

Summit For Life

Fundraising Guide



Benefiting the:



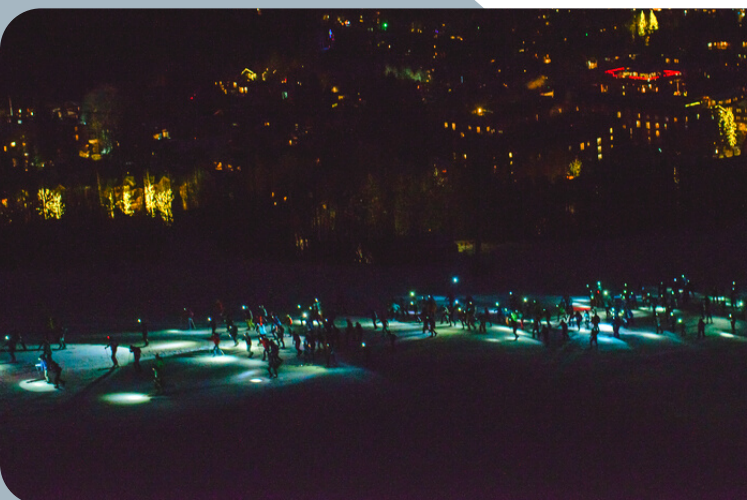
Section 1: Introduction

What is Summit for Life?

Summit for Life is the biggest event in the Chris Klug Foundation's calendar, and the kick off to winter in Aspen! This event celebrates the gift of life and honors organ, eye, and tissue donors and recipients across the country.

Starting at the base of Aspen Mountain, around 400 athletes race the 2.5-mile course up Aspen's 3,267 vertical feet to the Sundeck at the top!

The race is open to all ages. There are prizes for the top fundraisers and fastest athletes, so make sure you start your fundraising early!



Section 1: Introduction

How Do I Prepare?

If you are new to uphill, don't worry! This race may appear daunting due to its altitude and elevation gain, but we know you can do it!

Get walking or hiking. If you have outdoor hills you can access, go for it! If you're limited to indoors, find some stairs, or use a treadmill on an incline or a stair climber.

Next, read this guide! It is full of information regarding the Chris Klug Foundation, this event, and how to fundraise.

Then set up your Fundraising Page and start sharing your story about what you are doing and why!



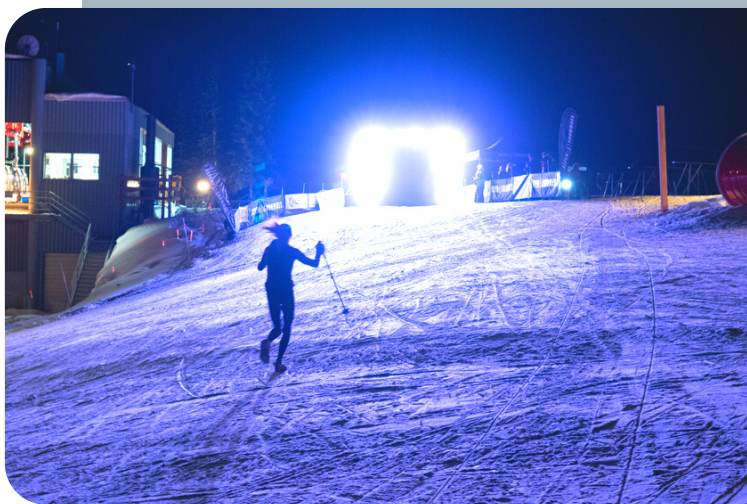
Section 1: Introduction

Meet Your Support Team

For questions regarding registration and fundraising, please contact Anna at anna@chrisklugfoundation.org.



For questions regarding training and race tips, please contact Jessi at jessi@chrisklugfoundation.org.



Section 2: Fundraising

What is CKF?

The Chris Klug Foundation is a national 501(c)(3) non-profit based in Aspen, Colorado. Our aim is to eliminate the wait for a transplant by educating and inspiring individuals to become organ, eye, and tissue donors.

