

Lehigh Valley Health Network Marathon for Via Fundraising Tools



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Top Fundraisers

The top Marathon, Relay Team, Half Marathon or 5K Walk fundraiser will receive a 18 by 24 custom framed and matted poster and additional prizes. Fundraising closes September 30 and the top fundraiser will be notified and announced through email. Your company, friends and family can support Via and you by making contributions in your name on the [Friends & Family](#) page.

Any individual raising over \$500 or team raising over \$1,500 will receive a 8.25 wide by 9.75 custom framed and matted poster. These high-quality, custom framed commemorative pieces honors your fundraising in this year's event. You may have this piece customized at no cost. Your company, friends and family can support Via and you by making contributions in your name on the [Friends & Family](#) page.

Win a Limo for Race Day

The team or individual who raises the most money by midnight (as recorded in your [Fundraising Headquarters](#)) on the Tuesday prior to race day will win free limo transportation on race day. Winners will be notified on the Wednesday prior to race day..

For more information, contact:

Rachel Kave, Special Events

R.Kave@vianet.org | 610-317-8000 x489

The LVHN Marathon raises money for Via of the Lehigh Valley's programs for children and adults with disabilities. Help build a stronger community, a community that provides opportunities for children and adults of all ability levels, a community that provides resources to help people live, work and connect in their neighborhoods, and a community that embraces all of its members. [Learn more about Via's programs.](#)

Lehigh Valley Health Network Marathon for Via

Getting Started

Step 1: Create Your Own Webpage

Now that you are registered, you have access to your [Personal Fundraising Headquarters](#). Login to your site and you can:

- Design a personal webpage page in less than 10 minutes.
- Add your personal story and upload pictures to make your webpage reflect why you are walking.
- Upload your personal email address book to help you fundraise:
 - Remember to include: Friends | Family | Holiday Card List | Sports Team Roster | Co-workers
- Send emails to your family, friends and colleagues asking & thanking them for their donations
- Monitor your fundraising & team recruitment progress

Step 2: Start Fundraising

Letter writing & email campaigns are the most effective fundraising methods! Here's a simple how-to for letter campaigns:

- Write a short letter
 - Here is a sample [form letter](#) and there is online at your [Personal Fundraising Headquarters](#):
- Tell why you are participating
- Tell them your fundraising goal & ask for a specific amount
- Provide facts about the services & programs Via provides to the community
- Be sure to include that donations are tax deductible and that checks should be made to Via Events, Inc.

Step 3: Turning in Your Donations

If your donors make a donation online, your Personal Fundraising Headquarters will automatically be credited. Donations made online are typically 40% higher than those made by other means. If your donors give you cash, check or credit card donations, please fill out a donation form (included) to ensure that you and/or your team are properly credited for their donation. Donations may be handed in at the walk or they can be mailed to: Via of the Lehigh Valley, Inc. | Attn: LVHN Marathon for Via | 336 West Spruce Street | Bethlehem, PA 18018.

Matching Gifts

Double your gift! Check to see if your company will match your contribution. You may be able to complete your request online or you may need to get paperwork from your Human Resources department. Please be sure to read and follow your company guidelines. Remember to ask your family, friends and other donors to check to see if their employer will match their donation.

Step 4: Write Thank You Notes

After the event, be sure to thank everyone who supported you. Send a thank you note, acknowledging their donation and/or participation on your team. Express how your supporters helped make a difference for your family and/or the community. Thank you can never be said too many times. This shows them that they helped make a difference and ensures their support in the future.

Why Letters & Emails Work

The money raised by walkers accounts for approximately 80% of the walk revenue. Letter writing works as an effective fundraising technique because it hones in on basic fundraising principles: asking is the key to fundraising and people give to people. Letter writing puts a face & a story to a walker's fundraising efforts. It provides a safe forum to tell a personal story and ask for financial support for Via.

Sample Fundraising Letter

Email: Your [Personal Fundraising Headquarters](#) contains an email template letter that you can use. You also have the opportunity to create your own email. You may personalize your email with pictures and the reason why you are participating.

