



5K RUN/WALK & KIDS DASH

In Memory of Michaelann Perea

FUNDRAISING TOOLKIT



APRIL 28, 2024

ABOUT MOVE FOR THE MUSEUM



Move for the Museum is the Santa Fe Children's Museum's (SFCM) Annual Fundraising 5k Walk/Run & Kids Dash that this year will take place on Sunday April 28th 2024. This event brings our community together to support SFCM's mission of promoting education, exploration and fun for everyone! This event is in memory of Michaelann Perea, a loyal SFCM Board Member/Volunteer and friend.

MAKE A DIFFERENCE

All Move for the Museum proceeds support all initiatives and programs of SFCM. Camp Scholarships, Stargazer Virtual Adventures Shows for Title 1 Schools, distribution of STEAM-based Grab & Go Kits to rural and tribal communities, our Van of Enchantment Mobile Museum, Backyard Renovations, and harvesting 1,000 lbs of produce from our Community Garden for food insecure families are made possible through the fundraising from this event.

EVENT DETAILS



Sunday, April 28 | 9 am – 12 pm

Bicentennial / Alto Park
(1121 Alto Street, Santa Fe, NM)

CONTACTS



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FOR INFORMATION ON SPONSORSHIPS:

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Marco Serna
Event Co-Chair



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Event Co-Chair

COMMITTEE:

Melanie Maxon, Donna Ralph, Olivia-Belen Sloan, Rachele Griego,
Rikki-Lee Chavez, Nicole Pearson, Denzler Cassidy, Shanda Young,
Erin Cave, Barbara Macks, and Uriah Cachora



Hannah Hausman
Executive Director



Caitlin Brodsky
Board President

TOP 10

FUNDRAISING TIPS

1

Commit to a Goal

A goal is an important first step and the key to a successful fundraising campaign. We're here to help you reach your goal by providing online assistance and fundraising tips.

2

Lead by Example

After setting up your fundraising page... make the first gift. It gets the ball rolling and people like to see you're supporting your own cause!

3

Just Ask

Ask your friends, family and co-workers for support. It turns out, most of them are actually more than willing to help. Think of it this way, every time you ask, you are giving your friends the opportunity to do something good for the kids and families in Santa Fe. Invite them to run/walk with you!

4

Share

Keep sending messages and sharing the link to your page with friends on social media and keep everyone up to date on your progress. Go above and beyond, by asking them to share your page too!

See sample social media posts to get started. When it comes to fundraising, there is strength in numbers.

5

Create a Competition

Invite friends to register and to start their own team. Make a bet on who can raise the most money and start the largest team for the 2024 Move for the Museum 5K Run/Walk!

6

Send an Email

One of the best and easiest ways to ask for a donation is to send an email letting everyone you know about the commitment you've made to help our kids.

See the sample fundraising email.

7

Matching Gift

Check to see if your employer matches charitable donations. If so, you've doubled your fundraising efforts!

8

Throw a Party (in-person or virtual)

(i.e. a zoom happy hour, dinner party, or game night)

Encourage your group to donate to your steps page in order to participate! Zoom Party! to collect donations or just personally ask your friends to give on your page.

9

Say Thank You

Send a personal thank you or social media shout-out by tagging them in a message of gratitude for donating to your page. If they feel appreciated, they'll be more likely to support your efforts in the future. Plus, others will see that their efforts matter to you!

10

Inspire!

After you receive a donation, encourage your friends to share their support on social media or ask them to move alongside you.



- SAMPLE MESSAGES -

Use these to help encourage and provide information to potential supporters! Be sure to personalize your message before you send it out to others!

-Sample Fundraising Email-



Dear {Insert Your Friend's Name},

This April, I'm participating in the Santa Fe Children's Museum Move for the Museum 5K! I've committed to raising {your goal} to support the Museum and the families they serve. Please help me reach this goal and support the Museum by making a donation to my fundraising campaign.

Every little bit counts. You are making a difference in the lives of these children and families.

Your help is truly appreciated.

{Insert Your Fundraising Link Here}

Thank you,
{Your Name}

-Sample Social Media Posts-



Check out team {insert team name} making moves and making a difference in supporting @SFCMuseum! #sfcmoveforthemuseum {Insert video of you/your team moving} {insert your fundraising page link}



Check out our team for the Move for the Museum 5K! We are ready to raise {insert your goal} to support the @SFCMuseum! Please donate to Team {insert team name}. Link in bio.

{Post a picture of your team and put your fundraising page's link in your bio}.



I'm participating in the Santa Fe Children's Museum Move for the Museum 5K and have committed to raising {insert your goal} for kids and families who need it most @santafechildrensmuseum.

Help me reach my goal and support Santa Fe Children's Museum by making a donation today! Thanks for your help. #sfcmoveforthemuseum {Insert your fundraising page link}



I'm jumping in for children at the Santa Fe Children's Museum with their Move for the Museum 5K! Please support this awesome cause by making a donation to my fundraising page. Thanks for your support! #sfcmoveforthemuseum {Insert your fundraising page link}



I just started my team for the Move for the Museum 5K Run/Walk! Now, I challenge @(tag friends) to start a team. I hope everyone will support my efforts by making a donation or starting your own team! Click here: {Insert your fundraising page link} #sfcmoveforthemuseum



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moveforthemuseum.org



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