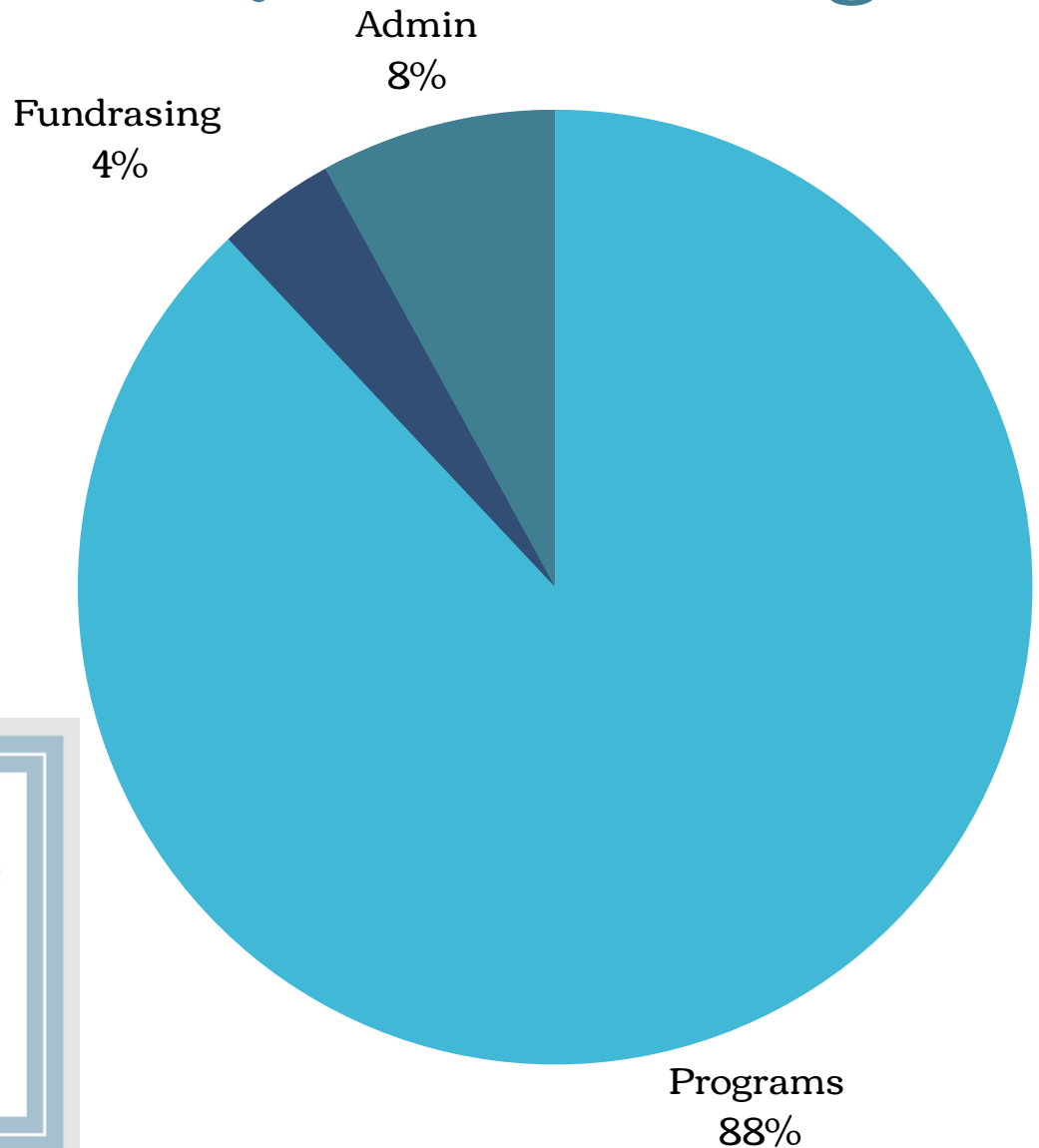
CKF utilizes stories and journeys of those within the transplant community to inspire others to become organ donors. CKF has also designed free online programs to help individuals learn more about the gift of life.

