

# DASH

TOOLKIT | 2022





## MOST MEANINGFUL 5K — MORE THAN A RACE

Lifeline of Ohio's Dash for Donation is more than a race. It is a place to honor donors, celebrate the gift of organ, eye and tissue donation and inspire hope to those waiting for transplants. We cannot wait to see you on July 9!

# HONORING LEGACIES. CELEBRATING LIFE. INSPIRING HOPE.

## Celebration Wall

The Celebration Wall, located at the race finish line, honors ALL stories of donation. We invite you to submit your story whether you are participating in the Dash or not. Visit [dashfordonation.org](https://dashfordonation.org) to learn more!

Due to space limitations on the Celebration Wall, we can only display one mini-poster per honoree (donors, living donors, recipients, candidates waiting, volunteers and believers).



## Circle of Life Garden

Once again, Lifeline of Ohio will be featuring the Circle of Life Garden, sponsored by Lions Eye Bank of West Central Ohio. The garden is a place of reflection where deceased donors and living donors, transplant recipients, candidates waiting and those who died waiting for transplants are honored and celebrated by loved ones. The garden will be filled with colorful flowers displaying all types of connections to donation.

The personalized garden signs will be displayed at Genoa Park on Dash Day and can be taken home when the race is over. After the Dash, signs that are not taken on race day can be picked up at Lifeline of Ohio, 770 Kinnear Road, Columbus.

To learn more, visit [dashfordonation.org](https://dashfordonation.org).



## Circle of Life Garden Sponsor



# FUNDRAISING

All Dash participants are invited to raise funds to support Lifeline of Ohio. While fundraising is not required to participate, you can set a goal for yourself and your team and share it with family and friends.

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

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

**Bereavement and Family Aftercare program:** We support 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 shadow boxes, donor memorial quilts and Lifeline of Ohio's Donor Memorial.

To learn more, visit [lifelineofohio.org/donors-and-recipients/bereavement-services/](https://lifelineofohio.org/donors-and-recipients/bereavement-services/).



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 BMVs, community groups, businesses, schools, driver's education programs, vocational schools, colleges and universities and other partners to share the Donate Life message through programs, events and activities.

To learn more, visit [lifelineofohio.org/get-involved/community-outreach/](https://lifelineofohio.org/get-involved/community-outreach/).



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 and M.Nicholson Hip-Hop Fitness, participate in community events such as the African American Male Wellness Walk — Columbus and Columbus Pride. We also provide free education and materials to faith partners and senior centers.

To learn more, visit [lifelineofohio.org/get-involved/multicultural-outreach/](https://lifelineofohio.org/get-involved/multicultural-outreach/).

# 5 STEPS TO FUNDRAISING SUCCESS

## 01. Update your fundraising dashboard

Once you have registered for the Dash for Donation, you can log in to your fundraiser to edit your profile, set a new fundraising goal and see who has donated to your fundraiser.


Access these settings by visiting <https://RunSignup.com/> and signing in to your account in the top right-hand corner.



After you sign in, visit your profile to see your upcoming races.

- A Edit fundraiser** — Make updates to your public profile, custom fundraising URL, personal message, fundraising goal and fundraising image. Personalize it and make it all you!
- B View donations** — View list of all of the individuals who have given to your fundraiser so far.
- C Fundraiser link** — Share this link with supporters to take them directly to your profile, where they can support your fundraising goal. You can also click this link to view your profile as it appears publicly.

### Fundraising



**9 JUL 2022**

**Team Billings**  
*Fundraising Team*  
**Race:** Dash for Donation  
**Runner:** Natalie Dunn-Billings  
**Donation Period:** April 4, 2022 - August 9, 2022  
**C** <https://runsignup.com/teambillings>  
**\$353 Raised of \$500**  

\$0\$500

- A** [Edit Fundraiser](#)
- B** [View Donations](#)
- [Send Emails](#)
- [View Roster](#)



## 02. Set a fundraising goal

Set a fundraising goal for yourself or your team through the fundraising dashboard. This is a great way to motivate yourself or your teammates, and you can set a goal that is significant to you.

