



Medford, NJ



# RACE DAY IS SATURDAY, SEPTEMBER 30TH



## 2023 FUNDRAISING TOOL KIT

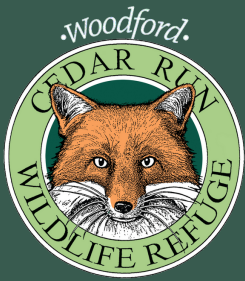
4 SAWMILL ROAD, MEDFORD NJ 08055

EVENT SPONSORS:  **PSEG** *We make things work for you.*  **Taylor Wiseman & Taylor**  
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ANNUAL SPONSORS:





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# 2023 CEDAR RUN FUNDRAISING TOOLKIT

## #CedarRunTTA5k

Thank you for your interest in raising awareness and funds to support Woodford Cedar Run Wildlife Refuge's mission to preserve and protect our native wildlife!

We want to make your fundraising experience as easy and impactful as possible, so we have provided some tips and sample content to help you get started in this toolkit.

**As a token of our appreciation, the top fundraisers for teams & individuals will be awarded with the following:**

### TOP INDIVIDUAL FUNDRAISER:

- Certificate of Appreciation
- 1-Year Family (2 adults/ 3 children) Membership (\$75 value)
- \$10 Gift Card to the Nature Center Gift Shop

### TOP TEAM FUNDRAISERS:

Up to 5 people on a team.

- Certificate of Appreciation for each Individual
- 1-Year Family of 2 Membership (\$40 value)
- \$10 Gift Card to the Nature Center Gift Shop

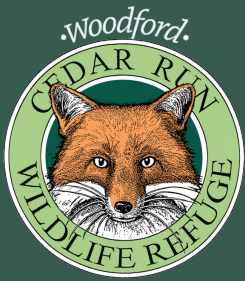
Donations can be logged under [runsignup.com](https://runsignup.com) fundraising pages, or [cedarrun.org/donate](https://cedarrun.org/donate). Make sure the donor says "I am supporting (fill in your name)'s Cedar Run's 2023 Trails, Tails & Ales 5k fundraiser!"

**All recorded donations should be logged before Noon on Friday, 9/29/23.**



**Thank you for your support in protecting  
our native wildlife & habitats!**





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# 2023 CEDAR RUN FUNDRAISING TOOLKIT

## #CedarRunTTA5k

### TOP TIPS FOR FANTASTIC FUNDRAISING:

1. **Set a fundraising goal and share** with friends and family, so that they can help you reach it!

2. **Make the first contribution to yourself to kick-start your fundraising** and show supporters that you are personally committed.

3. **Personalize your message.** Your supporters want to hear why you care about supporting Woodford Cedar Run Wildlife Refuge -- and how they can help. We have templates for your fundraising pages, emails, and other materials, but your words, photos and inspiration will make your story shine.

4. **Identify your networks of support and create a list of top prospects.** Prioritize sending these people more personal notes along with your fundraising page. Prospects can be friends, family, neighbors, coworkers, and anyone who has asked you to donate to a cause. Check out our sample email template in our Toolbox.

Don't limit yourself – Think outside of your direct connections. Remember that, there are many people who have found an injured/abandoned wild animal, supports environmental education, and shares a love of nature, as well as has an interest in supporting you and the cause.

5. **Start with a small fundraising initiative** like a bake sale, yard sale, happy hour, game night, or car wash. Be creative!

6. **Keep your donors engaged.** Keep your supporters updated on your efforts with emails, social media posts and regular communication -- and ask them to help spread the word. They want to know how your event or training is going -- and when you hit milestones!

7. **Follow up on donation asks:** People are bombarded by emails and social media and people often intend to give closer to the event but forget. So keep reminding them! The majority of donations come in within the last two weeks of the event date. And remember to include information about matched gifts.

8. **Say "thank you."** Take the time to express your gratitude in a meaningful way. Make your supporters feel a part of your efforts. For example, send a personal thank you note or email to everyone who donates. Make sure to send a final update post event with fundraising totals that shares your gratitude. Share a photo from the race or post a Facebook Live video at the race!



**HAVE QUESTIONS? CONTACT US AT [INFO@CEDARRUN.ORG](mailto:INFO@CEDARRUN.ORG)**

**Thank you for your support in protecting  
our native wildlife & habitats!**



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# 2023 CEDAR RUN FUNDRAISING TOOLKIT

## #CedarRunTTA5k

### SAMPLE EMAIL OR SOCIAL POST TO SEND TO FAMILY & FRIENDS:

I am participating in an upcoming 5k fundraising event in support of Woodford Cedar Run Wildlife Refuge and need your help!

I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing as a way to support me. Every little bit will help me reach my goal. And if you decide to give, you can choose who can see that you donated or donate privately.

I've included information about Woodford Cedar Run Wildlife Refuge below, so you can see why this organization is so near and "deer" to my heart.

The mission of Cedar Run is dedicated to NJ's children, wildlife and the habitats they share through: Environmental Education, Wildlife Rehabilitation, and Habitat Preservation.

Woodford Cedar Run Wildlife Refuge sits on 171 wooded acres on the edge of the New Jersey Pinelands. Cedar Run includes the Woodford Nature Center, an outdoor Wildlife Housing Area with nearly 55 native residents, and a Wildlife Rehabilitation Hospital. The overall mission of Cedar Run is to serve as a community resource on the importance of protecting and enhancing healthy ecosystems for all.

Please consider supporting me with this fundraiser by donating directly to my race page at: **(add the link from runsignup.com)** or through Cedar Run's website at [cedarrun.org/donate](http://cedarrun.org/donate). Make sure to say "I am supporting **(fill in your name)**'s Cedar Run's 2023 Trails, Tails & Ales 5k fundraiser!"

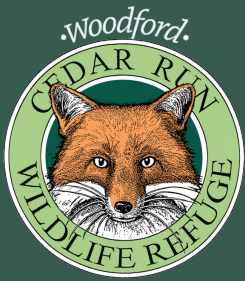
Thank you for your support!

### SAMPLE PHOTOS TO SHARE:



Thank you for your support in protecting  
our native wildlife & habitats!





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# 2023 CEDAR RUN FUNDRAISING TOOLKIT

#CedarRunTTA5k

## SHARE SOME FACTS ABOUT CEDAR RUN WITH YOUR SUPPORTERS!



**Cedar Run is a nonprofit organization dedicated to the preservation of New Jersey's wildlife and habitats through education, conservation and rehabilitation.**

**Established in 1957, Cedar Run is the OLDEST and BUSIEST WILDLIFE HOSPITAL in the state of New Jersey.**

- **Wildlife Rehabilitation Hospital sees over 6,000 injured and/or orphaned New Jersey native wildlife a year, with over 158 species!**
- **Each animal that is treated costs a minimum of \$75 to rehabilitated. The ultimate goal is to rehabilitate and release back into the wild.**
- **Wildlife Rehabilitation Hospital is open 365 days a year with a 24-hour drop-off for animals in need after business hours.**



- **Cedar Run engages with over 20,000 students annually in both on- and off-site programs.**
- **Has over 171-acres of protected land, a Nature Center open daily to the public, Wildlife Housing Area with over 55 native wildlife to learn from, and 3 miles of hiking trails.**



**Cedar Run does not get any state or federal funding to fulfill the mission and support daily operations.**

**Thank you for your support in protecting  
our native wildlife & habitats!**