

# DASH DASH

VIRTUAL TOOLKIT | 2021

# IDEAS TO PARTICIPATE VIRTUALLY



**Walk or run a 5K.** Traditionally the Dash for Donation is a 5K, so keep the tradition going by doing a 5K (3.1 miles) in your neighborhood or on a local trail. Our virtual platform allows you to share your time, so make sure to record and report your time to see how you compare with other runners and walkers!



**Walk, run or bike any distance/anywhere.** Not into going the full 3.1 miles? No problem! Go any distance that suits you and your location. Walk around the block, go for a bike ride or skateboard in your driveway!



**Get pumped up!** Check out these two special playlists created by our race DJ — [DJ For All Occasions.](#)

DOWNLOAD YOUR RACE PLAYLISTS TODAY!

2021 MIX CD

# AMPLIFY YOUR MESSAGE

**Create a Celebration Wall sign.** Click [here](#) to learn how you can share about your connection to donation. And don't forget to stop by packet pick up to view all the signs with stories of those connected to organ, eye and tissue donation.

**Wear your Dash pride!** Don't have a team T-shirt? Wear a previous year's Dash shirt or a previous year's team shirt — or any shirt that promotes organ, eye and tissue donation. Bring an extra team shirt to packet pick up to display for all participants to see!

**Share social media posts.** Lifeline of Ohio will be posting about the Dash for Donation on our social channels in the coming weeks and months. Be sure to share our posts with your followers and let your networks know why you're participating and why you believe in our cause.



# FUNDRAISING

All participants of the Dash have the option to fundraise on behalf of Lifeline of Ohio. While fundraising isn't required, you can set a goal for yourself or your team and share with family and friends!

Your generous contributions will support programs that help us empower the community to save and heal lives through donation, as well as care for our donor families and honor the legacy of our donor heroes. You can be confident that your philanthropic gifts are used with compassionate consideration to best serve our mission and families.

Here are some examples of the ways that your funds are used:

**Bereavement Program** We support our donor families with a two-year comprehensive support program, including grief materials, monthly mailings, events such as the annual Donor Family Reception and legacy-building opportunities. These opportunities include shadowboxes, the donor memorial quilts and Lifeline of Ohio's Donor Memorial.



Bereavement Quilt



NASCAR race with driver Joey Gase, donor son

## Community Outreach

Our community outreach team provides organ, eye and tissue donation education throughout our service area. We work with BMV's, community groups, businesses, schools, driver's education programs, vocational schools, colleges and universities and many more partners to share the Donate Life message through programs, events and activities.



Mike Nicholson Hip Hop Event

## Multicultural Outreach

Lifeline of Ohio works diligently to empower members from all communities to make an informed donation decision through focused outreach initiatives. We partner with organizations such as The Columbus Buffalo Soldiers Motorcycle Club, participate in community events such as the Linden Community Festival and Columbus Pride, and providing free educational materials to individual groups such as faith congregations and senior centers.

# 5 STEPS TO FUNDRAISING SUCCESS

## **Update your fundraising dashboard.**

When you registered for the Dash for Donation, you should have received a confirmation email with the subject “New Fundraiser for Virtual Dash for Donation.” This email contains your fundraiser direct link and the link to update your account.

When you follow the link to your account settings, you’ll be able to update:

- Fundraiser name – you can change this if you’d rather use a nickname for fundraising purposes.
- Custom fundraising URL – you can do this to make your page easier to find by making it something short, memorable and unique!
- Personal message – this is where you can share your personal story and why you participate in the Dash for Donation.
- Fundraiser goal – update your goal to motivate your supporters and earn a special incentive! Look for more info on page 7.
- Fundraising image – use a photo that will be easily recognizable for your friends and family.





### **Set a fundraising goal.**

You can set a fundraising goal for yourself through the fundraising dashboard.

This year, we are offering an exclusive incentive to any individual fundraiser who sets a fundraising goal of at least \$50 and meets their goal before fundraising ends on August 17! See the Incentives section for more details.


### **Share your story with friends and family.**

The easiest way to encourage your friends and family to give to your fundraiser is by letting them know why you're raising money for Lifeline of Ohio.

Share your story on your social media by sharing your fundraising link and customizing your posts.

Use the new Facebook Fundraising feature on your fundraising dashboard!

- Visit your fundraising profile by logging into your RunSignUp account.
- Scroll down below the "Story" section of your profile, where you'll see a box that says "Connect my fundraiser to Facebook".
- Once you've clicked this button, a pop-up window should direct you to log in to your Facebook account.
- After you log in to Facebook, your RunSignUp account will create a Facebook Fundraiser on your behalf! You can view and edit this fundraiser by visiting your Facebook profile page.



Send personalized letters or emails to loved ones. This will give you a chance to connect with someone who may have a special interest in your cause, by writing them a personal message. Be sure to include information about how to give to your fundraiser, including the link to your fundraiser profile!

