



Ready, Set

Try this creative idea to raise funds.

By Carol Weisman

I registered for my first 0.1K a few weeks ago. I've always wanted to do a marathon. My son has a 50K sticker on his car. My daughter-in-law has a 26K sticker on her car. I wanted to have the only 0.1K sticker in the family. And I wanted to support the VFW.

My goal was to walk across the parking lot in under two minutes. I could do it if I acted more MMA than Junior League and was willing to throw a few elbows. The event organizers had erected an enormous race clock that would help me meet my goal.

This was a rain or shine event. The money was collected in advance online. Unfortunately, it rained. I'm not talking spring showers. I'm talking national flood warnings. I already had my 0.1 K sticker and my T-shirt; they had my money. Like the wuss I am, I'm ashamed to say, I stayed in bed.

I'm sure I wasn't the only one who stayed home. But even if everyone did, the organization got its money, built its reputation, and gained some great name recognition. Your organization can do the same.

Here's what will make your 0.1K event even more profitable. I paid a \$22 registration fee but I would have given more if there had been a way to do so. Why not have an area on your sign-up page for additional donations? Add a line such as: I will be there. Can't wait. I support _____ (fill in the blank) and want to make an additional donation in honor of, in memory of, etc.

And make it easy for people to give money even if they don't want to attend the event. Add a line such as: I can't join you and I support your work. I would like to make a donation of \$_____ monthly_____, one time_____.

In addition to an e-mail address, ask for home addresses so you can do a wealth search later and send postcards during the year sharing how the money was spent.

“Why not a 0.1K to highlight the work you do?”

The VFW didn't just earn money. They allowed me, at age 70, to dream of being a marathoner while honoring my Marine vet father and my Army vet husband. They made me part of their community. Sign me up for next year. Rain or shine, I'll be there so that I can proudly display the sticker on my car.

You make dreams come true every day. Why not a 0.1K to highlight the work you do, show people how it takes a community to fulfill a mission, and give folks an opportunity to support you? **S**

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Put Thought into Your Event

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