If you would like to learn more about any of CKF's programs and initiatives, please visit www.chrisklugfoundation.org.



Section 2: Fundraising

Where Does My Fundraising Go?



Platinum
Transparency
2022

Candid.

88% of CKF's money goes towards funding new and existing programming.

CKF is also a **Guidestar Platinum** nonprofit, and a **Charity Navigator 4-Star** charity.

Section 2: Fundraising

How Are My Funds Used?

Summit for Life is the biggest fundraiser in CKF's calendar, and therefore is critical in funding its programs and initiatives.



CKF's **inspiration programs** help encourage individuals to learn more about the need for donors.



CKF's **educational programs** help provide individuals with facts to make an informed decision.



CKF's **registration initiatives** offer numerous platforms for individuals to register as organ donors.



Section 2: Fundraising

Getting Started

All participants are required to fundraise a
MINIMUM \$100

(though we hope each of you goes above and beyond!)

The fundraising deadline for all participants is
December 11th, 2023.

Thanks to our generous sponsors, there are **PRIZES** for fundraisers who reach certain thresholds first, as well as **PRIZES** for these categories:

TOP 3 INDIVIDUAL ADULT FUNDRAISERS
TOP 3 INDIVIDUAL YOUTH FUNDRAISERS
TOP FUNDRAISING TEAM



Section 2: Fundraising

Fundraising 101

We are here to help you fundraise in any way we can. Here are some of our top tips to help make your fundraising a breeze!

1. **START EARLY** - The sooner you begin fundraising, the sooner you will smash through your goal.
2. **EDUCATE YOURSELF** - Learn about organ, eye, and tissue donation, and why it is so important to eliminate the wait!

The CKF website is the perfect place to start.

3. **SET UP YOUR FUNDRAISING PAGE** - This is your chance to tell your story and why the CKF mission or this race is important to you! Once your page is set up, you can link it to your social media, text it to your friends and family, and more! Have some fun. This is your platform to spread the message you want!

Section 2: Fundraising

Potential Donor Categories



Accounting
Advertising



Health Care
Home Services



Architecture/ Design

Hospitality

Art

Insurance

Automotive



Landscaping

Aviation

Legal



Banking/Finance

Maintenance

Beauty



Marketing

Construction



Media

Education



Pet Services

Energy

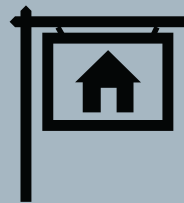
Pharmaceuticals



Engineering

Property

Entertainment



Management

Environmental

Real Estate

Events



Retail



Fashion

Sports/Outdoors



Fitness

Technology

Food and Bev



Transportation

Government

Travel and Tourism



Section 2: Fundraising

Make a List of Potential Donors

Who else should you ask?

Phone Contacts: This will include your closest people, and also a wealth of people you can easily call, text, or email.

Email Contacts: Again, this should include the people you interact with the most, but it will also include a large number of people you can easily email the link to.

Venmo/Checkbook: All of the people that you pay for products or services are potential donor sources.

School Acquaintances: Childhood to college. Don't underestimate the generosity of an old friend, especially when it's for a good cause you believe in.

Family and Relatives: Both immediate family (parents, siblings, grandparents), extended (aunts, uncles, cousins, nieces, nephews), and new (in-laws, etc.). People close to you will admire your efforts and want to support you.

Social Media, Friends, and Social Circle: Recruit your friends to both contribute and help share your story.



Section 2: Fundraising

Potential Donors Continued

Holiday Greeting Card/Wedding/Party Invite Lists: May include additional names, and/or you can add your fundraising information to the card/invite.

(In lieu of gifts, please donate here)

Work Associates: Co-workers, supervisors, patrons, clients, contractors.

Clubs and Organizations: Volunteers understand fundraising! This is also a great source for newsletters, lists, flyers, and additional social media access.

