



Fundraising Packet

Be Like Brit is incredibly grateful to you for your commitment to our cause and desire to help make Britney's last wish a reality. We hope with your help, to make this a successful walk with a goal of raising \$100,000 dollars! Enclosed you will find information to help you help us finish Britney's orphanage and keep her spirit alive:

- **Fundraising tips and ideas** (list of fundraisers and tips to make them successful)
- **Fundraising plan** (to help you reach your goal in just 10 days!)
- **Fundraising letter template** (to make it easier to send to your family and friends to ask for support)
- **Corporate matching gifts process** (to see how easy it is to obtain matching gifts from your employer)
- **Sponsor form** (for supporters who would like to give you cash or check)

Most importantly, we hope that you have fun while you fundraise! If you have any questions, please contact Kristin Hervey Musser at Kristin@BeLikeBrit.org. We are here to help you!

Sincerely,
Kristin Hervey Musser
Director

About Be Like Brit

It was her compassion for others that brought 19-year-old Britney Gengel to Haiti on January 11, 2010, just a day before a catastrophic earthquake claimed an estimated 230,000 lives. Britney had spent the day visiting an orphanage where she and fellow students of Lynn University, met the orphans they had traveled so far to help. Just a few hours later, Britney, three of her fellow students, and two professors lost their lives in the rubble of the Hotel Montana in Port-Au-Prince. Britney was missing for 33 days before her remains were recovered.



Fortunately, Britney's dream did not die with her. Only hours before the earthquake, Britney sent a text message to her family that read:

"They love us so much and everyone is so happy. They love what they have and they work so hard to get nowhere, yet they are all so appreciative. I want to move here and start an orphanage myself."

These forty words would serve as the driving force behind the establishment of the Be Like Brit Foundation and the decision to build an orphanage in Grand Goâve for the children of Haiti. The mission of the BLB Foundation is "to serve the children of Haiti by establishing a safe, nurturing and sustainable orphanage in an environment where they can grow, learn and thrive."

Fundraising Tips and Ideas

Fundraising should be fun as well as effective. Here are some tips for making any fundraiser a success, and a selection of fundraising ideas.

Step 1: Learn about Be Like Brit

Be Like Brit was founded by the Gengel Family in memory of their daughter, Britney Gengel, who was killed in the 2010 earthquake while doing relief work in Haiti. In honor of Britney's deep sense of caring for those less fortunate, BLB is constructing a 19,000ft² orphanage and medical clinic to serve the children of Haiti.

Step 2: What is your individual or team strategy?

For those of you who are starting a team, have a meeting to set a team fundraising goal (a good rule of thumb is \$200 per person) and to create your strategy. Choose a team captain to set up your fundraising page and decide how your team will fundraise. For individual walkers, decide on a fundraising goal that you think you can reach.

Step 3: Who do you know?

Think of everyone you know, including your friends, family, colleagues, neighbors and anyone else you feel comfortable reaching out to for support. Remember, if you have a Facebook or Twitter page, these are great resources for promoting the event and asking for pledges by referring your friends to your fundraising page.

Step 4: Set up your online fundraising page

Visit <https://joinme.org/Pages/Login.aspx?P=44326> to easily set up a personal online fundraising website or a team fundraising page. You will be able to write a personal story about why you are walking for Be Like Brit, change your personal or team fundraising goal, and post photos and status updates. From your page, you can send family and friends an email to let them know you are fundraising, and also share it on your Facebook wall.

Step 5: Mail your fundraising letter to contacts without email

Reach those who don't have email by customizing the fundraising letter template in this packet.

Step 6: Follow up

If you send a letter or an email and do not hear a reply, hope is not lost. Everyone gets busy in his or her everyday lives and a simple phone call or second email may do the trick.

Step 7: Plan a fundraising event

Raising money can be as simple as asking to walk your neighbor's dog for a donation or as elaborate as a house party with a donation entry fee. This is a chance to be creative and have a great time while fundraising!

Step 8: Thank Your Donors

Words of thanks are always greatly appreciated from a donor. Thank donors with a phone call or note – anything that lets the donor know that no matter how big or small the amount, that their donation is truly appreciated.

Top Tips for Successful Fundraising

- **Voicemail:** Change your voicemail to let people know how they can contribute to your cause.
- **Personal Fundraising Page:** Set up your page and spread the word through Facebook and Twitter.
- **Email:** Ask your friends to forward your email to their contacts, even if they can't make a donation.
- **Enlist Your Friends:** Give 10 friends 10 letters and ask them to pass them out to their contacts for you.
- **Gift of Giving:** Is your birthday coming up? Rather than presents, ask your family and friends to make a donation in your honor through your fundraising page.

A Simple Plan to Reach Your Goal in Just 10 days!

- | | | | | |
|--------|--------------------------|-----------------------------------|---|------|
| Day 1 | <input type="checkbox"/> | Put in your personal contribution |  | \$15 |
| Day 2 | <input type="checkbox"/> | Ask your spouse/partner |  | \$15 |
| Day 3 | <input type="checkbox"/> | Ask your friends |  | \$20 |
| Day 4 | <input type="checkbox"/> | Ask your previous classmates |  | \$20 |
| Day 5 | <input type="checkbox"/> | Ask your neighbors |  | \$20 |
| Day 6 | <input type="checkbox"/> | Ask members of your sports teams |  | \$20 |
| Day 7 | <input type="checkbox"/> | Ask your coworkers |  | \$20 |
| Day 8 | <input type="checkbox"/> | Ask your relatives |  | \$20 |
| Day 9 | <input type="checkbox"/> | Post a link on your Facebook wall |  | \$25 |
| Day 10 | <input type="checkbox"/> | Post a link on your Twitter page |  | \$25 |

Celebrate! You Did It!

