



**FUNDRAISING
TOOL KIT**

Archer's 100 Mile Challenge



Our Mission

Code of Support Foundation changes lives by connecting military, veterans, caregivers, and families to the support they have earned through their service and sacrifice.

Archer's Challenge 101

Welcome to Archer's 100 Mile Challenge — a virtual competition event where, over the next four months, athletes complete 100 miles in 1 month. We are SO excited to be back for our FOURTH year, which we know will be our best year yet!

How do I complete my miles?

YOU CAN COMPLETE YOUR MILES
BY ANY MEANS NECESSARY -
BIKING, RUNNING, WALKING,
CLEANING, MOWING THE LAWN -
YOU NAME IT! JUST COMPLETE 100
MILES WITHIN A 1 MONTH
TIMEFRAME.

**You can share your mileage on the Archer's
Challenge homepage under the comment
section.**

How do I sign up?

1. CLICK "TAKE THE CHALLENGE."

Log in, or create an account to set up your individual fundraising page.

2. CHOOSE YOUR FUNDRAISING LEVEL.

There is a pre-populated goal set, but you always can customize that goal. Keep in mind that you can come back to edit your goal at any time.

3. EDIT YOUR FUNDRAISING PAGE.

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories.

4. SHARE YOUR PAGE WITH YOUR FRIENDS AND FAMILY.

5. GET THOSE MILES IN!

Key Messages

Here are a few key messages that can help you get started. They're also great to share with your friends and family if they ask you what our organization does in the community.



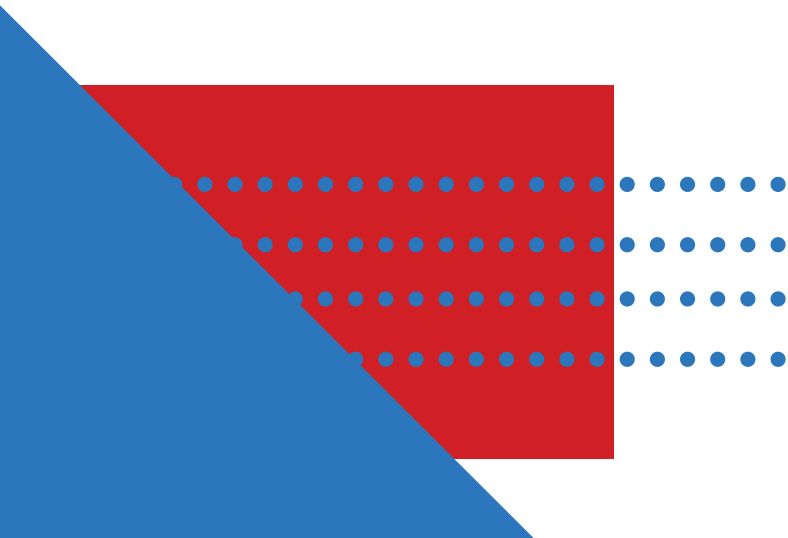
Code of Support has helped over 30,000 veterans.

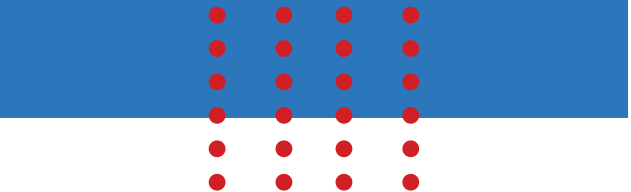


Code of Support has provided \$1.8 million in financial assistance to military and veteran families.

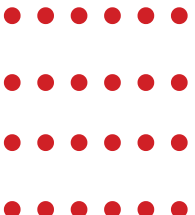



The top 3 needs Code of Support sees are Financial Assistance, Benefits, and Housing.





**PRO TIP: Be the first to
donate to your fundraising
page to show how
dedicated you are to the
mission.**



YOU'RE BUBBLING UP YOUR OWN PROGRESS BAR AND
REMOVING ANY FEAR OF DONORS BEING THE FIRST TO
"JOIN THE PARTY"!