Neighbors: Current and former. Especially if you have given to them or their kids in the past.

Community Businesses: Anywhere you spend money, but especially the places you frequent.

Companies/Corporations: This can be a valuable source for larger gifts. Also, your donors may belong to a corporation that will match their gift. If you do have a donor whose company has a donor matching program, all they need to do is give you a completed matching gift form. Then pass this on to CKF we can handle the rest!



Section 3: Reach Goal

Start by Setting Your Goal

While \$100 is the minimum, we hope you try for more! Challenge yourself to go above and beyond.

Fundraising is just like training; goals are essential to every campaign. If you set a goal for yourself, and a timeline to reach it, it can help ensure you contact a significant amount of sponsors and achieve the end result you had hoped for!



Section 3: Reach Goal

Sample Timeline

Week 1: Learn about CKF and organ, eye, and tissue donation in general. Set up your fundraising page with both important facts and figures related to organ, eye, and tissue donation, and personal information about WHY you are doing this. Save your fundraising link where you can easily access it.

Week 2: Compile your list of potential donors and draft your text, email, and social media messages. Begin to contact current family and friends (text, call, email), and make social media posts about what you are doing and WHY. Include information on organ, eye, and tissue donation and links to your fundraising page, and how to register to be a donor. Include training photos!

Week 3: Using letter templates, draft and mail letters (this can be for those without email or social media, or in addition to). Include stickers from CKF (please contact us to request the number needed).

Week 4: Contact the rest of the people on your potential donor list, including neighbors, childhood/college classmates, friends, service providers, teammates, volunteer groups, etc. Include your training and fundraising progress.

Section 3: Reach a Goal

Sample Timeline Continued

Week 5: If allowed, promote to co-workers and clients. See if your business can sponsor you or a team. Try a penny war if permitted. (This is a friendly competition between departments with prizes for the winning team. Pennies count toward a team, silver coins count against. The team that raises the most wins the prize, and you win all the coins for your fundraiser.)

Week 6: Begin sending follow-up messages to those who have not responded or those who have committed but have not yet donated. Send thank you messages to those who have donated.

Week 7: Hold a fundraiser! Invite people to a wine and cheese night, a dinner party, a sports tournament, a bake sale, etc. Get your kids involved with a hot chocolate stand.

Week 8: Compete in your event and send thank you texts, calls, emails, letters, or social media posts to your donors. Include photos and videos from the event, as well as overall stats for the total money raised. If you traveled for the event, consider sending a thank you postcard. Remind people they can still give or give a little more!

Section 3: Reach a Goal

Letter-Writing Campaign

What to Say?

- What is the challenge you are taking on?
- Why are you taking on this challenge?
- Why do you support CKF?
- What will their gift help fund within CKF's Programming?

Your potential donors will want to know more about what you support and why you support it.

What else should you mention?

- Your fundraising goal
- Your fundraising deadline
- How they can donate (Check, Venmo, Social Media, RunSignup, etc)

**** All donations are 100% tax deductible, this can be super inviting to donors!**

Section 3: Reach Goal

Share a Story

Consider sharing a transplant or donation story with your potential donors, often it helps to give individuals something to relate to.

Nothing is more powerful than sharing your link to the cause, whether through your individual experience, a friend or family member, or other individuals whose stories introduced you to the world of transplantation.

If you do not have your own story, you are welcome to share those of our CKF Ambassadors or CKF Award Recipients to help supporters connect with the cause. You can find them on our website under [Donor Stories](#) or you can reach out to the CKF team.