**HERE'S A TEMPLATE TO HELP YOU GET STARTED!**

**DOWNLOAD NOW**

### **Create a fundraising opportunity for yourself or your team!**

Even though many events are still virtual this year, you can still find a creative and fun way to engage people in your fundraising! Here are a few ideas:

- Make a pledge – set your fundraising goal, pledge to do something unique if you meet that goal and make sure that everyone knows about it! For example, you can let your friends and family know that if you raise \$200, you'll run twice as many miles during Dash week.
- Have a “Party with a Purpose” – whether you're gathering in small groups or still staying socially distanced, a “Party with a Purpose” is a great way to get together with friends (in person or virtually) and raise money for your fundraiser. Choose something that you like to do and ask your friends to make a small contribution to do it with you! Try offering to teach a skill or hobby of yours over Zoom for a small donation, or get together with your loved ones and go for a hike – then ask everyone to give \$5 for every mile you hiked that day.





**NEW THIS YEAR!** Host a Charity Ride at CycleBar! We are excited to announce that we are partnering with CycleBar in Powell, Easton and Polaris to give you an extra opportunity to raise money for this year's Dash and do something fun and active at the same time!

How it works:

Email Dominique Lamb at [dominique.lamb@cyclebar.me](mailto:dominique.lamb@cyclebar.me) to choose a date for your class. Let them know that you're participating in the Dash for Donation and would like to set up a charity class for your fundraiser. Please specify the preferred location of your ride.

Once your date is confirmed, a unique registration link will be provided to you. You can share this with your team, or with your friends and family to have them register for the class.

You choose how much your riders will donate to your fundraiser as their price of admission to the class — 100% of these funds will go to your fundraising total. You will collect these contributions from your participants through your preferred payment method.

**CycleBar** offers a multi-sensory, full-body workout for all fitness and experience levels. No matter where you are in your fitness journey, you can be a part of something special.

We provide everything you need for your 45-minute ride, including a complimentary pair of cycling shoes to use during your ride. You just have to bring yourself—we'll take care of the rest!



### Follow up with a “thank you”.

Every contribution will be formally acknowledged by Lifeline of Ohio with a tax receipt via mail or email. However, a message from you or your team will let them know just how much their gift means to you.

Send a personal card, email or text when you receive a donation to your fundraiser and let them know what you're doing to raise money and how close you are to your goal!

If you receive a gift from someone who you don't know and would like to reach out and say thank you, contact Natalie Dunn at [ndunn@lifelineofohio.org](mailto:ndunn@lifelineofohio.org) for assistance.



Hi there!

Thank you for joining  
me in this year's  
Dash for Donation!

Honey Bee



# INCENTIVES

When fundraising closes on August 17, there will be prize packages awarded to the top individual fundraisers and the top fundraising team.



## TOP FUNDRAISING TEAM

Stay tuned for an announcement about our exciting first place prize package for the top fundraising team, brought to you by iHeart Radio!



## Top Fundraising Individual



New in 2021: The first annual **Lenore Susan Stafford Jurg Memorial Balloon Adventure**, donated by **Columbus Aeronauts**. This gift is given in memory of Lenore, who became a hero of donation in 2021.

A private, exclusive hot air balloon flight over the Central Ohio landscape with two passengers. You can experience a morning sunrise from up in the air with your significant other, closest friend or favorite family member. Photo package and bottle of champagne included, courtesy of Columbus Aeronauts. This package will be awarded to the individual who has raised the most when fundraising closes on August 17.

## Top 15 Fundraising Individuals



In addition to the first place prize, the top 15 individual fundraisers will receive a Donate Life cooler bag!

Winners will be contacted after fundraising ends on August 17.

## Fundraising Goal Met



This year, any individual can earn an exclusive Donate Life insulated mug by setting a fundraising goal of at least \$50 on their profile and meeting that goal. Fundraisers are eligible for this goal through the end of the fundraising period.

# SPRIT PRIZES

We'll also be awarding spirit prizes to several participants and teams, in categories such as:

- Most Spirited Individual
- Most Spirited Team
- Most Creative Finish Line
- Best Sign
- Largest Team
- Most Funds Raised
- Best Pet

To submit your photos and videos, send them to [dash@lifelineofohio.org](mailto:dash@lifelineofohio.org) or post them on social media with the tag #Dash2021!





# THE CIRCLE OF LIFE GARDEN

**New in 2021, Lifeline of Ohio will be featuring The Circle of Life Garden.** It is a place of reflection where deceased donors, living donors, transplant recipients, candidates waiting and those who died waiting are honored by family and friends. The garden will be filled with colorful flowers displaying all connections to donation.

Flags will be displayed at the Lifeline of Ohio office during packet pick up and will remain through August 17. Flags can be picked up or shipped for a fee (stakes not included) following that date.

Flags can be purchased as a fundraiser by Dash for Donation participants for \$30. A portion of the proceeds will support the mission of Lifeline of Ohio and help us to continue empowering the community to save and heal lives.



# SPONSORS

Thank you to the sponsors of the 2021 Dash for Donation!

## Gift of Life Sponsors



## Gold Sponsors



## Silver Sponsors



## Fundraising Partner





770 Kinnear Rd.  
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[dashfordonation.org](https://dashfordonation.org)