Sample Donation Letter:

Dear (Insert Name),

This year, I'll be participating in a very special event called the Lehigh Valley Health Network Marathon for Via. I'll walk (or run) with hundreds of other men, women and children for Via of the Lehigh Valley. The proceeds from this event benefit Via, a non-profit organization that provides programs for children and adults with disabilities living in the greater Lehigh Valley.

Everyone deserves the opportunity to succeed and through your support, Via provides opportunities and resources every day for children and adults with disabilities from birth through retirement. Via is committed to a mission of success for the people they serve, but they can't do it without our help.

I have chosen to participate because (insert your personal reasons for walking or running)

That's why I'm walking (or running). To help create success every day and strengthen our community. I've agreed to raise at least (insert your dollar goal) in donations. So I need your help. Please make a donation today - the opportunity to succeed for each child and adult begins with you.

Just complete the information below and return the form to me with your donation. The Lehigh Valley Health Network Marathon for Via is quickly approaching, so please send your contribution as soon as you can.

I hope you will take the step and walk with me! Thank you for your support.

In Appreciation,
(Insert Your Name)

Yes! I'm happy to support your efforts for Via.

You can count on me for: \$25 \$50 \$75 \$100 Other \$_____

_____ Cash _____ Check (Made payable to Via events, Inc.)

Name: _____

Address: _____

Thank you for your support!

(Insert Your Name)

Top 10 Reasons to Walk or Run

10. Because it feels good knowing you can make a difference.
9. Help provide a real pay check and a job in our community and change the life of a woman who has spent years in a sheltered workshop.
8. Share the success of a young man achieving his goals of furthering his education beyond high school and pursuing his dreams of a career.
7. Walking for Via makes you part of something greater than yourself.
6. Children in childcare centers across the Lehigh Valley will understand better than their parents that a child with a disability is a friend, just like all their friends.
5. Some people can't walk a 5K, but you can.
4. Help a man who has lived with his aging parents, suddenly and wonderfully find a place to live in the community and friends to share his life.
3. Bring hope to a mother whose son has been diagnosed with a disability when she hears what Via's early intervention services can provide for her and her son.
2. Help build a stronger community, a community that provides opportunities for children and adults of all ability levels, a community that provides resources to help people live, work and connect in their neighborhoods, and a community that embraces all of its members.
1. Walk for Taren, Roman, Matt and Gracie.



What Do My Donation Dollars Do?

Via of the Lehigh Valley provides quality programs and services for children and adults with disabilities across the Lehigh Valley. The money you raise helps Via provide leadership, support, opportunities and resources for people with disabilities so that they may be independent, productive and enjoy full lives within the community.

Here's a sample of what your fundraising dollars can do:

- \$1,000 helps underwrite one month of [job coaching](#) to help an individual with a disability find a job in our community.
- \$500 provides a week of career exploration and fun for a teen with a disability in [Via's Teen Summer Experience](#).

- \$250 helps underwrite 3 ½ hours of [physical, occupational or speech therapy](#) for a child.
- \$125 provides three adults the opportunity to [connect to their community](#) by participating in a recreational activity like watching a ball game, going to dinner or catching a movie with friends.
- \$60 will send one sibling of a child with special needs to [Sibshops](#), a 6-week workshop celebrating the many contributions made by brothers and sisters of kids with special needs.
- \$25 buys a special switch used to adapt toys and allows a [child with disabilities](#) to play independently.

Hundreds of people rely on Via every day, so they can be independent, productive and enjoy full lives within the community. With your help, Via will continue to provide a future and create success every day for the child and adults we serve. Every gift, no matter the size, makes a great difference. Thank you for your support.

Fundraising Ideas

You've written your letter, sent your emails, your company will match your donation and you still want to do more? Here are some ways:

- **Make your own donation.** Set an example for your team members and supporters.
- **Build a team.** Invite everyone you know to join and register. A team can come from anywhere – work, friends, family, place of worship, civic groups, etc.
- **Hold a wrap-around event.** A wrap-around event is any fundraiser that your team organizes to raise funds for the walk. Wrap-arounds provide additional and fun ways to increase awareness and fundraising. All expenses for wrap-arounds are incurred by the sponsor team.