Section 3: Reach Goal

Organ, Eye and Tissue Donation Facts

- 95% of Americans agree with organ donation, but only 54% register as donors.
- 3 in 1,000 donors die in a way that allows for organ transplantation.
- 85% of people in America can donate tissue after death.
- 7,000 men, women, and children die yearly on the transplant waitlist.
- Over 42,800 people received an organ transplant in 2023.
- Over 104,000 people are on the transplant waitlist.
- 17 people die every day waiting for a transplant.
- 1 Organ donor can save up to 8 lives.
- 1 tissue donor can change up to 75 lives.
- Your wealth or fame does not impact your position on the transplant waitlist.
- Medical staff will always work to save your life whether you are an organ donor or not.
- The kidneys are the most commonly needed organ as well as the most commonly donated organ.
- You can donate your heart, lungs, liver, kidneys, pancreas, and small intestine.
- As a living donor you can donate 1 lung, 1 kidney, part of your liver (it grows back), part of your pancreas, and part of your small intestine.
- You can donate plasma, bone, and tendons and so much more.
- The oldest organ donor in history was 107, she donated her corneas.
- The youngest organ donor was 74 minutes old.
- 67% of Coloradans are registered organ donors. (The highest number in the USA)

Section 3: Reach Goal

Sample Letter

Dear **Recipient Name**,

On December 2nd, I am taking on an incredible challenge--3,267 vertical feet of Aspen Mountain at night. I will be joining the Chris Klug Foundation for the 18th Annual Summit for Life, while I aim to help raise awareness for organ, eye, and tissue donation in the United States. Did you know that there are currently over 104,000 adults and children waiting on a lifesaving transplant? Each day 17 of these individuals die waiting for their transplant, while every 9 minutes, another person is added to the list.

My participation in Summit For Life will help CKF raise funds to reach hundreds of thousands of individuals across the country to inspire and educate them about the importance of becoming a donor. I am truly honored to be supporting this mission and feel an immense amount of pride knowing that I may be able to help save a life.

Summit for Life is a physical and mental challenge as you climb the mountain at night with only moonlight and headlamps to lead the way. The altitude and cold take this event to a whole new level. I have been training and preparing for this race in addition to fundraising.

I am writing to gain your support for this venture, every donation helps me reach my goal and allows CKF to continue their hard work. I am working hard to raise \$x by **date**, and I would love your support. I have created my own personal fundraising page to explain why this cause is so important to me.

Please help me by donating directly on my website or sending a check to the Chris Klug Foundation at 110 E Hallam St, Suite 102b, Aspen, CO 81611 (Please include Summit For Life and **my name** in the memo). All donations are 100% tax deductible, and I am happy to provide you with a donation receipt.

Please contact me with any questions. Thank you for your support and for being part of my team to help make a difference for those on the transplant waitlist.

Live Life Give Life!
Your Name

Section 4: The Finale

Collecting Your Funds

- **RunSignup** - Our first suggestion is to direct your supporters to your RunSignup fundraising page. This will automatically count towards your fundraising goal.
- **Facebook** - You can link your RunSignup fundraising page to a Facebook Fundraiser. This is a super easy way to encourage friends and family to support your event. (Especially those who live further afield or with whom you are not in regular contact.)
- **Checks** - Can be mailed to the Chris Klug Foundation at 110 E Hallam St, Suite 102b, Aspen, CO, 81611. Please ensure the memo states Summit for Life and your name so that the staff can apply it correctly.
- **GoFundMe/Others** - You can use other fundraising websites and then send the Foundation a check before the fundraising deadline or make a donation for the amount on RunSignup.
- **Venmo/PayPal** - Often, this is an easy way to get those donations while out and about. Similar to other platforms, you can send a check to the Foundation for the amount or make an equal donation on RunSignup.

Section 4: The Finale

Tracking Your Funds

You can track your funds on RunSignup to see how close you are to hitting your target.

We do advise that you keep personal track of your donations to ensure that they are correct in the system.

