



9-11 HEROES RUN



GETTING STARTED GUIDE

Starting a fundraiser to enlist your friends, co-workers and family to support the mission of Travis Manion Foundation (TMF) is quick and easy. Follow these steps to get started:

01

FIND YOUR PAGE

- After you register, login at RunSignup.com and click on your Profile in the top-right corner.
- Scroll down to the Fundraising section and find your event.
- Select Edit Fundraiser next to your name to personalize your individual page.



02

PERSONALIZE

- Create a unique fundraising link to quickly share your page via text, email, and social media.
- Set your fundraising goal.
- Add a personal message to share why you are participating in 9/11 Heroes Run and fundraising to support TMF's mission.
- Upload a custom image.
- Lead by example and make the first donation to your fundraising page.



03

GET THE WORD OUT

- After you've customized your page, click on Links/Sharing at the top of your profile to share your personalized fundraising page directly from the app via social media, text or email to your network.
- Include why you want to challenge yourself and why they should join you in supporting TMF's mission.
- For ideas on how to reach your friends, family, and co-workers, **explore How to Share Your Fundraiser.**
- Download images to share on social media from the **Fundraising Toolkit** at travismanion.org/fundraising-911HeroesRun. Write your own captions or borrow one of the suggested posts, making sure to include your personal fundraising page link.

04

FUNDRAISE (AND EARN EXCLUSIVE INCENTIVES!)

- Be consistent! Many times, it takes multiple asks to get the support you need.
- Share information about TMF often, and more about the mission of empowering veterans and families of the fallen to develop character in future generations.
- Share information about the employer matching program found at travismanion.org/employer-matching. Even a small donation to your fundraiser can make double the impact.
- Track your progress by logging into RunSignup.com, go to your fundraising page, then click on View Donations on the top menu bar.
- Every dollar you raise for 9/11 Heroes Run brings you closer to earning exclusive TMF gear.



Thank you for being a key part of the TMF community and for your dedication to helping empower veterans and families of the fallen to develop character in future generations.



Have questions? Email Jessica Gardner, National Manager for the 9/11 Heroes Run, at info@911HeroesRun.org.