



The FUNdraising Playbook

A Denver Kids Colfax Runner's Guide to Effective Fundraising

The Steps to Fundraising

Emails and Texts:

- Make a list of family, friends, coworkers, and anyone else in your network that you'd like to reach out to via email/text as potential donors.
- Simply copy and paste the templates below, and fill in the blanks.
- Send to each of your contacts individually (personalized instead of mass emails is best!), and follow the schedule outlined below.
- Keep track of those who have already donated (you can do this by visiting your Colorado Gives dashboard page), and remove them from your contact list (don't forget to thank your donors).
- Using the templates below is great – but feel free to add your own flair and talk about your personal connection to Denver Kids as well!

Social Media Posts:

- Keep them short, snappy and positive!
- Include fun photos of you running/training, or anything positive/inspirational. We also have a small [bank of photos](#) you can use for your posts.
- If you need additional ideas, visit the Denver Kids website at [DenverKids.org](https://denverkids.org).
- Below are some posts you can copy/paste and fill-in-the-blanks – but adding your own flair and talking about your personal connection to Denver Kids is a really effective way to raise funds, too!
- Follow the schedule outlined below.
- Don't forget to tag Denver Kids in all of your posts!
 - Facebook.com/denverkidsinc
 - Instagram: @denverkidsinc
 - linkedin.com/company/denverkidsinc
 - #DenverKidsInc

Schedule*:

- 8 weeks out: Email and Social Media Post and text (Page 2)
- 6 weeks out: Email and Social Media Post (Page 3)
- 4 weeks out: Email and Social Media Post and text (Page 4)
- 2 weeks out: Email and Social Media Post (Page 5)
- 1 week out: Social Media Post (Page 5)

- Day Before: Social Media Post (Page 6)
- Day of (after race): Social Media Post (Page 6)
- Post Race: Email and Social Media Post and Text (Page 6)

*Please note this is just a suggested schedule – you can condense as needed!

***All highlighted areas are places to edit/personalize**

8 weeks out:

Social media post:

On May 17th/18th, I'm running (insert race) as part of the Colfax Marathon in support of Denver Kids. By supporting my race with a donation, you'll help Denver Public Schools students successfully complete high school, and pursue post-secondary options! Visit my fundraising page here: insert your CO Gives page url here; tag Denver Kids here

Email:

Hello [redacted]!

On May 17th/18th, I am running (insert race) as part of the Colfax Marathon, which includes a Denver Kids fundraising initiative. Denver Kids is a Charity Partner in the Marathon and I encourage you to help my participation in this event and make a difference in the life of a student.

Please consider sponsoring me in this event. Together we can help ensure students are prepared with life skills, equipped with a greater understanding of self, and empowered to pursue their meaningful pathway post-graduation. My goal is to raise [redacted]! 100% of the funds I raise will benefit Denver Kids.

(Insert your CO Gives link here)

Since 1946 Denver Kids has provided comprehensive support to Denver Public Schools (DPS) students. Denver Kids believes there's a success story inside every student. With evidence-based programming, compassion and creativity Denver Kids works to empower students and remove barriers to help them achieve their dreams. Learn more at www.denverkids.org.

Through the passion and dedication of stakeholders like you, Denver Kids is able to have a profound impact on our students' lives. Together we can fundamentally change the futures of young people and the sustainability of our community.

(Insert your CO Gives link here)

Thank you for considering supporting Denver Kids!

Sincerely,
Signature

Text:

Hello! I don't know if you have heard, but I am running the Colfax Marathon [insert race](#) this year! Even more fun, I am running and fundraising for Denver Kids, a nonprofit focused on empowering DPS students to reach graduation and make a postsecondary plan. I was hoping you would support my fundraising efforts by making a donation at [Insert your CO Gives page here](#). Thank you for considering supporting Denver Kids. I can't wait to tell you about my training.

6 weeks out:

Social media post:

Did you know, the 2024 Denver Kids cohort achieved a graduation rate of 92% with 80% of those students pursuing their postsecondary options? To support Denver Kids, and my [insert race](#) as part of the Colfax Marathon, visit [Insert your CO Gives page here](#) today! [Tag Denver Kids here](#)

Email:

Hello [_____](#)!

As you know, I'm running [\(insert race\)](#) as part of the Colfax Marathon on May [17th/18th](#). As part of the race, I'm fundraising for Denver Kids: [\(Insert your CO Gives link here\)](#)

If you make a donation to my race, you'll be supporting students like Ariela:

Meet Ariela, a senior who has been eager to learn and share her experience with Denver Kids from the start. Denver Kids has played an important role in Ariela's growth this year, especially through personalized support and exposure to new experiences. She and her Denver Kids Advisor, Jenn, formed a strong connection, sharing many memorable moments. A highlight was their visit to the University of Denver, which only strengthened Ariela's dream to pursue higher education.

"From the beginning, Ariela has embodied what it means to be in our program and utilize all of the resources and opportunities we have available to our students," shared Jenn. I couldn't be more proud and look forward to seeing her continue to flourish after high school."

As she prepares to graduate with a high school diploma and an associate's degree in architecture, Ariela is set to become the first in her family to attend college, where she will pursue a bachelor's degree in Architecture.

