



**Association for Supportive Child Care Training Team
For the
P.F. Chang's Rock 'N Roll Arizona
Marathon & 1/2 Marathon®**

Join the Fun Now!!!

Association for Supportive Child Care has been designated as a recipient of funds from the Mayor's Run. For ASCC to succeed, we need to recruit at least 10 runners who will compete in the P.F. Chang's Rock 'N Roll Arizona Marathon or 1/2 Marathon!

In conjunction with the Tempe Family YMCA and the Mayor's Run, ASCC is part of a training program that will:

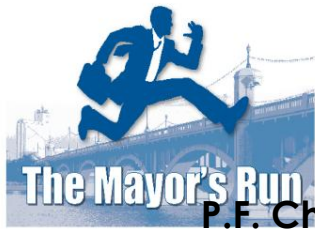
- Help you reach your training and fitness goals AND
- Help ASCC reach its fundraising goal

The ASCC Training Team will be the ultimate volunteer experience!

While training to run or walk the marathon or half-marathon race on January 16, 2011, you will have the opportunity to raise money to benefit ASCC. These funds will provide resources to help continue building a great program.

The training program will provide you with methods and schedules on how to train properly, participate in group training runs/walks (for all levels of ability), provide you with special team training & race day shirts, invite you to special pre-race training workshops, pre-race dinner, a post-race Victory party and other incentives and perks.

Sign up and start training NOW!
Call or e-mail Melissa Jimro at 480.829.8500x104 or mjimro@asccaz.org for more information



**P.F. Chang's Rock 'N' Roll Arizona
Marathon & 1/2 Marathon
January 16, 2011**

Association for Supportive Child Care Mayor's Run Participant Agreement

YES, I want to be a part of the Mayor's Run Team for ASCC!

Name _____

Mailing Address _____

Phone _____

E-mail _____

Full marathon _____ 1/2 marathon _____

Walker _____ Runner _____

Gender M _____ F _____

T-shirt size: _____S _____M _____L _____XL _____XXL

I, _____ (please print name) have read and understand the eligibility and participant requirements for participation in ASCC's Mayor's Run Team. **I confirm that I am in good health and/or have received my physician's permission to participate in this program _____ (please initial here).**

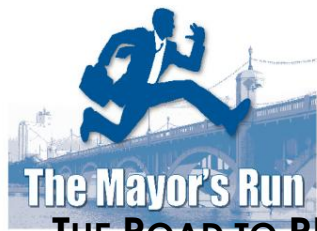
I agree to raise a minimum of \$250.00 for ASCC. Enclosed is my initial personal donation of **\$100.00**, which will be applied towards my fundraising goal. *Please make check payable to ASCC.*

I further understand that as a Participant of ASCC's Mayor's Run Team, my name, and or photo may be published in media articles, ads or reports.

Signed _____ Date: _____
(Participant)

Signed _____ Date: _____
(Parent/Guardian if under 18 – may participate in 1/2 marathon only)

Office Use Only: Amount paid: _____ check credit card cash
T-shirt distributed: _____yes _____no



THE ROAD TO PF CHANG'S ROCK 'N' ROLL ARIZONA!

September - October – November – December – 2010

- Group Runs - every Saturday at three locations in Tempe through January 10
- Motivation and Nutrition seminars – beginning September
- Strength & stretch training sessions

December 18

Deadline for minimum \$250 in fundraising to get FREE race registration

December 31

All donations to ASCC must be recorded in your account by this day.

Friday & Saturday, January 14 & 15

Health & Fitness EXPO at Phoenix Convention Center

Friday, January 14

6:00 p.m. – Pre-race Team Dinner

Sunday, January 16

- 5:30 a.m. Shuttles to the start line from the Tempe Y
- 7:40 a.m. – marathon start
- 8:30 a.m. – ½ marathon start
- Finish line–Mayor's Run tent to celebrate with your Team members!
- 7:00 p.m. Concert at Tempe Beach Park

January

- Post Race Victory Celebration at location/time to be named later.
- Breakfast with Mayor Hugh Hallman (for those who raise \$1,000+)



