

## ADVISOR GUIDE

### PLANNING A VIRTUAL 5K FOR A CAUSE

## GETTING STARTED

*Plan a fun-filled event that will engage your clients virtually while making an impact! All the proceeds from your event will be donated to a local charity of your choice.*

- 1 Establish a **DATE** and **TIME** for your virtual 5K.
- 2 Identify a **LOCAL CAUSE** that you wish to support - 100% of proceeds from your event will be contributed to a local cause of your choice. See local charity suggestions on pages 2-4.
- 3 Create a **GOFUNDME PAGE** with the event details and information about the local charity you've selected. Helpful tips for setting up your GoFundMe page are on page 5.
- 4 Build an **EMAIL INVITATION** for your event. The email will include a link to your GoFundMe page. A donation on the GoFundMe page completes the participant's registration for the Virtual 5K. See an example on page 6.
- 5 Prior to the event, email a **RACE BIB** for participants to print and wear during their personal 5K run. See an example on page 5. Encourage participants to take pictures on race day, post on social media and/or send them to you. See an example on page 7.

## CHARITY EXAMPLES

*Below are a few examples of both nationwide and local charities that you can choose from. But remember, any charity that is meaningful to you is a great choice!*

*NOTE: Click on any of the logos to be redirected to any of the charity's respective websites.*

### NATIONWIDE



#### ALABAMA



#### ALASKA



#### ARIZONA



#### ARKANSAS



#### CALIFORNIA



#### COLORADO



#### CONNECTICUT



#### DELAWARE



#### FLORIDA



#### GEORGIA



#### HAWAII



## CHARITY EXAMPLES CONTINUED

### IDAHO



### ILLINOIS



### INDIANA



### IOWA



### KANSAS



### KENTUCKY

Kentucky *youth* Advocates

### LOUISIANA



### MAINE



### MARYLAND



### MASSACHUSETTS



### MICHIGAN



### MINNESOTA



### MISSISSIPPI



### MISSOURI



### MONTANA



### NEBRASKA



### NEVADA



### NEW HAMPHIRE



### NEW JERSEY



### NEW MEXICO



## CHARITY EXAMPLES CONTINUED

### NEW YORK



The Hastings Center

### NORTH CAROLINA



### NORTH DAKOTA



### OHIO



### OKLAHOMA

GEORGE KAISER FAMILY FOUNDATION  
A leadership investment of Solid Community Foundation

### OREGON



### PENNSYLVANIA



### RHODE ISLAND



### SOUTH CAROLINA



### SOUTH DAKOTA



### TENNESSEE



### TEXAS



### UTAH



### VERMONT



### VIRGINIA



### WASHINGTON



### WEST VIRGINIA



### WISCONSIN



### WYOMING



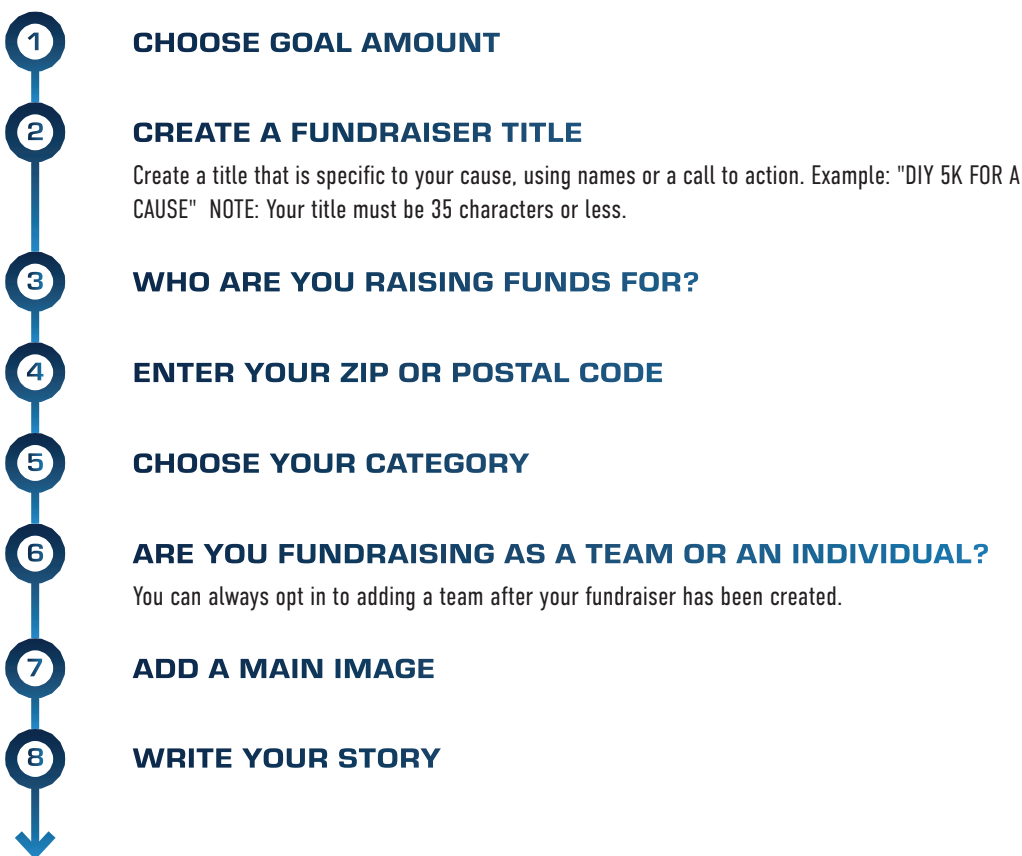
## STARTING A GOFUNDME

First, please click "Start a GoFundMe" from <https://gofundme.com/>.

When you click "start a GoFundMe", you will automatically be prompted to sign in or sign up for a GoFundMe account. If you already have a GoFundMe account, please use the option of signing into your account. Otherwise, you can enter your name, email address, and a password to create a new account!

### CREATING YOUR FUNDRAISER

When you sign into your new account, you will automatically be prompted to begin creating your fundraiser. If you signed into a preexisting account, you will need to click "start new fundraiser" on your dashboard. The first step will be to enter the basic information about your campaign. Don't worry, all of this can be edited later if you change your mind!



### MANAGING YOUR FUNDRAISER

You should now be taken to your dashboard. This is where you'll manage all aspects of your fundraiser. Edit your story, share your fundraiser, post an update, set up the withdrawals, add contacts! It's all found here!

## SPECIAL INVITATION

### INVITATION EMAIL TEMPLATE

Please join me and several of my other clients for a special D.I.Y. 5k to support [your local cause].

At the time of our event, participants walk or run a 5K in your own neighborhood and can share photos on social media. Please also share them with me! Get outside, get active, and support our local community!

100% of the proceeds from this 5K will be donated to [\_\_\_\_\_].

We are excited to support this organization because [\_\_\_\_\_].

Any donation amount through this GoFundMe [link to your page] will complete your registration for the Virtual 5K. Feel free to invite your friends, family and neighbors to join you and make a difference for [list the benefits from your cause]!

#### HOSTED BY

*Advisor Name*

Financial Advisor

#### EVENT DETAILS

*Day, Date, Time*

Your Neighborhood!

#### TO REGISTER

*Link to your GoFundMe*

We look forward to seeing you out there!

SAMPLE RACE BIB

