

16TH ANNUAL
PAT'S RUN

FUNDRAISING TOOLKIT

PRESENTED BY



PAT'S RUN IS A FUNDRAISER BENEFITING THE TILLMAN SCHOLARS

WELCOME



Dear Fundraiser,

Thank you for registering to participate in the 16th Annual Pat's Run! This year, we're asking our participants to Run for Team Tillman by setting up individual fundraising pages and to raise \$500 or more to support the mission of the Pat Tillman Foundation.

We know you may need to recruit a few different donors to reach your goal, and we want to help provide the tools you need to educate them about where their money is going. This fundraising kit will provide answers to some frequently asked questions that you or others may have. It will also inform you on how to set up and get the most out of your fundraising page in RunSignUp as well as sample messaging and social media strategies to recruit support from your family and friends.

Committing to a goal of \$500 or more will have a significant impact on the lives of the more than 635 Tillman Scholars who embody Pat's legacy of service, learning, and action.

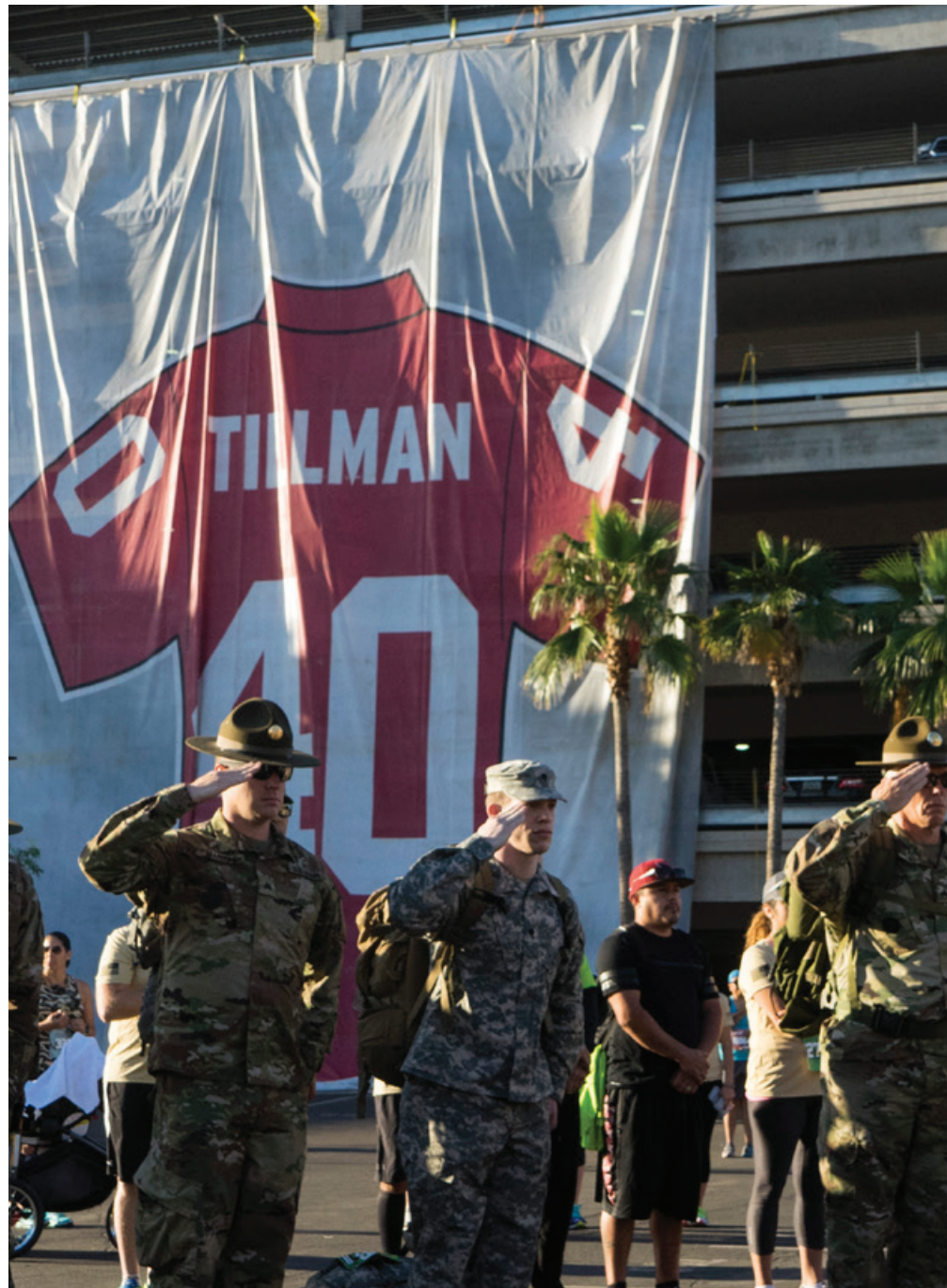
Thank you for your support!

A handwritten signature in black ink that reads 'Marie Tillman'.

Marie Tillman
President & Co-Founder
Pat Tillman Foundation



OUR MISSION



WHAT ARE YOU RUNNING FOR?

Pat's Run raises money for the Pat Tillman Foundation, which is building the leading fellowship program for military veterans and spouses. The vision of the Pat Tillman Foundation is to help develop the next generation of American public and private sector leaders committed to an idea or cause.

WHO WAS PAT TILLMAN?

Pat was a professional football player who walked away from a big-money NFL contract to enlist in the U.S. Army in the wake of 9/11. In April 2004, he died serving with the 75th Ranger Regiment in Afghanistan, and his memory lives on today through the work of the Pat Tillman Foundation.