Association for Supportive Child Care Mayor's Run Training

Fundraising Incentives for ASCC's Team

Amount Raised

Incentives*

\$100 initial commitment

- ✓ Special Mayor's Run training shirt
- ✓ Coaching and training schedules

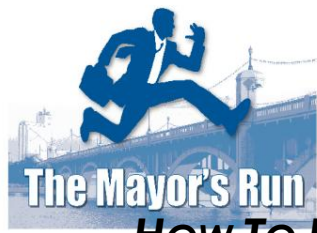
\$250 minimum

- ✓ Payment of entry fee into 1/2 or full Marathon
- ✓ Special Mayor's Run race shirt
- ✓ Invitation to Mayor's Run VIP dinner
- ✓ Special team goodie bag

\$1,000

- ✓ Post Race Victory Breakfast with Tempe Mayor Hugh Hallman
- ✓ Entry into a drawing for a complete spa package

*At each of the higher levels you will receive all the benefits of the lower level in addition to the incentives listed.



HOW TO BE A SUCCESSFUL FUNDRAISER

There are many ways for you to raise money for this worthy cause. We will make every effort to ensure your success!

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- **Letter Writing Campaign (sample letter attached)**
 1. Make a list of 150-200 people – your friends, relatives, people you do or your family does business with. If only 20 of them return a donation at an average of \$20 each, you will have raised \$400!
 2. State the purpose of why you are volunteering and running the race
 3. Include a personal story, where applicable.
 4. State your fundraising goal.
 5. Mention that donations are tax deductible. Be sure to also say that you can pay by using a credit card!
 6. Close by expressing your appreciation and gratitude!
 - **Email Campaign (the most efficient way to raise money)**

Send an e-mail to everyone in your address book with a link to the Mayor's Run fundraising webpage at www.xxx.xxx.xxxx.xxx
 - **Throw a Party**

This is a fun way to enjoy fundraising. Get people to bring food and drink potluck style to your home – invite as many people as possible. If you charge \$20 per person for 50 people (25 couples), you can raise \$1,000!
 - **Auction**

Ask your guests to bring something of value and either silent or live auction it off.
 - **Host a Garage Sale**

Ask family and friends to clean out their homes and donate money for a garage sale.
 - **Matching Gifts**

Many businesses will match funds raised by their employees. Even if your place of employment does not have such a program, maybe your boss will match the money you raised (e.g., \$1.00 for every \$2.00 you raise).
 - **CONDUCT A DRAWING**

Get dinner for two from a local restaurant, a day off from your boss, or any other prize, and conduct a raffle. Sell tickets for \$5.00 or 3 for \$10!



YES! I would like to contribute to Association for Supportive Child Care and support you in your first half marathon/marathon!

In recognition for the efforts of:

(Participant Name)

Who is joining **ASCC's Team** in the **P.F. Chang's Rock N Roll Arizona Marathon/Half Marathon**

Name: _____

Address: _____

Phone #: _____

How May We Recognize Your Gift? _____

Please circle the appropriate contribution below:

- \$26.20 She/He can do 26.2.
- \$52.40 Super Supporter
- \$75.00 Ultra Supporter
- \$200.00 Mega Supporter
- \$500.00 Platinum Supporter
- _____ Other: Be creative! \$_____

_____ My company will match this contribution
 _____ A matching gift form from my employer is attached.

Bill my Visa Master Card American Express

Card # _____ Exp. Date: _____

Signature _____

OR

Go to my personal fundraising page: www.xxx.xxx.xxx where you can make a secure contribution online.

Please make checks payable to the **ASCC** and mail your contribution to ME at the address below:

John Doe
1234 Main St.
Anywhere, U.S.A.



Sample Letter

Date:

Dear:

On January 16, 2011, I'll be running with Association for Supportive Child Care Mayor's Run Team in the P.F. Chang's Rock 'N' Roll Arizona Marathon. This will be my (first) half marathon, and I am running with the hope of making a positive contribution to ASCC.

Through my training and ultimately my completion of the race, my goal is to raise \$1,000 for Association for Supportive Child Care. I'm hoping that you will help me reach my goal!

ASCC seeks to provide improved child care for those in need. Your tax-deductible donation will help provide funds to support ASCC's efforts.

Your support is greatly appreciated. Please see the attached form for detailed contribution information.

Thank you for helping me reach my goals to finish the race and helping ASCC as well!

<<Your Name>>

Association for Supportive Child Care Mayor's Run Team Member