Here a few examples of successful wrap-arounds:

- **Raffles:** Will your company allow you to hold a pay-day 50/50? On pay-day, sell tickets for \$1, \$5, or \$10. Winner receives 50% of the pot and your team receives the other 50% or secure a few donated items and raffle them off instead.
- **Potluck Lunch:** Solicit volunteers to cook up their favorite dishes. Sell \$5 tickets for lunch to your co-workers. You can even show a Via video and solicit additional team members.
- **Sales:** Encourage your friends and coworkers to hold a bake sale, car wash, used book sale, rummage sale or other "special sale" and donate the proceeds to Via. There are many fun ways to engage your team members and community in raising funds for Via.
- **Casual Day:** With the endorsement of your company's management, hold a "Dress Down for Via" day. Allow individuals the opportunity to wear jeans for a donation to Via. Is your company already business casual? Then "Dress Up for Via"!

Still not sure how to fundraise for Via? Check out these ideas:

- **Chinese Auction:** Have each department at work create a basket with a theme and then sell tickets to drop in a bucket placed in front of each basket.
- **Change Challenge:** Place containers in each classroom/department. Have people put change in every day and by a set date whoever collects the most money is the winner. Or a variation is whoever collects the least money by a certain date so you put change in other containers.
- **Dance or Dance Marathon:** Hold a school dance and donate the entrance fee to the Walk. Or hold a dance Marathon with a special theme. Encourage all students to raise money and make it a fun evening.
- **Hat Day:** For a \$1 donation, students/co-workers can be allowed to wear hats to school/office. Encourage wacky hat day but get permission first.
- **Hoagie Sales:** Hold a Hoagie sale at work or around town. You can either purchase coupons from Wawa or make the hoagies yourselves. Take orders ahead of time.

- **Ice Cream Social:** Plan to hold a social at work or school. Ask for donations from all who attend.
- **Kiss the Pig Contest:** Recruit a teacher or local celebrity to kiss a pig or team mascot once a certain amount of money is raised.
- **Flower Sale:** Take pre-orders and buy in bulk from a distributor.
- **Odd jobs:** Call neighbors and ask to do some odd jobs, such as painting, cleaning, dog walking, house-sitting and tell them all money is going to the Walk.
- **Popcorn Sale:** Popcorn always smells so yummy. Pop and sell at work, or school.
- **Questions for a buck:** One team raised money by having their boss, who was constantly being asked questions, charge \$1 for each question for a designated time period.
- **Roll those Pennies:** Roll pennies that are around the house and donate.
- **Shave your head:** Shave a willing participants head once a specified amount of money has been raised.
- **Ugly Bartender Contest:** Get local bartenders in town to agree to be in your “Ugly Bartender Contest”. For a \$1 vote, a lot of money can be raised for your team. The winner gets some kind of reward and is asked to be an honorary team member.
- **Video Sales:** Hold a video sale at work or school. Have team members bring in videos they no longer watch. Kid videos are especially good ones to sell. Hold the sale during lunch or in the evening.
- **Wear Company Logos:** For a fee of \$25 tell companies that you will wear their hat or t-shirt for one half hour during the walk.
- **Yard Work:** Ask the neighbors if you can rake their leaves or pull weeds. Donate the money to your team.

Raise \$250 in a Week

7 ways in 7 days!

Day 1	Sponsor Yourself	\$20
Day 2	Ask three relatives for \$25	\$75
Day 3	Ask three friends for \$10	\$30
Day 4	Ask five co-workers for \$10	\$50
Day 5	Ask five neighbors for \$10	\$50
Day 6	Ask a favorite local merchant for \$25	\$25
Day 7	You did it! Celebrate!! 😊	\$250

Raise \$1,500 in 6 Weeks

Week 1:

- Start by sponsoring yourself = \$25.
- Send out at least 25 letters and emails to friends and family (ask for a minimum donation of \$26) = \$650.

Week 2:

- Follow up on your fundraising letters and emails.
- Ask three additional family members (minimum donation of \$26 each) = \$78.
- Ask five friends to sponsor you (minimum donation of \$26 each) = \$130.
- Ask two co-workers to sponsor you (minimum of \$26 each) = \$52.
- Check with your company's human resource department to see if they offer matching gifts.

