

Kids in foster care need everyday heroes...

FIND THE SUPERHERO IN YOU!

IN-PERSON EVENT

10.30.21

12TH ANNUAL **CASA SUPERHERO RUN** KIDS' TRAIL OF TREATS & FALL FESTIVAL

AT THE LAKE HOUSE AT GRAND CENTRAL PARK IN CONROE!



5K & 10K (IN-PERSON TRAIL COURSES OR VIRTUAL)

Chip timing for in-person event. T-shirts and medals for all in-person or virtual runners/walkers!

KIDS' TRAIL OF TREATS & FALL FESTIVAL

Trick or Treat bag, capes, and commemorative dog tags for every child...

Back by popular demand, you can do nothing and still be a hero!

THE HERO ZERO K

REGISTER TODAY!

www.CASASpeaks4Kids.com



BENEFITING



CASA

Court Appointed Special Advocates
FOR CHILDREN

Child Advocates of Montgomery County

WHY SUPPORT CASA CHILD ADVOCATES?

LAST YEAR IN MONTGOMERY COUNTY...

680 CHILDREN WERE IN CPS CARE

46% WERE UNDER THE AGE OF 6

350 CASA ADVOCATES SERVED 100% OF KIDS IN CARE!

BUT OUR WORK GOES ON!

ABOUT 6 CHILDREN ENTER FOSTER CARE IN OUR COUNTY EACH WEEK...

WHO WILL HELP THEM?

KIDS IN FOSTER CARE NEED EVERYDAY HEROES...

FIND THE SUPERHERO IN YOU!

SUPERHEROES UNITE! HOW YOU CAN HELP KIDS IN FOSTER CARE...

JOIN FORCES AS AN EVENT SPONSOR

SUMMON YOUR SUPERHERO SQUAD

Have fun and raise money together, mile by mile, to help kids in need (plus earn some awesome swag while you do it!)

CHOOSE YOUR RACE DISTANCE OR EVENT

5K or 10K (in-person or virtual), plus Kids' Trail of Treats and Fall Festival!

DO ZERO AND STILL BE A HERO...

A SUPERHERO'S GUIDE TO FUNDRAISING!

GETTING STARTED

Here are some tips for successful CASA Superhero Run fundraising:

CHOOSE A SUPERHERO NAME AND PUT TOGETHER YOUR COSTUME

Superheroes' costumes are what makes this event so unique. Choosing a superhero and creating a costume will make fundraising fun for you and your donors.



SET A FUNDRAISING GOAL

Creating a goal gives you and your donors something tangible to shoot for. For example, tally up the miles you'll be running and ask people to sponsor you by the mile. Or if you're signed up for the Hero ZeroK, ask for donations by the amount of shows you plan to binge watch! Your friends want to help you reach your goals! ([And you can earn some really great swag, too!](#))

CUSTOMIZE YOUR PERSONAL FUNDRAISING PAGE

This is your chance to explain why CASA is important to you. Add a personal message and photos, and share updates on how your fundraising, costume-making, and/or race training is going! https://bit.ly/2021_CASA_Superhero_Run_Festival

MAKE A SELF DONATION

Sometimes the first donation is the hardest. Inspire your donors with your dedication to CASA by being the first person to donate to your page.

CONSIDER YOUR SUPER DONORS

Your network of potential donors is bigger than you think! Start by making a list to include your family, close friends, co-workers or classmates, neighbors, and connections from your church, book club, gym class or school.



SEND AN ASK LETTER

Check our tips to write a good ask letter on the next page!

BE PERSISTENT

Your donors might not give the first time you ask, but stay positive and be persistent. Make regular posts to social media and bring up your goal when you are talking with people in-person (or on Facetime) when you can. **What's the #1 reason people don't give? Because no one ever asked them to!**

THANK YOUR DONORS

Reach out to your donors to thank them for donating to your page. If you feel comfortable doing so publicly, thanking donors on your social media can help inspire new donors.

In Montgomery County, about 6 children enter foster care EACH WEEK.

It costs \$1,500 to provide an Advocate for one child for a year. All proceeds from the CASA Superhero Run benefit children in foster care in Montgomery County through CASA Child Advocates.

A SUPERHERO'S GUIDE TO FUNDRAISING!

6 STEPS TO RAISE \$500

SUPERHEROES who raise \$500 or more earn themselves the title of CASA Crusader. CASA Crusaders will be listed on the CASA Superhero Run website for the year and receive recognition on social media. Crusaders will also earn [ALL FOUR levels of fundraising swag](#)! Here are 6 simple steps to becoming a fundraising SUPERHERO!



1. MATCH YOUR REGISTRATION



2. ASK YOUR BFFS

Ask your TWO best friends to start off your campaign with \$30 donations.



3. USE SOCIAL MEDIA

Make 3 Facebook (or social media platform of your choice) posts of your progress putting together your costume and get TEN friends to donate \$15 each.



4. YOU'VE GOT MAIL...

Send an email to SIX family members, asking them for \$25 each.



5. BIRDS OF A FEATHER

See if EIGHT people from your church, bowling league, networking group or book club will donate \$10.



6. SKIP A LITTLE (OR A LATTE)

Challenge SIX co-workers to skip their morning lattes to help children and donate the \$5 to your fundraising campaign instead.



WRITING A SUPER ASK EMAIL OR LETTER

The best way to get someone to donate to your CASA Superhero Run is to ask them directly. Successful fundraisers pick out key relationships and send a personal email ask. Here are some tips for writing a good fundraising letter.

MAKE IT PERSONAL.

When someone donates to your fundraising page, they may care deeply about the cause, but **they are choosing to donate now because they support you**. Share with them why this cause is important to you.

HAVE FUN.

The CASA Superhero Run isn't like other races. You are running as a SUPERHERO, so have fun with your message. Throw in some Superhero puns or a photo of you "flying" around the house in a cape.

ASK. ASK. ASK.

Make sure to directly ask people to donate instead of just suggesting.

SHARE YOUR GOAL.

Setting a fundraising goal and letting your donors know about it gives them something concrete to reach for. Your friends want to help you reach your goals.

SUGGEST DONATION LEVELS.

Your friends may not know how much to give. Consider asking your donors for specific amounts, like \$10 for each mile you run (3.2 miles = 5K), the money they'll save skipping lattes for a week, or a donation of "\$50 or more." The SIX STEPS TO RAISE \$500 infographic to the left may give you some other ideas.

SEND A REMINDER.

The fact that someone didn't immediately donate doesn't mean they won't. It could mean that they read your email on their phone and then forgot. Remind them.

A GOOD ASK IS FOLLOWED BY A THANK YOU.

Make sure they know how much you appreciate their support. Through your fundraising page, you can send an automated thank you through the system. An email is nice as well, but everyone LOVES getting a handwritten thank you note. Consider adding a photo of you in your costume to make your note extra special!

You're ready to go, SUPERHERO!

Find messaging templates for email and social on the [Fundraising page](#) of www.casaspeaks4kids.com/superhero-fundraiser/

Questions?

Contact CASARun@CASASpeaks4Kids.com