



RUN for ROSMY

Thank you for your interest in participating in RUN for ROSMY. This event will coincide with the Richmond 8K, Half-Marathon, & Marathon that will be taking place on November 12, 2011.

RUN for ROSMY is a fundraiser for ROSMY to continue to fulfill its mission of ensuring equal opportunities for success for Virginia's lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth.

Participants decide if they want to participate as an individual or as part of a team. Depending on that decision, a fundraising webpage will be set up for that individual or group of people where they will ask their co-workers, friends, family, neighbors, and maybe your Facebook friends or Twitter followers to donate money so that you can run for ROSMY.

We want to make this process as simple as possible for you. If you could provide us with the following items, then we will set-up a giving page for you or your team, then the fun begins to train for the race and raise money for a great cause.

- Main Contact Person (email, phone number, address)
- Participant names (s) (email, phone number, address)
- Team Name
- Fundraising Goal (suggested minimum for a team is \$500 and suggested minimum for an individual is \$250)
- Photo or photos of you and/or your team
- Username and password
- Blurb explaining why you and/or your team are doing RUN for ROSMY and why they should support you
- Thank you message that will be sent once someone donates to your page

Please send all this information to Beth Panilaitis at executivedirector@rosmy.org and we get your fundraising page set-up for you as soon as possible.

PO Box 5542 • Richmond, VA 23220

www.rosmy.org • phone 804-644-4800 • fax 806-644-4368 • Email: rosmy@rosmy.org

You and/or your teammates will need to sign-up separately at www.sportsbackers.org for the Richmond 8K, Half-Marathon, or Marathon. Take advantage of early registration by signing up today!

After your page is set-up, the fun begins and you can send the link out to as many people as possible so they can support your team and ROSMY. We will be sending you weekly emails with helpful running tips, new language that you can update your Facebook status with or your First Giving page, and also an update on the progress of other teams.

What do you get for participating?

Speaking of the other teams – we are going to have a healthy challenge to see what team can raise the most money. The three prizes: Dinner for 4, a running package, or 4 tickets to ROSMY'S Springtime Event will be given to the top three teams. The first place team will get to pick the prize that they want.

Each participant in RUN for ROSMY will get a tech shirt and also be invited to a pasta dinner on November 11.

Finally, we will be hosting meet-ups, so that we are all properly trained and also a great way to meet all of you. The meet-up times and locations will be communicated in the weekly email updates.

Thank you for your interest in Run for ROSMY and for your support of the LGBTQ youth in our community!

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