Week 3:

- Ask three additional co-workers to sponsor you (minimum donation of \$26 each) = \$78.
- Plan a fundraising party with at least 25 people (e.g. 50% of split cover charge of \$20 for a happy hour) = \$250.

Week 4:

- Ask five neighbors to sponsor you (minimum donation of \$15 each) = \$75

Week 5:

- Ask your boss for a company contribution = \$50

Week 6:

- Ask three businesses you frequent for a donation (i.e. doctor, dentist, dry cleaners, etc., \$37 each) = \$111

Grand Total \$1,500!

Fundraising Checklist

- Register Today!
- Set a fundraising and “people” goal for your team.
- Register all of your team members’ even children.
- Involve your company/employer.
- Hang a poster (included) at your office and stuff your office mailboxes with a flyer and a copy of your Fundraising letter.
- Encourage all team members to be active fundraisers for Via.
- Email or call team members regularly to answer questions and check on their progress.
- Create team t-shirts, buttons or banner to increase your visibility on Event Day.
- Share brochures or posters with others.
- Put an article in your company’s newsletter or send a mass email.
- Fundraise, Fundraise, Fundraise!
- Walk on Sunday, September 12, 2010!

FAQ’s - Fundraising

[Getting Started](#) | [Navigating Your Fundraising Headquarters](#)

[Sending Out Emails](#) | [Donations](#)

Getting Started

How do I sign up to fundraise online?

Sign up on our [Registration](#) page. Click on what you’d like to register for: Marathon, Half Marathon, Relay Team 5K Walk, or to Volunteer. Select Register Here. Read the waiver/agreement and click on the “I agree” button.

Marathon, Half Marathon, Relay Teams and Volunteers

- Complete the personal information section, type in your name, address, and email information.
- Type in a user name and password.
- Choose a T-Shirt Size.
- Type in a personal fundraising goal.
- (Relay Teams will fill in all their team members information here as well)
- Click on the Continue button.
- You will receive a quick confirmation. Click on the Continue button to go to your Fundraising Headquarters where you can personalize your Web page, your team’s Web page, start your team recruitment, and begin your fundraising campaign.

5K Walkers

- Click on the Start a Team button or Join a Team button or Join as an Individual.
- If you are a Team Captain signing up, scroll to the bottom and type in your team name; team fundraising goal, and number of team members you are going to recruit. Click on the Continue button.
- From the personal information section, type in your name, address, and email information.
- Type in a user name and password.
- Choose a T-Shirt Size.

- Type in a personal fundraising goal.
- Click on the Continue button.
- You will receive a quick confirmation. Click on the Continue button to go to your Fundraising Headquarters where you can personalize your Web page, your team’s Web page, start your team recruitment, and begin your fundraising campaign.

Navigating Your Fundraising Headquarters

How do I Login in to my Fundraising Headquarters?

Login to your Fundraising Headquarters by going to the [Login Page](#). Click on the event you are registered for: Marathon, Half Marathon, Relay Team 5K Walk, or to Volunteer. Select Login.

I forgot my username and password. How do I find it?

Your username and password are case sensitive. You can also click on “Forgot Username and/or Password?” when you go to Login. If you are still having problems, please email Via@ViaNet.org and we’ll email it to you.

How do I change my user name and password?

Login to your Fundraising Headquarters. From the “My To Do List” section, click on the Edit my Login/Password link.

How can I see who has donated to me?

Log into your Fundraising Headquarters. You will then be brought to your personal Fundraising Headquarters where you can view your donor list and the amounts that have been donated.

I am a team captain, can I change the name of my team?

Login to your Fundraising Headquarters. From the “My To Do List” section, click on the Edit Profile link and scroll to the bottom of the form.

I set my fundraising goal too low on my Web site. How do I change it?

Login to your Fundraising Headquarters by going to the [Login Page](#). Click on the event you are registered for: Marathon, Half Marathon, Relay Team 5K Walk, or to Volunteer. Select Login. From the “My To Do List” section, click on the Edit Profile link.

Sending Out Emails

[Email Address Book FAQ’s](#)

How do I send out emails through my personal Fundraising Headquarters?

