FUNDRAISING HANDBOOK

Gobble, gobble! Thank you for signing up for the 25th Annual Loveland 5K Turkey Trot! Every step you take and every dollar you raise helps BridgeWell Foundation bridge gaps in health and wellness for our neighbors in need across Weld and Larimer counties in Northern Colorado.

And here's a tasty treat: your fundraising can earn you awesome prizes while supporting life-changing programs!

And remember: **Your registration fee counts toward your fundraising total!**

Prize Lineup for Your Fundraising Flock

Raise more, earn more! Prizes are cumulative — the higher you soar, the more goodies you get:

$60

- Sunglasses with Pouch



$100

- Beanie
- Sunglasses with Pouch



$250

- Tumbler
- Beanie
- Sunglasses with Pouch



$500

- Free 2027 Turkey Trot Entry
- Tumbler
- Beanie
- Sunglasses with Pouch



Tip: Set your fundraising goal high — and watch your rewards (and your impact) take flight!

Getting Started: 5 Easy Steps

1. **Register** – Your fundraising page is automatically created.
2. **Personalize your page** – Add a photo and share why BridgeWell matters to you.
3. **Set a goal** – Pick a number that excites you ($100, $250, $500, or more!).
4. **Ask for support** – Share your page via email, text, and social media.
5. **Say thank you** – Gratitude inspires generosity (and it's gravy)!



Fun Fundraising Ideas

- Reach out to family, friends, coworkers, neighbors, and faith or community groups.
- Ask your favorite coffee shop, gym, or local business to donate or share your page.
- Start a team fundraiser with the rest of your flock: friends, family, or coworkers — and make it a competition!
- Use birthdays, milestones, or even "skipping a latte" moments as creative asks.
- Don't forget employer matching gifts – many companies will double your impact!



The Impact of Your Support

Every dollar you raise directly supports BridgeWell's core programs:

- Financial Crisis Assistance. Direct payment of essential bills, including rent, utilities, and car payments, for individuals and families facing medical crises.
- Healthcare Education Scholarships. Funding for students pursuing careers in healthcare.
- Blue Star Fund. Support for local veteran serving organizations that provide transportation, therapy, and other health and wellness resources to veterans.



Examples of what your fundraising can do:

- $10 = Lifesaving prescription medication for someone in a medical crisis
- $25 = Helps cover part of a utility bill for a family in crisis
- $50 = Provides a ride to a medical appointment for a veteran through a Blue Star partner organization
- $100 = Pays a full utility bill for someone going through a medical crisis
- $250 = Supports a healthcare education scholarship recipient
- $500 = Covers a car payment for a family facing a medical crisis

Sample Messages

Email

Subject: Gobble up good health. Join me in supporting BridgeWell Foundation!

Hi [Name],
This Thanksgiving, I'm running the Loveland Turkey Trot 5K to support BridgeWell Foundation, which bridges gaps in health and wellness for Northern Colorado neighbors in need. BridgeWell provides direct financial assistance during medical crises, funds healthcare education scholarships, and supports local veterans through the Blue Star Fund.
I've set a goal to raise $[amount]. Will you help me get there? Even $25 can make a difference!

Donate here: [insert link]

Thank you for helping me give back this holiday season!

Text

Hi [Name]! I'm trotting in the Loveland Turkey Trot and raising funds for BridgeWell Foundation, which helps Northern Colorado neighbors facing medical crises with direct bill assistance, healthcare education scholarships, and veteran support through the Blue Star Fund. Will you chip in? [insert link]

Social Media Post

This Thanksgiving, I'm trotting for a cause! I'm running the Loveland Turkey Trot 5K to support BridgeWell Foundation, which helps Northern Colorado neighbors in need through direct financial crisis assistance, healthcare education scholarships, and support for local veterans through the Blue Star Fund.

My goal is $[amount]. Every donation gets us closer! [insert link]

#LovelandTurkeyTrot #bridgewellnoco #RunForWellness #PoweredByPie

Social Media Do's & Don'ts

✅ Share your personal story & why you care
✅ Post updates, training runs, and milestones
✅ Tag friends & family so they'll see your post
✅ Tag BridgeWell Foundation of Northern Colorado and use hashtags: #LovelandTurkeyTrot, #bridgewellnoco
✅ Thank donors publicly (tag them!)
❌ Don't forget your fundraising link
❌ Don't stop sharing after one post – keep reminding!

Thank Your Donors

- Send a quick text, email, or social media shout-out
- Share photos of your run & tag supporters
- Encourage donors to share your fundraising page with their networks

FAQs

- **Does my registration fee count**
  Yes! It counts directly toward your fundraising total.
- **What if I don't reach my goal?**
  No worries! Every dollar counts and makes a difference.
- **Can people donate offline?**
  Yes! Cash or checks made out to BridgeWell Foundation can be mailed or dropped off. Please include your name so we can credit your page.
- **Are donations tax-deductible?**
  Yes! BridgeWell Foundation of Northern Colorado is a 501(c)(3) nonprofit organization, tax ID 33-1389934.

Questions?

Need help with fundraising or have questions about the race? Contact Jen Sanders at:
Email: jen@bridgewellnoco.org
Phone: 970-619-1045

Let's Trot Together!

Your fundraising turns this race into a movement, ensuring everyone in Northern Colorado has the health and wellness resources they need to thrive.

Thank you for running, fundraising, and giving back this Thanksgiving!