

Dear Double Dirty 30 Runners,

I hope you're having a great summer and have been getting outside for playtime (and hopefully, race training). I hate to be the bearer of bad news, but before you know it summer will be over and Fall will be here, which is actually very good news because that means the Double Dirty 30 is just around the corner!

As I've shared in the past, the Double Dirty 30 is a beneficiary race for Big Brothers Big Sisters (BBBS) of SW Colorado, an organization helping children succeed despite obstacles and challenges.

As part of your preparation for the Double Dirty 30, I ask that you to reach out to friends, family and colleagues and encourage them to donate to this important organization. Every dollar donated to BBBS will make a difference.

Here are a few ideas to help with your fundraising efforts:

- Personalize this [sample donation letter](#) and send it to your network of supporters.
- Place a "change" jar at your office explaining your cause and how small change adds up to big impact for BBBS.
- Birthday coming up? Ask for donations for your fundraising efforts in lieu of gifts.
- Host a happy hour – many restaurants and bars will donate a percentage of sales to nonprofits. Round up a few friends and share race stories that will make them happy you're running an ultra and not them!
- Have a garage sale and ask friends and family to gather up items that have been gathering dust, an easy sell knowing money raised will go directly to BBBS.
- Like to cook? Invite friends over for a dinner party – ask for a \$15 donation in exchange for your culinary chops. Or switch it up and have friends over for dinner during *Chopped* (reality show on the Cooking channel). Have friends place \$10 (or more) bets on who will be winner and split the pot with the friend who guesses correctly.
- Offer to wash friends' cars for as little as \$25 (hey, it's going to a good cause). Have kids? Get them to wash the cars for you, or at least help you.
- Bring in tasty treats to work – let your colleagues know they can enjoy a cupcake for as little as a \$5 donation to BBBS.
- Frequent local establishments? Ask for a small donation – ideas include coffee shops, dentist, dry cleaners, etc. Need a flyer to explain your cause? Let me know.
- Ask your local running store if you can place a change jar at the checkout for donations to BBBS. Or better yet, ask them to donate a percentage of sales from the day.

I encourage you to give some of these suggestions a try—or maybe they are a springboard for other ideas. Remember it's less about the actual activity and more about "the ask"—if you show enthusiasm for what you're doing, it will be contagious and people will be more likely to donate.

In my fundraising efforts for Hard Rock 100 in 2012, I found people were very happy to give knowing my race efforts supported a good cause. I sent letters to friends and family, and in two weeks I raised \$2,500 for Big Brothers Big Sisters.

I'm offering fabulous prizes for the top fundraisers including:

- **Visit Durango Package:** Two nights at the historic Strater Hotel, two tickets on the Durango & Silverton Narrow Gauge Railroad, couples massage, and a \$75 Gift Certificate to Ken and Sue's, one of the best restaurant in Durango.
- **Visit Telluride Package:** Two nights at the New Sheridan Hotel and a gift certificate for two at a fine dining establishment (more will be added to this package)

As a reminder, donations can be made online on [Big Brothers Big Sisters of SW Colorado's](#) secure website.

If you have any questions or need additional marketing support (flyers, images, messaging, etc.) let me know. I hope your training is going well and I can't wait to see you in September.

Megan Finnesy
Double Dirty 30 race director