WHAT IS THE PAT TILLMAN FOUNDATION?

Family and friends established the Pat Tillman Foundation following Pat's death in April 2004. Founded in 2008, the Tillman Scholars Program supports active-duty service members, veterans and their spouses with academic scholarships, a national network and professional development opportunities, so they are empowered to make an impact at home and around the world.

WHO ARE THE TILLMAN SCHOLARS?

Tillman Scholars are a select group of service members, veterans and military spouses to whom the foundation grants academic scholarships so they can pursue their dreams of continued service – both in and out of uniform. These scholars are creating positive change in the fields of medicine, law, business, education, the arts and more.

WHAT DOES THAT HAVE TO DO WITH PAT TILLMAN?

Pat's greatest legacy is a commitment to service, learning and action. These scholars are the living embodiment of those principles – leaders who will go out and change the world. That's why your support of these scholars is not a gift, but an investment in our country and communities.

FUNDRAISING

HOW TO SET UP A FUNDRAISING PAGE

Setting up a fundraising page is easy and is now done in RunSignUp which is the same platform as Pat's Run Registration. Every donation you gather will help Tillman Scholars achieve their dreams to further their education and continued service. To get started, click on the Start Your Fundraiser button below. Then scroll down to Become a Fundraiser. Complete the required information, and follow the prompts to create your custom fundraiser name, URL, and personal message. If you need help click Learn More and Manage Your Fundraiser below.

LEARN MORE

MANAGE YOUR FUNDRAISER



BECOME A FUNDRAISER

PERSONALIZE YOUR STORY TO FUNDRAISE MORE EFFECTIVELY:

People give to the story behind the cause. The more they connect with your story, the more likely it is that they will make a donation. Hook them by sharing why you're running Pat's Run. Use your own words, pictures or even videos. If you're moved by Pat's story, or the story of a particular Tillman Scholar, feel free to share their stories by adding one of our YouTube videos to your page. Choose from some inspiring profiles at www.youtube.com/pattillmanfund



PERSONALIZE YOUR THANK-YOU TO DONORS.

A thank you goes a long way. Write a hand written note, call them on the phone, or email them as soon as possible. In your messaging, encourage them to check back on your fundraising progress as you drive to reach your goal. Let them know that they too can share why they gave and let others know about how to give to your page.

HAVE A PRESENCE ON SOCIAL MEDIA

You can now raise more and reach your fundraising goal faster by creating a Facebook Fundraiser directly from your RunSignup Fundraising Page! Use the learn more button below to see how. Any money raised through a Facebook Fundraiser that is linked to your RunSignUP page will count towards your overall fundraising goal. On average, connected fundraisers raise over \$150 through Facebook. Facebook's powerful social network and ease of use make it easy for your fundraisers to ask their friends for donations. Share your page URL on Instagram, Twitter, and all other platforms!

LEARN MORE

BENEFITS AND INCENTIVES

RUN FOR TEAM TILLMAN AT PAT’S RUN

Setting up a fundraising page is easy and we welcome the generosity of fundraisers of all levels who are passionate about honoring Pat Tillman’s legacy. New this year, join Team Tillman by committing to fundraise \$500.

Team Tillman is a community of everyday athletes, civilian and military, who participate as a team at Pat’s Run and endurance events nationwide to fundraise for the Tillman Scholar Program.



FUNDRAISING INCENTIVES

When you commit to fundraise \$500 as part of Team Tillman, you’ll earn exclusive benefits and prizes including:

- Custom Team Tillman race shirt to wear at Pat’s Run*
- Reimbursement of your 2020 Pat’s Run registration fee
- An exclusive invite for you and a guest to the Pat’s Run VIP Party held the evening before race day (April 17, 2020)
- Access to the Pat’s Run VIP Hospitality Tent on race day
- Limited-Edition 2020 Pints for Pat #42 Guinness Pint Glass
- First 28 people to reach the \$500 fundraising goal get the chance to lead a race corral with a Tillman Scholar

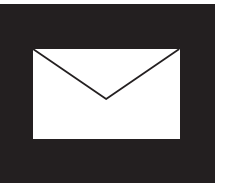
*Fundraising goal must be met by March 31, to receive your Team Tillman race shirt by race day.

FUNDRAISING PRIZES

All participants who start a fundraiser will receive our Pat’s Run fundraising toolkit with tips to reach their goal. The highest individual fundraisers will also earn:

- Custom Framed Pat Tillman Camo Jersey (1st Highest)
- Sword & Plough Military Bag with exclusive PTF Gear (2nd Highest)
- Custom Framed Pat Tillman Poster (3rd Highest)

SAMPLE EMAIL



Hi, Friends:

As you may know, I’ve signed up to participate in the 16th Annual Pat’s Run this April 18th – an event which honors the memory of Pat Tillman while raising scholarships for the Tillman Scholars carrying forward his legacy.

The Tillman Scholars are a select group of group of service members, veterans and military spouses to whom the foundation grants academic scholarships to pursue their dreams of continued service – both in and out of uniform. They are creating positive change in the fields of medicine, law, business, education, the arts and more.

This year, I’ve pledged to raise \$_____ to support the Tillman Scholars. Can you help me reach that goal? Please visit my personal fundraising page at [insert custom URL from your fundraising page]. Remember, supporting these future leaders is more than a donation – it’s an investment in our country and communities.

Thanks for your support!

[your name]

P.S. To learn more about the Pat Tillman Foundation and the Tillman Scholars, visit PatTillmanFoundation.org