- From your Fundraising Headquarters, click on the Emails Tab along the top.
- Use the address book or enter a quick list of email addresses.
- Then, customize one of the existing email templates or compose a new message.
- It’s best to send out emails through your Fundraising Headquarters. Not only do they automatically include a link to your Web Page, you can pull an email report later to see how people responded.

Where can I see all the emails that I have sent during my fundraising campaign?

Log into your Fundraising Headquarters. Click on the Email tab and click on the Email History Log link. The record of emails sent will be reflected.

Donations

Do I have to send in my donations? Can I bring them with me to the walk or race?

While you can always bring your donations to the walk or race, it is preferable that you mail them in as soon as you receive them to:

Via of the Lehigh Valley
Attn: 5K Walk
336 W. Spruce Street
Bethlehem, PA 18018

I heard that you could enter in offline donations to your site. How do I do that?

From your Fundraising Headquarters, click on the Tools Tab along the top. Click on the Enter Pledge Button . The Offline Donation entry form will appear. Fill in the appropriate information and click on Submit. Your pledge is displayed as pending. "Pending" donations refer to donations that have not been yet been received and processed by Via of the Lehigh Valley. These actually show up on the donation report as pledges.

I've been entering in my offline donations and the record reads unpaid, but my credit card donations show up right away. How can I update my web page so that all donations show as paid?

Please turn in all checks received to Via of the Lehigh Valley. You can turn them in on race day or send them to Via of the Lehigh Valley, Attn: Marathon, 336 W. Spruce Street, Bethlehem, PA 18018. You will be officially credited when Via receives and processes your donations.

Are the credit card donations secure?

Yes, the Lehigh Valley Health Network Marathon for Via Web Page is a secure Web site.

FAQ's – Fundraising – Email Address Book FAQ's

[How to Import/Export Your Email Address Book](#)

If I imported my address book last year will I have to import my address book this year?

If you use the same Username & Password that you used last year your address book will be retained from the previous year. Note: you can import your address book this year and the system will only import contacts that do not match ones you have previously imported or you can add them manually.

I do not have Outlook, Yahoo or Netscape. How can I Export my address book?

If you have an email provider other than the ones listed, you can open that email and see if you see an Export option. Many providers support an export function.

My email provider does not have an export function, how do I put email addresses to send emails out?

You can go directly into your personal web page and add addresses manually. Simply type first name, last name, and email address for each contact.

The download seems very slow is this normal?

Download times vary depending on the amount of contacts being transferred.

Will all of the contacts from my email provider address book transfer over?

Yes, all of your contacts will be transferred if they have a first name, last name and email address. You can choose specific people to email to once they are imported. You do not have to send your email to the entire contact list.

Not all of my contacts were transferred, why is that?

A contact must have a first name, last name and email address to impoRoute. If some of your contacts didn't transfer they may be missing one of these required items.

FAQ's – Fundraising – How to Import/Export Your Email Address Book

[Outlook](#)

[Outlook Express](#)

[Yahoo](#)

[General Directions](#) (for other providers not listed above)

Outlook

Export Your Outlook Address Book

- Go to your contacts page
- Click on File
- Click on Import and Export
- Choose Export to a File, then click Next
- Choose Comma Separated Values (Windows), then click Next
- Select Contacts, then click Next
- Choose File Name and Location, then click Next
- Make sure there is a check in the box next to "Export Contacts from the Contacts Folder"
- Then click Finish
- You should now have a ".csv" file saved on your computer

Import Your Address Book from Outlook

- On the LVHN Marathon Website, log into your homepage
- Click on Email tab
- On the bar under the tab, click on Address Book Import
- Choose the source from where you have exported: Use Microsoft Outlook (.CSV file) option for Microsoft Outlook, then click Next
- Browse for file that you saved when exporting, click Open and then Next
- Choose your fields (First Name, Last Name, Email Address), then click Continue
- Once the list has been imported, click on Send Email link (on the bar under the tab)
- You can now edit your address book and begin sending emails

