

The Llama Run 5k Virtual Race

April 13, 2024



Peer to Peer Fundraising Toolkit

The Llama Run 5k is dedicated to providing a safe place to live for youth aging out of orphan care! Your dedication to fundraise for your race, will change the future of youth in Perú! This virtual event will be held on Saturday, April 13, 2024 with various local meet ups in cities throughout the U.S.

Why We Run / Walk

You are so important in helping provide safe housing to youth in Perú! Fundraising for your race is how we will reach our event fundraising goal of \$10,000.

The Llama Run 5k is an event on behalf of Corazón de Esperanza 501(c)3. All donations for this fundraiser go toward safe housing for post-orphanage youth in Perú. That's who we are, now let's talk about you.

Prizes & Your Role

As a peer-to-peer fundraiser for The Llama Run 5k, you will:

- Recruit others to join you in running/walking the race
- Use your existing network of friends and family to meet your fundraising goal

If you get 5 people to join under your team, you can chose a prize from the following: a llama trucker hat, a bag of Peruvian coffee, or an alpaca haired miniature llama. If you raise \$100 for your race, you will be entered to win a \$200 visa gift card.

Fundraising Basics

Make Your Fundraising Page and Set Your Goal

[Create an account](#) at Corazón de Esperanza to create your own fundraising page. Customize your page, add images, and your personalized goal. Set a goal, but start small and work your way up. Setting and reaching an initial \$100-200 goal is better than setting a \$1,000 goal that may intimidate potential donors.

Inspire your supporters by explaining why you have chosen to participate, what our organization means to you, and how their donation will provide safe housing for youths in Perú.

Connect and Share

Using your own words or the templates below, talk about The Llama Run 5k via email and social media. Ask friends and family members to support your fundraising efforts with a donation. The more personal the ask, the better! Show your commitment by making a personal donation.

Saying 'please' and 'thank you' is essential to your fundraising efforts.

- **Social Media** is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness for the cause, and inspire giving.
 - Share your story - create a video and/or post pictures sharing the reasons what it means to you
 - Use our hashtag - #LlamaRun5k - stories with hashtags boost your fundraising
 - Interact with your friends in real-time while you engage and post a story
 - Always include the link to your fundraising page in each of your posts and stories! Make it easy!
 - Post 1-2 times per week until the event, updating people about your goal and your participation.
- **Emails, Phone Calls, and Text Messages** - a personal ask still works and will likely bring in multiple donations from your friends, family, and professional contacts.
- **Word of Mouth** - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation - so ask others if they want to join you on race day.

Fundraising Resources / Communication Templates

Please use our Graphics, Hashtag, and Social Media Handles with your written posts.

#LlamaRun5k / Facebook: @cdehope / Instagram: @cdehope

[Click here](#) to download social media graphics, logos, social media example posts, and email templates or visit www.corazondeesperanza.org/assets

General Tips

- **Shoutout to Donors:** Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.
- **Ask More Than Once:** Follow-ups and additional asks can help increase your donations.
- **Make the First Donation:** This is a good way to get the ball rolling.
- **Be Enthusiastic:** Your communication should show your enthusiasm and people will want to donate.
- **Be Creative:** Use your creativity to make your fundraising efforts stand out. Make a short and fun video, post a story, or pose for a photo. Find new & creative ways to make your fundraiser stand out.
- **Compete:** Watch other fundraisers and see if you can beat their goal! Post and get others involved!
- **Don't Get Discouraged:** Every dollar you raise helps a youth! Be positive! You are a rock star!