TOTAL: \$200

Fundraising Letter Template

[Date]

[Contact Name]

[Contact Address]

[Contact City, State and Zip]

Dear [Insert name here],

It was her compassion for others that brought 19-year-old Britney Gengel to Haiti on January 11, 2010, just a day before a catastrophic earthquake claimed an estimated 230,000 lives. Britney had spent the day visiting an orphanage where she and fellow students of Lynn University, met the orphans they had traveled so far to help. Just a few hours later, Britney, three of her fellow students, and two professors lost their lives in the rubble of the Hotel Montana in Port-Au-Prince. Fortunately, Britney's dream did not die with her. Only hours before the earthquake, Britney sent a text message to her family that read:

"They love us so much and everyone is so happy. They love what they have and they work so hard to get nowhere, yet they are all so appreciative. I want to move here and start an orphanage myself."

These forty words would sustain Britney's family through the tragedy and serve as the driving force behind the establishment of Be Like Brit and the decision to build an orphanage in Grand Goâve for the children of Haiti. The mission of BLB is "to serve the children of Haiti by establishing a safe, nurturing and sustainable orphanage in an environment where they can grow, learn and thrive."



On September 8, 2012, I will be participating in the 1st Annual Be Like Brit Boston 5K Walk held at the beautiful Artesani Park in Boston, MA. Hundreds of Britney's friends, family, and supporters will come together that day to walk in her memory and for the children of Haiti that she wanted to help. All funds raised will benefit the construction and completion of Britney's orphanage in Grand Goâve, Haiti.

[Feel free to share your personal reasons for supporting here.]

I hope that you will consider supporting me and Be Like Brit by:

- Sponsoring my participation in this event by making a tax-deductible donation. You can write a personal check or donate online through my personal fundraising page at Walk.BeLikeBrit.org.
- Joining me in this event by registering to walk or volunteer at Walk.BeLikeBrit.org.
- Asking your employer to match your gift.

I am excited about participating in this year's event and I hope that you will join me in supporting Be Like Brit and helping make Britney's last wish come true.

Sincerely,

[Your Signature Name]

[Your Contact Information]

Corporate Matching Gift Process

There is an easy way to possibly double your support through a Corporate Matching Gift Program. Many companies will match their employee's charitable gifts. Sometimes, employers will even match a contribution made by a friend to support you in fundraising for an event like the Be Like Brit Boston 5K Walk.

Here's how to take advantage of a Corporate Matching Gift Program:

1. Contact your Human Resources department and ask if your employer has a Matching Gift Program.
2. If so, ask for a Matching Gift Program form to complete and submit a copy to your company and one copy to us. This way we know that you are providing a matching gift.
3. If your company does not have a Corporate Matching Gift program but is interested in making a matching gift, please provide them with the following information:

Be Like Brit
PO Box 355
Rutland, MA 01543
Kristin@BeLikeBrit.org

The matching gift check will go directly to Be Like Brit and the donation will be credited to your personal fundraising account.

4. If your company uses an Online Matching Gift Request Process, access your company's website and submit a Matching Gifts Request. Print a copy of your request for your records.

If you have any questions or your company needs more information please call 508-886-4500.

Register Online and Create Your Fundraising Page Today!

Walk.BeLikeBrit.org

Sponsor Form

First 200 participants receive a Free T-shirt!!!

Raise \$1,000 + receive a Free Sweatshirt!!!

Top 3 fundraisers will receive a BLB Merchandise Basket!!!

Please bring this form Saturday, September 8, if you are not registering online

Your Name _____ Team Name _____

Street Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

| Sponsor Name | Street Address | City, State, Zip | E-mail | Cash | Check |
|--------------|----------------|------------------|--------|-------|-------|
| _____ | _____ | _____ | _____ | _____ | _____ |
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HAVE MORE SPONSORS? GREAT!

Feel free to copy this form or print one from our website: Walk.BeLikeBrit.org

**Make checks payable to:
Be Like Brit**

For more information
contact Kristin at
Kristin@BeLikeBrit.org

Send Donations to:
Be Like Brit
P.O. Box 355
Rutland, MA 01543

TOTAL DONATIONS \$ _____

PLEASE CHECK ONE (if applicable)

My company has matching funds.....

My matching gift form is attached
(Not sure? Check with your employer).....

I am unable to attend.....

Enclosed is my contribution of: \$ _____

WAIVER: I understand that my participation in the Boston Walk for Be Like Brit™ is voluntary and at my own risk, and under no circumstances will Be Like Brit™ the staff, Board of Trustees, volunteers, or the those connected with the Foundation be responsible for any injury or damage incurred to me, or my property. I agree to permit the free use of my name and picture in any broadcast, telecast or other account of this event.

Signature: _____

Parent's Signature (if under 18) : _____