Example: Natalie wants to raise \$260 this year to celebrate her 26<sup>th</sup> birthday.



### 03. Share your story

The easiest way to encourage your loved ones to give to your fundraiser is by letting them know why Lifeline of Ohio's mission is important to you.

You can also use the Facebook Fundraising feature on your fundraising dashboard to share your story on Facebook and make giving even easier.

1. Visit your public fundraising profile by logging into your RunSignup account.
2. Scroll down below the Story section, where you will see a button that says, "Connect my fundraiser to Facebook."
3. Once you have clicked the button, a pop-up window should direct you to log in to your Facebook account.
4. After you log in to Facebook, your RunSignup account will create a Facebook Fundraiser on your behalf. You can view and edit this fundraising by visiting your Facebook profile.



Lastly, reach out to loved ones directly by writing a letter, making a call or sending an email. This gives you a chance to connect with someone who may have a particular interest in your cause by writing a personalized 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

## 04. Create a fundraising opportunity

Come up with a creative and fun way to engage with people through your fundraising journey. 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 pledge that if you raise \$200, you'll wear a bright green wig while you run the Dash!

**Have a Party with a Purpose** — This is a great way to get together with friends and raise money at the same time. Choose something you like to do, and ask your friends to make a small contribution to do it with you. Offer to teach a skill or hobby for a small donation, or get together with your loved ones to go for a hike; then, ask everyone to give \$5 for each mile you hike that day.

## 05. Follow up with a thank you

Every contribution made to the Dash for Donation 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 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 are doing to raise money and how close you are to your goal.

Contact Natalie at [ndunn@lifelineofohio.org](mailto:ndunn@lifelineofohio.org) if you receive a gift from someone you do not know and want to say "thank you."



Hi there!

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

Honey Bee





# INCENTIVES

When fundraising closes on August 9, we will award prize packages to the top individual fundraisers and fundraising teams.

## Team prizes

This year's **top three fundraising teams** will receive a **catered meal** together (limit 50 people), courtesy of Lifeline of Ohio. Details will be arranged with team captains once fundraising closes.

Additionally, the **team with the highest fundraising total on July 1** will get to **sound the starting horn** on stage at the Dash for Donation on July 9.





### Individual incentives

This year's **top individual fundraiser** will participate in the second annual Lenore Susan Stafford Jurg Memorial Balloon Adventure, donated by Columbus Aeronauts. This gift is in memory of Lenore, who became a hero of donation in 2021. Enjoy a private, **exclusive hot air balloon flight** over the Central Ohio landscape with two passengers. You can experience sunrise from high in the air with your significant other, closest friend or favorite family member. A photo package and bottle of champagne are included courtesy of Columbus Aeronauts. This package will be awarded to the individual who has raised the most when fundraising closes on August 9.

**New this year: the \$500 Club!** Any individual fundraiser can join the club and **earn an exclusive Donate Life wearable** by raising \$500 or more by August 9.



# SPONSORS

Thank you to the sponsors of the 2022 Dash for Donation!

## Gift of Life Sponsor



## Platinum Sponsor



## Gold Sponsor



## Circle of Life Garden Sponsor



## Silver Sponsors



## In-kind Sponsors



## Bronze Sponsors



## Hydration Sponsor



# DON'T STOP THERE...



## Share on social media

Let your social network know that you will be Dashing on July 9! To help, we have created graphics to catch their attention. Download our [social media toolkit](#) to start sharing today, and do not forget to use **#Dash2022**.



## Spread the word

Use our [poster](#) to share the event details with friends or family who have not registered yet.



## Register your decision

As you prepare for Dash Day, the most important step is to make sure that you have registered as an organ, eye and tissue donor. Visit our [website](#) to learn more about the Ohio Donor Registry and register today!



# DASH

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770 Kinnear Rd.  
Columbus, Ohio 43212

[dashfordonation.org](https://dashfordonation.org)