

GK5K FUNDRAISING IN FOUR EASY STEPS!

1

SET UP your fundraising page!

Go to fundraise.globalkids.org to learn how!

2

WHO DO YOU KNOW?

>> Start to think about your network of contacts and create a mass list of emails, whether they're from work, college, high school, or simply just friends and family.

>> Don't say "no" for anyone by assuming that they can't or won't support you. (If you don't ask, you won't receive.)

>> Reach out to your family and close friends to see if they'll share your fundraising page with their networks.

3

SOCIAL MEDIA is the most powerful marketing tool today. So, why not use it to help you promote your fundraising efforts?

>> Post your fundraising page on all your social media networks.

>> Share Global Kids' GK5K posts on your social media pages to build excitement for the event.

>> Thank your donors on social media.

>> Include photos! Go to our Flickr page <http://bit.ly/2vKsNjO> to find pictures from last year's GK5K.

>> Use #RUN4GK on your posts and tweets.

4

ADDITIONAL FUNDRAISING IDEAS

>> Coordinate a "Dress Down Day" at your work. Ask colleagues to donate \$5 to your fundraising efforts and then as a reward, work with HR to ensure that everyone who donates can dress casually for a day!

>> Take advantage of your company's corporate matching gifts program. This is a great way to double or even triple your fundraising.

>> Host a happy hour! Many local restaurants/bars in NYC will let you set up an event where a percentage of the proceeds go to your fundraising for the GK5K.

FUNDRAISING TIMELINE

8/19 - Set up your fundraising page & start email outreach & social posts

9/2 - Post social media updates on your fundraising, including thanks to donors

9/16 - "ONE MONTH 'til GK5K" post, sharing how much you have raised so far

10/7 - "ONE WEEK AWAY" to reach your goal email and social media posts



★ ★ GK's YPC at the 2016 GK5K

GK FAQ'S

What does Global Kids do?

Global Kids (GK) develops youth leaders for the global stage through dynamic global education and leadership development programs. GK inspires underserved youth in both New York and Washington, DC to achieve academic excellence and global competency, and empowers them to take action on critical issues facing their communities and our world.

When and where is the Global Kids 5K?

The 2017 Global Kids 5K Run/Walk/Push (GK5K) is on Saturday, October 14, 2017 and starts in front of the Queens Museum at Flushing Meadows Corona Park in Astoria, NY. Day of registration will begin at 9:30AM and the GK5K will begin at 10:30AM.

How are funds raised from the GK5K used?

All proceeds from the GK5K will go towards Global Kids' College and Career Readiness Program, which provides one-on-one support to students as they prepare for life after high school. Through this program students can explore their options, go on college tours that include overnight trips, get help with their college, scholarship and financial aid applications, attend career days, participate in internships, and receive job readiness training.

Are there key Global Kids facts I should know?

YES!

Global Kids, Inc. is the premier nonprofit educational organization for global learning and youth development that works to ensure that youth from underserved areas have the knowledge, skills, experiences and values they need to succeed in school, participate effectively in the democratic process, and achieve leadership in their communities and our world.

98% of Global Kids seniors graduated from high school.

94% of those graduating seniors are attending college, many earning scholarships and financial support.

95% of GK Leaders stated that Global Kids increased their interest and understanding of domestic and international affairs.

94% of Global Kids youth stated that Global Kids increased their ability in taking action on issues affecting their communities and the world.

For more information about Global Kids and the work that we do, please visit www.globalkids.org.

Visit 5k.globalkids.org to register for the 2017 GK5K!