Outlook Express

Export Your Outlook Express Address Book

- Open Outlook Express
- Click on File
- Scroll down to Export, a box will fly out the Right
- Choose Address Book
- Click on Text File (Comma Separated Values), then click Export
- In the "CSV Export" box, click Browse
- Save the file with a name you will remember in a location you will find it, then click Next
- In the "Select the fields you wish to export" box, remove check marks by all fields except First Name, Last Name and E-mail Address fields
- Close the box
- You should now have a ".csv" file saved on your computer

Import Your Address Book from Outlook Express

- On the LVHN Marathon Website, log into your homepage
- Click on Email tab
- On the bar under the tab, click on Address Book Import link
- Choose the source from where you have exported: Use Comma Separated Values (.CSV file) option for Outlook Express, then click Next
- Browse for file that you saved when exporting, click Open and then Next
- Choose your fields (First Name, Last Name, Email Address), then click Continue
- Once the list has been imported, click on Send Email link (on the bar under the tab)
- You can now edit your address book and begin sending emails

Yahoo

Export Your Yahoo Address Book

- Login to your account and click Addresses
- Click on Import/Export on the upper right
- Choose Export Now next to Yahoo! CSV
- Select Save in the File Download box
- In the Save As box choose a location and name for your file, then click Save
- You should now have a “.csv” file saved on your computer

Import Your Address Book from Yahoo

- On the LVHN Marathon Website, log into your homepage
- Click on Email tab
- On the bar under the tab, click on Address Book Import
- Choose the source from where you have exported: Use Yahoo (.CSV file) option for Yahoo, then click Next
- Browse for file that you saved when exporting, click Open and then Next
- Choose your fields (First Name, Last Name, Email Address), then click Continue
- Once the list has been imported, click on Send Email link (on the bar under the tab)
- You can now edit your address book and begin sending emails

General Directions for other providers not listed

Export Your Address Book (General Directions)

- Login to your email
- Look for an Export option on the menu or in the address book area of the software
- Export the file into CSV format
- Select Save option
- In the Save As box choose a location and name for your file, then click Save
- You should now have a “.csv” file saved on your computer
- Please Note: These are general directions, and not specific to any email provider.

Import Your Address Book (General Directions)

- On the LVHN Marathon Website, log into your homepage
- Click on Email tab
- On the bar under the tab, click on Address Book Import

- Choose the source from where you have exported: Use Comma Separated Values (.CSV file) option for Other Service Providers, then click Next
- Browse for file that you saved when exporting, click Open and then Next
- Choose your fields (First Name, Last Name, Email Address), then click Continue
- Once the list has been imported, click on Send Email link (on the bar under the tab)
- You can now edit your address book and begin sending emails

Donation Collection Form

Thank you again for registering for the Lehigh Valley Health Network Marathon for Via. Please use [Donation Collection Form](#) to record all of the donations you receive. Make as many copies of this form as you will need to record all check, credit card and cash donations you receive. Please complete a donation record for each donation you receive. This will ensure that all donations are properly credited. Thank You!

Donation Collection Form | Lehigh Valley Health Network Marathon for Via
336 West Spruce Street | Bethlehem, PA 18018 | 610-317-8000 | Via@ViaNet.org

Runner/Walker Name: _____ Team Name: _____

Donor Name: _____ Donation Amount: \$ _____

Donor Address City State Zip

Date: _____ Check #: _____ Visa MasterCard American Express Discover

Credit Card #: _____ CID _____ Exp Date: _____ Signature: _____

Double your donation by including your company's matching gift form. Please do not mail cash. Thank you.

Donation Collection Form | Lehigh Valley Health Network Marathon for Via
336 West Spruce Street | Bethlehem, PA 18018 | 610-317-8000 | Via@ViaNet.org

Runner/Walker Name: _____ Team Name: _____

Donor Name: _____ Donation Amount: \$ _____

Donor Address City State Zip

Date: _____ Check #: _____ Visa MasterCard American Express Discover

Credit Card #: _____ CID _____ Exp Date: _____ Signature: _____

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Donation Collection Form | Lehigh Valley Health Network Marathon for Via
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Runner/Walker Name: _____ Team Name: _____

Donor Name: _____ Donation Amount: \$ _____

Donor Address City State Zip

Date: _____ Check #: _____ Visa MasterCard American Express Discover

Credit Card #: _____ CID _____ Exp Date: _____ Signature: _____

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