



2025 FUNDRAISING GUIDE





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THANK YOU

Thank you for registering for the CMSAF Binnicker Memorial Run and committing to the Extra Mile Challenge. Your participation and fundraising efforts will benefit the memory care wing at Air Force Enlisted Village's assisted living residence, Hawthorn House, where military widows, retirees, veterans, and their family members with Alzheimer's and dementia reside.

FUNDRAISING PLAN

Successful fundraising is easy when you have a plan to fundraise online. This guide offers everything you need to fundraise successfully. When you harness the generosity and power of your friends and family members and their networks by asking for donations, you're sure to find success while having fun along the way.

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fundraising **TIMELINE**



8-12 WEEKS BEFORE YOUR RUN/WALK

- Set a personal fundraising goal. We encourage everyone to commit to a minimum of raising \$109.
- Personalize your fundraising page by adding your story and photos.
- Make a donation and begin asking others to follow your lead. Send emails asking for donations to your fundraiser.

4-8 WEEKS BEFORE YOUR RUN/WALK

- Post on social media 3-5 times a week asking for donations and reminding people why raising funds for the Air Force Enlisted Village is important to you.
- To really personalize your social media posts, create videos of yourself talking about why you're raising funds and participating in this event.

2-4 WEEKS BEFORE YOUR RUN/WALK

- Send a reminder email to those who haven't donated yet.
- Stay in touch with those who have given. Share updates on your fundraising, training, and the Air Force Enlisted Village.
- Tag those in social media posts thanking them for their donations.

WEEK OF YOUR RUN/WALK

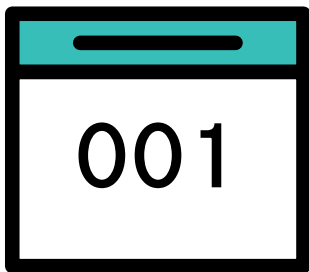
- The fundraising deadline is September 30, 2025. Share last chance emails and social media posts asking for donations.
- Pick up your race packet on Friday, October 3, 2025 at the Bob Hope Village Commons between 10:00 a.m. and 6:00 p.m.

AFTER YOUR RUN/WALK

- Send a thank you email to your donors and let them know how much was raised.
- Post a thank you message on social media with a photo of you on race day.

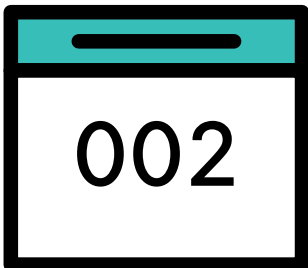
quick start guide

3 EASY STEPS



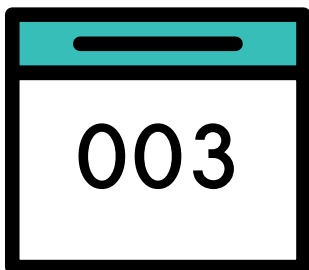
REGISTER FOR YOUR EVENT

You'll create a login and password and will use this to access your personal fundraising page.



PERSONALIZE YOUR PAGE

Update your personal fundraising page with your story, a photo, and/or a video.



ASK FOR DONATIONS

Ask everyone in your network for a donation - friends, family, colleagues, and businesses you frequent.


become a **FUNDRAISER**


During registration, you'll be asked to make a donation. On that page, click or tap "Become a Fundraiser" to set up your fundraising page.


Click **BECOME A FUNDRAISER**
during the registration process.

You may wish to donate additional funds to the Air Force Enlisted Village or scroll to the bottom and select "continue".

Fundraiser

 Become a Fundraiser

Switch View 

 Donation

\$509

\$259

\$109

\$59

\$29

\$9

Custom Amount

Enter a custom donation amount or select a donation level above.

\$



personalize YOUR PAGE

Next, you can personalize your fundraising page. Make it unique. Add photos, videos, links, and share your story – the more personal, the better. Share why you are fundraising. Remember to SAVE your page.

We'll refund you up to the cost of your registration fee when you raise \$109.



