



## **RACE TOOLKIT: FUNDRAISING TIPS**

### **ASK!**

Ask friends, family, coworkers and neighbors to donate! It's easier than ever to request support via email, Facebook, Twitter and your fundraising page on the race website. Just \$20 educates a child on child abuse prevention – think how many children you can help with just a few calls or emails!

### **GIVE THEM THE FACTS!**

Add any of the below talking points to your personal email request when asking contacts to support the race and the Child Abuse Prevention Program (CAPP).

- Since 1986, the Child Abuse Prevention Program (CAPP) has educated more than 400,000 New York City children on their right to be safe from physical and sexual abuse with their effective Child Safety Workshop. For children that are experiencing abuse, this program can be the first step in getting help; and for thousands of others, it ensures understanding of their right to be safe, their right to speak up and their right to a childhood that is free from abuse.
- Teaching children to recognize resist and report physical and sexual abuse helps to keep them safe and works to end the cycle of abuse.
- CAPP's *Child Safety Workshop* teaches school children how to recognize, resist and report physical and sexual abuse and arms them with the tools to decipher between safe and unsafe touch, utilizing life-sized puppets. The *Workshop* also offers the children the opportunity to speak privately with a CAPP-certified Prevention Specialist, which provides children who have experienced some type of abuse the chance to request help and begin the process of intervention immediately.
- Each year, nearly 25,000 children participate in the *Child Safety Workshop*, approximately 200 families are referred for assistance and 130 abuse cases are reported to child protective services - a combination that inspires a brighter future for children and their families.
- 1 in 4 girls and 1 in 6 boys will be physically or sexually abused before age 18.
- More than 80% of all child abuse cases go unreported.
- Just \$20 educates one child on the prevention of abuse.

### **START A TEAM!**

Gather friends & family to join you on race day!

- Recruit as many team members as possible for your team to help spread the word.
- Set a fundraising goal for the amount you plan to raise together.
- Be sure team members use their race page at [5k.cappnyc.org](http://5k.cappnyc.org) to help fundraise and get the word out.
- Encourage team members to ask their friends to join the team or make a donation.
- Keep everyone updated on the team's fundraising progress.
- Issue challenges that will foster friendly competition among team members, e.g. "Who can raise the most in one weekend?"
- Thank team members for their efforts and participation and encourage them to thank all their sponsors.



## **RACE TOOLKIT: HOW TO SPREAD THE WORD!**

One of the easiest ways to ask your contacts for support is to send them an email about the race, post a notice on your Facebook page or Tweet to your friends! See below for samples and let us know how we can help!

### **SAMPLE EMAIL**

Dear Friends and Family,

On Saturday, April 28, 2012 I'll be participating in the 3rd Annual *CAPP Safe Kids 5k*, presented by Allianz Global Corporate & Specialty. Please join me in helping to support the work CAPP has been doing for over 25 years to help ensure all of New York City's children receive their basic right to safety. Children need to be able to recognize abuse and understand that they have the right to speak up, say stop and get help.

I hope you join me in support CAPP! It costs CAPP just \$20 to educate a child on the prevention of physical and sexual abuse. Please visit my personal fundraising page at (XXX) to make a donation.

Thank you for your support,  
(Name)

### **SAMPLE FACEBOOK POST**

I will be running in the 3<sup>rd</sup> Annual *CAPP Safe Kids 5k*, presented by Allianz Global Corporate & Specialty on Saturday, April 28th and I am looking for your help! Please join me in supporting child abuse prevention in New York City by making a donation today at <insert personal fundraising page>.

### **SAMPLE TWEET**

On 4/28/12 I'll be running in support of @cappnyc. Donate here <Insert Tinyurl of your personal fundraising page> help prevent child abuse in NYC!

### **POST THE RACE FLIER**

Post the attached race flier in your apartment building or workplace, at your favorite neighborhood haunt or at your gym!