Email Examples

EXAMPLE 1:

Subject - Help me change the life of a veteran

Dear [**Name**],

I'm raising money for Code of Support Foundation, and it would mean so much if you could help me reach my goal!

Please Click Here [**Add Your Fundraising Page**] to give.

Here are some quick facts about Code of Support's mission:

- COSf has served over 30,000 veterans in crisis.
- COSF's PATRIOTlink® Database puts 6,000 resources at veteran's fingertips.

Thanks so much for your support!

[**Name**]



Email Examples

EXAMPLE 2:

Subject - Our military families need your help now!

Hey [**Name**],

I'm fundraising for Code of Support Foundation, an organization that changes the lives of military and veteran families across the nation. The money raised will go towards connecting these families to resources for mental health, financial assistance, and so much more.

I'm trying to raise [**\$ Fundraising Goal**] in one month For their Archer's 100 mile Challenge. If I can inspire just five people to contribute [**\$ Fundraising Goal/5**] or more, I'm there.

It's really important for me to help Code of Support because [**Your unique connection to the cause**]. I hope you'll support me and Code of Support by making a gift to my fundraising page below.

Thanks so much for your support!



Email Examples

Example 3: Write your own!

Subject - [**Add Powerful Subject Line**]

Hey [**Name**],

[**Your Content**]

Thanks so much for your support!

[**Name**]



PRO TIP: Keep your message clear, direct, and timely!

DON'T BE AFRAID TO ADD SOME VISUAL AND PERSONAL ELEMENTS
TO CATCH ATTENTION AND INSPIRE IMMEDIATE ACTION.

EXAMPLE THANK YOU

IT'S CRITICAL TO THANK EVERY ONE OF YOUR DONORS. YOUR SUCCESS WOULDN'T HAVE BEEN POSSIBLE WITHOUT THEM! SEND A PERSONALIZED EMAIL OR THANK YOU NOTE, ACKNOWLEDGE THEM DIRECTLY ON YOUR FUNDRAISING PAGE BY LEAVING A COMMENT, OR GIVE THEM A SHOUT OUT ON SOCIAL MEDIA.

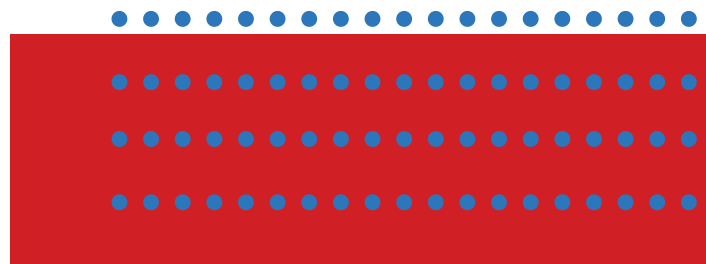
Subject - [Add Powerful Subject Line]

Dear [**Name**],

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for Code of Support Foundation.

With your help, I have raised [**\$X**] towards assisting military and veteran families in crisis. I encourage you to follow Code of Support on Facebook, Instagram, and Twitter to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.
[**Name**]





PRO TIP: Don't underestimate the power of an old-fashioned handwritten card!

IT ONLY TAKES A FEW MINUTES TO DO AND CAN MAKE AN INCREDIBLE IMPACT ON THOSE YOU SEND IT TO.

Example Social Posts

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!





Example Social Posts

Follow @codeofsupport on
your social platforms to get
even more ideas to fundraise.

EXAMPLE 1

I'm completing 100 miles in one month for #archerschallenge to raise awareness for the military and veteran families in crisis.

EXAMPLE 2

On average, 16 veterans die by suicide every day. Join me to be part of the solution. #archerschallenge

EXAMPLE 3

I only have [## miles] left in #archerschallenge. Help me meet my fundraising goal to support military families.



THANK YOU for joining Archer's Challenge

CONTACT US IF YOU
HAVE ANY QUESTIONS
development@codeofsupport.org