Please consider sponsoring me in this event, and empowering Denver Kids students like Ariela.

(Insert your CO Gives link here)

Thank you for considering supporting Denver Kids!

Sincerely,

Signature

4 weeks out:

Social media post:

Make a difference in Denver! By supporting Denver Kids as I run the **insert race** as part of the Colfax Marathon, you can empower our young people to overcome barriers and achieve their dreams. Learn more here: **Insert your CO Gives url here, tag Denver Kids here**

Email:

Hi again, **_____**!

I appreciate your willingness to read my emails and learn about Denver Kids. It's an organization that's really important to me and to the Denver community. That's why I'm running the **(insert race)** as part of the Colfax Marathon on May **17th/18th**, and raising funds for Denver Kids: **(Insert your CO Gives link here)**

I wanted to share a quote with you from a Denver Kids student and a Denver Kids Advisor:

"I have learned it is important to practice good study habits now, so that I can be successful in high school and nursing school."

Camila 8th grade

"With your help, I have been able to explore & learn about Denver communities and history with my students and encourage community engagement to help them become future leaders."

-Josh, Denver Kids Advisor

(Insert your CO Gives link here)

Sincerely,

Signature

Text:

Hey! My race training has been going great and I am excited for my run in May. I wanted to share this quote from a Denver Kids student with you.

“I have learned it is important to practice good study habits now, so that I can be successful in high school and nursing school.”

Camila 8th grade

My fundraising page for my race supports students like Camila. Please visit my fundraising page to support my fundraising efforts for Denver Kids! [insert your CO Gives page here, tag Denver Kids here](#)

2 weeks out:

Social media post:

Advisors at Denver Kids work with students to create a path for the future. Will you help Denver Kids students work toward their dreams after high school by donating through my fundraising page for the Colfax Marathon? [insert your CO Gives page here, tag Denver Kids here](#)

Email:

[Race day is coming quickly!](#) I'll be running the [insert race](#) as part of the Colfax Marathon On May 17th/18th. As you know, I'm also raising funds for Denver Kids: [\(Insert your CO Gives link here\)](#)

I wanted to share one last Denver Kids story with you: [Please take a moment to watch this video about Denver Kids students.](#)

Will you support Denver Kids students, to thrive and to reach their highest potential?

[\(Insert your CO Gives link here\)](#)

Thank you so much for considering a donation to Denver Kids!

Sincerely,

[Signature](#)

1 week out:

Social media post:

Please consider sponsoring me as I run the [insert race](#) as part of the Colfax Marathon in honor of Denver Kids. Together we can help every student graduate and discover their own path to success. [Insert your CO Gives page here, tag Denver Kids here](#)

Day before

Social media post:

Tomorrow is race day! It's not too late to make a donation to support Denver Kids through my race in the Colfax Marathon. Visit my fundraising page to help Denver Kids students receive the guidance and support they need to graduate and succeed: [Insert your CO Gives page here](#), tag [Denver Kids here](#)

Day of

Social media post:

(Include a great photo of you after you complete your race, if you choose!)

I made it across the finish line at the Colfax Marathon [insert race](#)! Help me celebrate by making sure students at Denver Kids thrive and achieve their dreams. You can still make a donation at [insert your CO Gives page here](#). Thank you for your support! [Tag Denver Kids](#)

Post Race Day

Social media post:

Still riding the runner's high from my Colfax Marathon [insert race](#)! Thank you to those who supported me and Denver Kids by donating to my fundraising page. There is still time to support Denver Kids and their mission to empower students to positively shape their lives, successfully complete high school, and pursue postsecondary options by making a donation at [insert your CO Gives page here](#)! Thank you! [Tag Denver Kids](#)

Email (to your network who has NOT donated yet):

Hello _____!

I'm still riding that runner's high from my Colfax Marathon [insert race](#)! Even though the race is over, I am still fundraising for Denver Kids and their mission to empower students to positively shape their lives, successfully complete high school, and pursue postsecondary options. I wanted to reach out and let you know I would appreciate your support. You can make a donation to Denver Kids at [insert CO Gives page here](#) through the end of May.

Thank you in advance,

[Signature](#)

Email (to your network who HAVE donated):

Hello _____!

I'm still riding the runner's high! (Give a short comment about how your race went). Thank you for cheering me on during training and a big thank you for supporting Denver Kids through your donation! With your help, I was able to fundraise [insert how much you've raised] for Denver Kids. Thank you for supporting my training and supporting my efforts to empower Denver Publics School Students to positively shape their lives.

Best Regards,

Signature

Text (to those who HAVE not donated yet):

I'm still riding the runner's high! (Give a short comment about how your race went). Thank you for cheering me on during training and a big thank you for supporting Denver Kids through your donation! With your help, I was able to fundraise [insert how much you've raised] for Denver Kids. Thank you!

Text (to those who HAVE NOT donated yet):

I'm still riding the runner's high! (Give a short comment about how your race went). Thank you for cheering me on during training. I am still fundraising for Denver Kids and their mission to empower students to positively shape their lives. Even though my race is over, I wanted to reach out and let you know you can still donate to Denver Kids at [insert CO Gives page here]. Thank you!