



**UMPS
CARE**
Charities



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THE RACE



THE BENEFICIARY



Saturday, December 3, 2011
Hot Chocolate 15/5K
National Harbor, MD

Information Packet

Last updated 09/13/11

About the Hot Chocolate Run for Bears

The Hot Chocolate Run for Bears is a fundraiser to provide memorable Build-A-Bear Workshop® experiences for children with cancer and other serious illnesses. Supporters of UMPS CARE Charities raise money for the children's hospital program and then meet on December 3rd in Washington D.C. to run in the Hot Chocolate 15/5K at National Harbor.

Participants receive a personal Web page and support to meet the fundraising goal. The personal Web page enables family, friends and co-workers to make donations online in support of your effort. Runners who reach the minimum fundraising total of \$350 receive:

- Free race entry to run the inaugural D.C. Hot Chocolate 15/5K,
- A dri-fit Run for Bears racing shirt courtesy of New Balance, and
- Race goody bag including Official Hot Chocolate reflective running jacket.

Awards and Prizes Include

- 2012 Major League Baseball All-Star Game Tickets,
- 2012 Washington Nationals and Baltimore Orioles regular season game tickets,
- Ghirardelli Chocolate gifts,
- Winning race trophies, and
- New Balance gift certificates.

Hot Chocolate Run for Bears Fact Sheet

WHEN: Saturday, December 3, 2011 (5K start time — 7:30am 15K start time — 7:45am)

WHERE: National Harbor, MD. National Harbor is a community unlike any other in the D.C. region, designed to take full advantage of the most historic river in the nation. Rising from the banks of the Potomac River just south of the Woodrow Wilson Bridge in Prince George's County, Md., National Harbor is a 350-acre, mixed-used development that includes five hotels (including the Gaylord National Resort and Convention Center), thousands of residential and office units, tree-lined promenades with scores of shops and restaurants, a marina and much more.

REGISTER ONLINE AT: <http://www.umpscure.com/HotChocolateRunForBears.html>.

FUNDRAISING: Participants are asked to raise a minimum of \$350 in pledges by November 20th. Participants encourage family, friends, and business contacts to pledge financial support for their effort. UMPS CARE Charities provides support to help you reach your goal – including a personal Web page for credit-card donations and materials to assist in the fundraising effort. Fundraising incentive prizes are available.

RACE FORMATS: Runners may select to participant in either the 5K or 15K race.

POST RACE PARTY: Join your fellow runners, walkers and chocolate lovers for the most scrumptious post race party in the nation! Ghirardelli Hot Chocolate, Fondue and many other chocolate treats will be the icing on the cake. We will also present awards/prizes for race day top finishers and fundraisers.

Race Day Awards

- **TOP FUNDRAISER:** Two (2) tickets to the 2012 Major League Baseball All-Star Game in Kansas City. (To be eligible, you must raise a minimum of \$1,200 prior to the race.)
- **15K TOP FINISHING TIME:** First Place Trophy and New Balance Gift Certificate.
- **5K TOP FINISHING TIME:** First Place Trophy and New Balance Gift Certificate.

Fundraising Incentives

- **\$350 - \$499:** Complimentary race entry, Run for Bears shirt by New Balance, Official Hot Chocolate reflective wind and water resistant running jacket, and a Thank You Gift box of premium Ghirardelli Squares™ Chocolates.
- **\$500 - \$749:** Complimentary race entry, Run for Bears shirt by New Balance, Official Hot Chocolate reflective wind and water resistant running jacket, and a Large Milk & Caramel SQUARES Gift Bag filled with 50 of Ghirardelli's best selling Milk & Caramel SQUARES™ chocolates. Enough to share...but you don't have to.
- **\$750 - \$999:** Complimentary race entry, Run for Bears shirt by New Balance, Official Hot Chocolate reflective wind and water resistant running jacket, a Large Milk & Caramel SQUARES Gift Bag filled with 50 of Ghirardelli's best selling Milk & Caramel SQUARES™ chocolates, and (2) two tickets to a 2012 Baltimore Orioles or Washington Nationals weekday baseball game.
- **\$1,000+:** Complimentary race entry, Run for Bears shirt by New Balance, Official Hot Chocolate reflective wind and water resistant running jacket, an elegant Gold Gift Tower of Ghirardelli chocolate, and (2) two tickets to a 2012 Baltimore Orioles or Washington Nationals weekend baseball game.