Become a Fundraiser

Create a personal page, collect donations, and set your personal Fundraiser goal!

Fundraiser for: **Your Name will Appear Here**

If your fundraiser raises at least \$109, you will be refunded a portion of your 5K Walk registration fee. All you need to do is check the box below.

☒ I want to receive a refund for a portion of my event registration fee if I raise at least \$109.00.

Your Individual Fundraiser Name *

Tagline

Your Fundraiser Goal

Page Options

☐ Hide from public lists.
Still visible via direct link.

Support a Charity

Air Force Enlisted Village

Suggested fundraising goal.

Save this link and share with your network.

Create Your Custom Fundraiser URL

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Personal Message Heading



Choose your image

You can upload .png, .jpeg, .jpg, or .gif files.

☐ Save as my profile picture

Add your photo here.

Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

Paragraph



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U



Add your personal story here. Remember to include WHY you are fundraising for Air Force Enlisted Village.

asking for **DONATIONS**

Be the first person to donate to your page. It's a great way to show you are dedicated to the cause, and others are more likely to donate when they see that you've donated. Reach out to everyone you know. Remember, you're not asking for yourself but to support a cause close to your heart. Remember to follow up; some individuals may intend to donate but just need a gentle reminder.

Raise \$250 in a week

- ☐ Sponsor yourself for \$25 = \$25
- ☐ Ask three family members for \$25 each = \$75
- ☐ Ask five friends to donate \$10 each = \$50
- ☐ Ask five coworkers to sponsor you for \$10 = \$50
- ☐ Ask your company for a \$50 contribution = \$50

Other ways to raise funds

- Instead of spending \$5 a day on a fancy beverage, donate one day a week where you skip the drink and give \$5 toward your fundraising goal.
- Host a pre-event fundraiser such as a garage sale, bake sale, dinner party, BBQ, or ice cream social with proceeds going to your fundraiser.
- Ask 10 people for \$10.90 to help you meet your minimum fundraising goal.



TEMPLATES

Log in to your fundraising center --> click profile --> scroll down to your personal page, and choose “send emails”, or copy and paste the messages below to send from your personal email inbox.

Donation Request Message

Subject: Help me reach my goal

Dear [Recipient],

I'm participating in the CMSAF Binnicker Memorial Run. This event is about more than running; it's about raising funds for the memory care wing at Air Force Enlisted Village's assisted living residence, Hawthorn House, where military widows, retirees, veterans, and their family members with Alzheimer's and dementia reside. Every dollar raised from this event will provide care and support for the residents there.

[YOUR PERSONAL STORY - WHY THIS IS IMPORTANT TO YOU]

I'm asking you to please make a donation to the Air Force Enlisted Village through my fundraising page at [INSERT LINK TO YOUR FUNDRAISING PAGE]. Your contribution of any size, will make a meaningful impact.

Thank you for your kindness and generosity.



Donor Thank You Message

Subject: Thank you for supporting me

Dear [Donor's Name],

I wanted to take a moment to express my deepest gratitude for your generous donation to my fundraising page for the CMSAF Binnicker Memorial Run, supporting the Air Force Enlisted Village.

Your contribution is not just a financial gift; it's a beacon of hope for the memory care wing at Air Force Enlisted Village's assisted living residence, Hawthorn House, where military widows, retirees, veterans, and their family members with Alzheimer's and dementia reside.

[ADD IN YOUR PERSONAL REASON FOR SUPPORT]

Your support means more than words can express, and I am truly grateful for your kindness and compassion.

Once again, thank you for your generosity and for supporting me.

Warmest regards,

tips for **SOCIAL MEDIA**

1. Make it Personal

Share your heartfelt connection to the Air Force Enlisted Village. Your story is powerful and can inspire others to take action.

2. Harness Hashtags

Boost visibility with strategic hashtags. Consider creating a custom hashtag for your fundraiser.

3. Visual Appeal

Capture attention with photos and videos (keep them short and engaging). Every post should include a photo or a video for maximum impact.

4. Consistent Posting

Stay top-of-mind by posting regularly. It may take several mentions before your posts reach everyone in your network. Share updates on your fundraising and training journey and post reminders.

