

DIY5K SAMPLE EMAILS

Month before event when registration opens:

The Blessings in a Backpack [program name] presents its "Do It Yourself" 5K!

Registration [add link] is now open!

Join us for a "Do It Yourself" 5K run/walk that can be done on your own time, at your own pace, and in your own place! Register today [add link], and participate anytime between [add dates].

- \$25 for student
- \$50 for adult
- \$130 for a family (up to 5 people)

Register by [add date] to receive a t-shirt before the race! The money raised at this event will help Blessings in a Backpack provide weekend food for [XX number] of kids in the [city] community!

Be a Team Captain!

We encourage YOU to be a team captain and serve as a champion to spread the word and encourage friends and family to sign up and donate!

Sponsorship Opportunities Available:

Starting Line Sponsor: \$1,000

Logo on back of race t-shirt
T-shirts and entry for 2

Finish Line Sponsor: \$5,000

Logo on the event web page
Logo on electronic invitation
Logo on back of race t-shirt
T-shirts and entry for 10

Help provide hunger-free weekends for kids in [city]! Blessings in a Backpack mobilizes communities, individuals, and resources to provide weekend food for elementary school children across America who might otherwise go hungry. The Blessings in a Backpack [program name] feeds [XX number] kids each weekend.

Click here to learn more about the Blessings in a Backpack [program name]!

Day of the event

The Blessings in a Backpack **[program name]** presents its "Do It Yourself" 5K!

DIY 5K Participants-

On your mark, get set, GO! **[Day]** kicks off the Blessings in a Backpack **[program name]** "Do It Yourself" 5K. Thanks to your generosity, we can feed even more kids this year! We are incredibly thankful for your support, but we are not done yet! Grab a friend and encourage them to register and join in the fun; registration is open throughout the race until we cross the finish line on **[date]**. Stay tuned for the final donation & registration numbers following the race's conclusion.

Register for the DIY 5K! **[add link]**

What happens now?

Stretch those legs and get moving! The official 5K dates are **[dates]**, but you can break up the 3.1 miles any way that suits you: Do a little bit every day, do it all at once, do multiple 5Ks during the week – there is no right or wrong way to "DIY 5K."

Follow us on:

Facebook: **[add Facebook link]**, or use Blessings in a Backpack

Instagram: **[add Instagram link]**, or use @blessingsinabackpack

Post photos on social media and use the hashtag #BlessingsinaBackpackDIY5K

Post Event Thank You Email

Dear DIY 5K Participants, Sponsors, and Donors,

Thank you for running/walking with us to support hungry kids in the [city]. Because of your generous contributions, we have raised over [\$AMOUNT], enabling us to feed more than [XX number] kids this school year. Thank you for running, walking, or moving at your own pace!

We are incredibly grateful for you and your continued support of this event and our ever-growing Blessings in a Backpack community in the [city] area. We expect to carry this momentum to our other extraordinary fundraising events until next year's DIY 5k. We hope you will be a part of those events too!

Big shout out to our fabulous sponsors who carried us over the finish line: [add sponsors here]

Thank you to everyone who shared their team photos on social media. There is still time to post pictures and videos of your teams in your 5K shirts on Instagram and Facebook using the hashtag: #BlessingsinaBackpackDIY5K

With Gratitude,
Blessings' DIY5K Committee