



Charity Training Program Timeline

- 9 MONTHS OUT** Identify a staff person to administer the program
Establish program goal: revenue, team size
Name the program
Develop the program: define cause and mission to the public
Develop the marketing and promotional plan (Suggestions include: Facebook, flyers, website, blog, direct email)
Select the mailing list, e-mail list, employer targets for recruitment
Start with core loyalist
- 8 MONTHS OUT** Create materials: logo, web page, and brochure/direct mail piece
Promote for on-line fund-raising (www.nswfoundation.org)
Prepare e-mailable HTML "Join the team" solicitation to e-mail to charity database
- 7 MONTHS OUT** Schedule and promote information meetings
Implement marketing and promotional plan elements
- 6 MONTHS OUT** Recruitment of team begins (Post flyers at local gyms and fitness stores)
Conduct Information meetings - follow-up on all leads
Motivate people to start fund-raising - share success stories and offer ideas
- 5 MONTHS OUT** Kick-off meeting - official start of training and fund-raising (use training website such as www.runnersworld.com or possibly pair up with local running/triathlon club)
Motivate people to start fund-raising
- 4 MONTHS OUT** Fund-raising and training - provide incentives for participants to hit fund-raising milestones by certain dates (Ask local merchants for promotional items and prizes for fund raising. *Note: In-kind donations are tax deductible to the highest extent of the law*)
- 3 MONTHS OUT** Fund-raising and training
- 2 MONTHS OUT** Recommitment date - date that participants commit to full fund-raising minimum
Fund-raising and training
Staff makes travel arrangements: hotel and air after participants recommit
Staff registers each team member using the charity on-line registration system after they recommit
- 1 MONTH OUT** Fund-raising and training
- 2 WEEKS OUT** Collect final fund-raising from participants Team travels to event
- RACE DAY**