5. Gratitude Matters

Show appreciation to your donors by tagging them in your posts. A little thank you goes a long way in making them feel valued and will inspire others to contribute.

6. Instagram Bio Boost

Add your personal fundraising page link to your Instagram bio for easy access.

7. Go Live

Utilize live streaming on platforms like TikTok, Facebook, and Instagram to share your fundraising and training journey in real-time. Let your followers know why this cause is important to you and how they can get involved.

8. Tag Us

Be sure to tag Air Force Enlisted Village in all your social posts.



sample posts for

SOCIAL MEDIA

I am excited to share that I am participating in the CMSAF Binnicker Memorial Run on Saturday, October 4. Join me in supporting the Air Force Enlisted Village's memory care wing by making a gift to my fundraising page [link your personal fundraising page].

Lace up your sneakers and join me for the CMSAF Binnicker Memorial Run. Let's come together to support the Air Force Enlisted Village's memory care wing. Join me on Saturday, October 4 at Bob Hope Village. Register now [registration referral link]

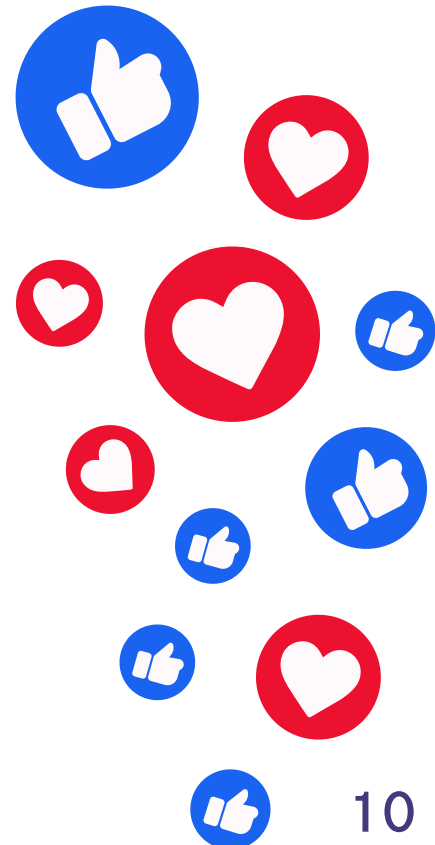
🏃 It's time to put on your walking shoes and register for the CMSAF Binnicker Memorial Run. Your support means everything. Donate today: [Link to your personal fundraising page] or register at afev.us/run

I'm raising funds for the memory care wing at Air Force Enlisted Village. Your donation to my fundraising page directly supports the memory care residents at Hawthorn House. Join me in making a positive impact! 🌟 [Link to your personal fundraising page]

Video Idea

Include a personal video of WHY you are raising funds and running.

Caption for the video: Join me at Bob Hope Village on Saturday, October 4, where we'll run/walk a 5K (or run a 9K) for military widows, retirees, and veterans residing at the Air Force Enlisted Village's memory care wing. Together, we're stronger! Link in my bio.



answers to frequently asked **QUESTIONS**

Is there a fundraising minimum to participate in the run/walk?

No. There is no fundraising minimum, but participants are encouraged to create a fundraising page and raise \$109.

Are all donations tax-deductible?

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law. If the donation was made online, the tax receipt will be emailed to the email address used to register.

Are there any fundraising incentives for top fundraisers?

Participants who raise \$109 will be refunded up to the cost of their registration fees. We're currently working on fundraising milestone gifts and will announce those by email and on the event webpage.

What if people want to give me cash?

Please bring cash and checks to the Air Force Enlisted Village headquarters. Someone from our marketing or development departments will assist you. The deadline to turn in donations of cash and checks is the close of business on September 25, 2025.

What is the deadline for online donations?

September 30, 2025

Still have questions?

Please contact us at 850-651-3766 or email us at info@afev.us.



we appreciate you
THANKS



Thank you for going the extra mile.



Hawthorn House residents cheering for the runners in last year's event.