can satisfy your hunger pangs and avoid overeating during dinner.

### *Cereal Bars*

When you need a snack that's easy to pack in your gym bag, cereal bars can be a healthful option. Just be careful when selecting your cereal bars - some of them contain as much fat and sugar as candy bars! Choose bars with just a few ingredients, so you know they're not filled with unnecessary additives.