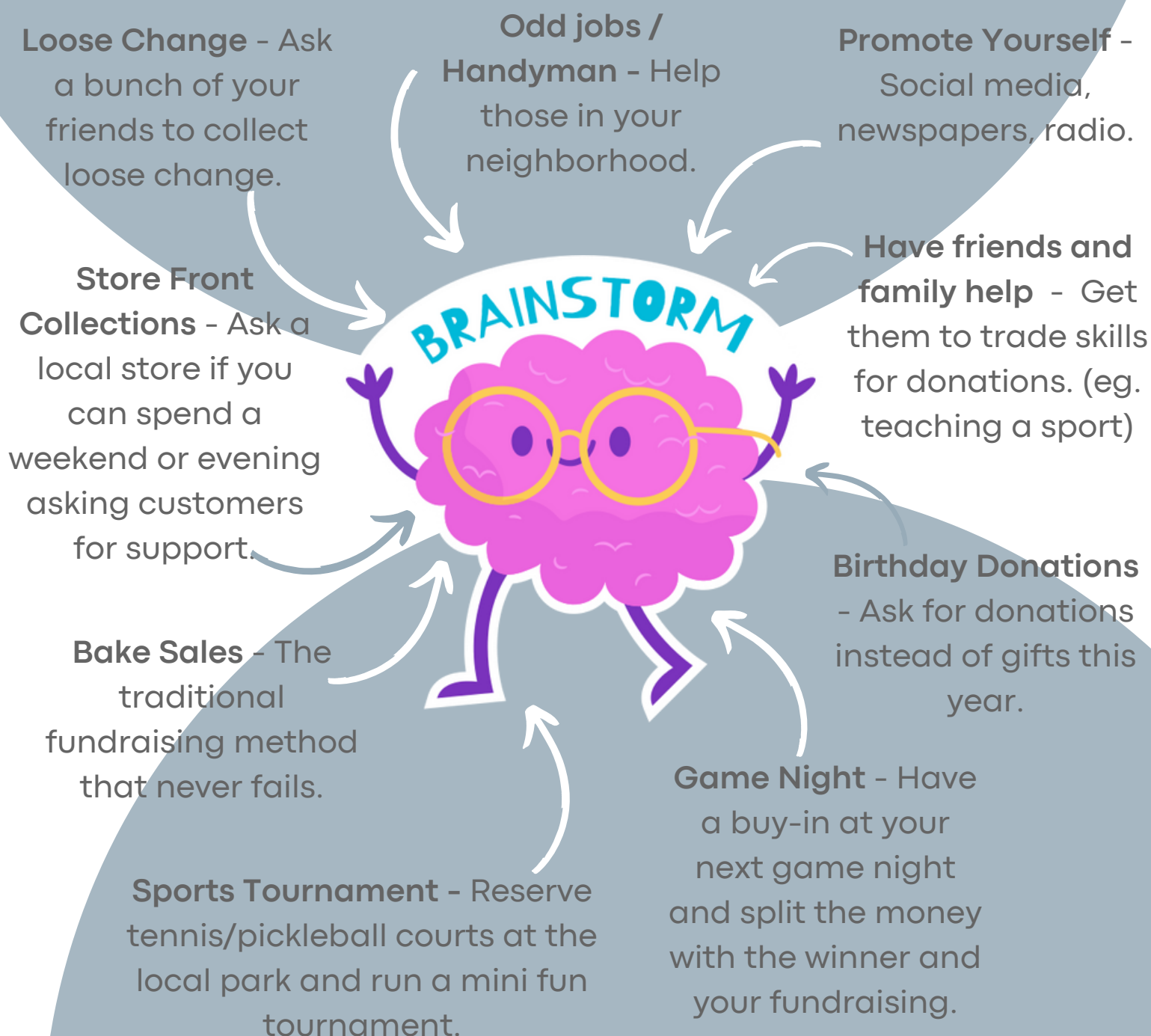
Please be aware that funds donated by check or cash will not be reflected on your RunSignup account until they are received by the Chris Klug Foundation.



Section 5: Extra Help

Here Are a Few More Ideas

We know that fundraising can be hard. Here are a few activities that you can use to help you on your way.



Thank You for Your Support!



You help make the goal of eliminating the wait for a transplant possible! CKF would not be able to help spread the message without your tireless work.

We are here to support you in your fundraising journey and ensure you have all the tools to succeed! Please do not hesitate to reach out with any questions! Thank you!