Fundraising Tips & Ideas

Be Optimistic - Have a positive attitude. Excitement is contagious!

Twitter and Facebook - Use social media to get the word out.

Make Copies of the Donation Form - The Donation Form is located near the end of this packet. Make copies and give one to everyone you know.

Be Committed - Make the first pledge yourself. When your friends, colleagues and family members see you contribute, they will recognize how serious you are.

Email the World - Make sure everyone you come in contact with knows about your commitment. Send an email announcing your plan to participate to friends, co-workers and businesses you know and ask for their support.

Develop and E-mail Solicitation Strategy - The goal of your e-mail strategy is to drive the E-mail reader to your Personal Web Page to learn more and take action (i.e., donate). Keep e-mails brief and modify them to suit your personality. See section on E-mail Solicitation Strategy later in this document for a sample schedule / template.

Communicate Goal Progress - Make your goal public. Let your supporters know how you are progressing. Many people will donate a little bit more if they know you are close to your goal.

Company Support - Ask your company's Human Resources Department if they have a *corporate matching gift program*. It's a great way to double your pledges. Even without matching gifts, the company may donate anyway.

Be Creative - See if you can hold a Casual Friday at work. Anyone who contributes \$10 that day is given the luxury of wearing jeans or casual clothing that specific day.

Speak at Meetings - If you're a member of a club (Rotary, Kiwanis, a business network) announce your involvement at a meeting. Potential donors may want to know more about how the funds are used, so have that information for them.

Ask Anyone, Ask Everyone - Make sure everyone you come in contact with knows about your commitment. Ask family & friends first. Next, ask clients, suppliers, anyone & everyone. Make a list of places where you spend money. Don't forget to include your doctors, drycleaners, dentists, mechanics, and your favorite restaurants.

Fundraising - E-mail Solicitation Strategy

The goal of your e-mail strategy is to drive the E-mail reader to your Personal Web Page to learn more and take action (i.e., donate). Keep e-mails brief and modify them to suit your personality.

Based on experience, the majority of your online donations are made within 5 weeks of your initial E-mail appeal. Consider the following E-mail timeline:

- EMAIL #1 (day 1) - initial e-mail appeal announcing the event and your goal.
- EMAIL #2 (day 14) - update donors on progress and encourage prospective donors to act.
- EMAIL #3 (day 35) - update donors on progress and encourage prospective donors to act.

SAMPLE EMAIL #1

Dear [NAME],

I am running the inaugural Hot Chocolate 15/5K on December 3rd to provide memorable Build-A-Bear Workshop® experiences for children with cancer and other serious illnesses. I'm writing to ask for your support.

I created a personal web page detailing the cause and my fundraising goal. Please take a moment to review and consider a donation if you are in a position to support my effort. All donations are tax-deductible to the fullest extent of the tax laws.

My personal page: [INSERT HYPERLINK FOR YOUR WEB PAGE HERE]

Sincerely,

[YOUR NAME]



EVENT DONATION FORM

PLEASE MAIL FORM WITH YOUR DONATION TO:

UMPS CARE CHARITIES
463 STOVE PIPE ROAD
VOORHEESVILLE, NY 12186



- All donations are tax deductible to the extent allowed by law. UMPS CARE Charities Tax ID: 20-4150440.
- Include an e-mail address to receive a receipt via e-mail.
- All donors making donations of \$100 or more will receive a tax-receipt. Donors making donations of less than \$100 may also request a tax-receipt.

RUNNER NAME: _____

EVENT: **HOT CHOCOLATE RUN FOR BEARS**

DONOR CONTACT INFORMATION

FIRST NAME LAST NAME

MAILING STREET ADDRESS SUITE/APT. NO

CITY STATE ZIP COUNTRY

E-MAIL ADDRESS (FOR TAX RECEIPT) DAY PHONE

DONOR INFORMATION

\$ AMOUNT _____

CHECK **PLEASE MAKE PAYABLE TO "UMPS CARE CHARITIES". WRITE PARTICIPANT NAME ON ALL CHECKS**

CREDIT CARD: (CIRCLE ONE) AMEX VISA MC

CREDIT CARD NUMBER EXPIRATION DATE CVV#

SIGNATURE FOR ALL CREDIT CARDS