

DASH

TOOLKIT | 2023





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 8!

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 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

This year's Dash will once again feature the Circle of Life Garden, 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 not taken on race day can be picked up at the Lifeline of Ohio office (770 Kinnear Road, Columbus).

A portion of the proceeds from Circle of Life Garden signs will support the mission of Lifeline of Ohio.

To learn more and purchase your sign, visit dashfordonation.org.



Circle of Life Garden Sponsor



FIFTH THIRD BANK

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 educate the community about the importance of donation, care for donor families and honor the legacy of donor heroes. Your philanthropic gifts will serve the mission of Lifeline of Ohio: to save and heal lives through the gift of donation.

Here are some examples of the ways that your funds support our work.

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 <https://lifelineofohio.org/donor-family-resources/>



Donor Memorial Quilt



M. Nicholson Hip-Hop Fitness

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

To learn more, visit <https://lifelineofohio.org/get-involved/multicultural-outreach/>



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 <https://lifelineofohio.org/get-involved/community-outreach/>

FIVE STEPS TO FUNDRAISING SUCCESS

01. Update your fundraising dashboard

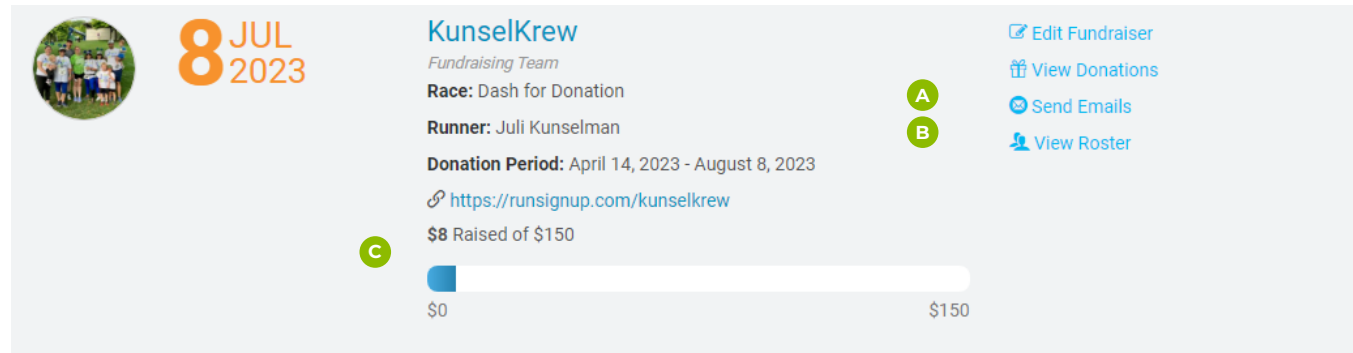
Once you have registered for the Dash for Donation, you can log in to your fundraiser to edit your profile, set a new fundraising goal and see who has donated to your fundraiser.

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 a list of all 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.



The screenshot shows a fundraising profile for 'KunselKrew'. On the left is a circular profile picture of a group of people. To its right is the date '8 JUL 2023'. The main title is 'KunselKrew' with the subtitle 'Fundraising Team'. Below this, it lists 'Race: Dash for Donation', 'Runner: Juli Kunselman', and 'Donation Period: April 14, 2023 - August 8, 2023'. A link 'https://runsignup.com/kunselkrew' is provided. A progress bar shows '\$8 Raised of \$150' with a small blue segment. On the right side, there are three action buttons: 'Edit Fundraiser', 'View Donations', and 'View Roster'. A 'Send Emails' button is also visible. Green callout letters A, B, and C are placed near the 'Edit Fundraiser', 'View Donations', and the progress bar respectively.

KunselKrew
Fundraising Team

Race: Dash for Donation

Runner: Juli Kunselman

Donation Period: April 14, 2023 - August 8, 2023

<https://runsignup.com/kunselkrew>

\$8 Raised of \$150

\$0 \$150

- [Edit Fundraiser](#)
- [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: John wants to raise \$500 this year to celebrate his five-year transplant anniversary!



03. Share your story

The most impactful 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 to Facebook and make giving even easier.

1. Visit your public fundraising profile by logging in to your RunSignup account.
2. Scroll down below the Story section, where you will see a button that says, "Connect your 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 fundraiser by visiting your Facebook profile.



Another way to share your story is to 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 meet your goal of \$300, you'll wear a crazy green wig to work for a week – get creative and have fun with it!

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 and go on a hike where each person gives \$5 for each mile hiked 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 to those who support your fundraiser 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. Then after the race, get your team together to write thank you cards and share the total amount of funds you were able to raise together!

Contact Lifeline of Ohio's Development team at **development@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

Let us say “THANK YOU” for your fundraising efforts! Read on to learn more about what kinds of incentives you may earn if you make our leaderboard.

Top Fundraisers

The fundraising team that raises the most by the **end of June 30** will have the opportunity to **sound the starting horn on Dash Day!**



Top Fundraisers

The **individual fundraiser** who has raised the most when fundraising closes on **August 8** will be awarded the third 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** with two passengers over the Central Ohio landscape. 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.

Individual Incentives

New this year! Every race participant is eligible to join one of our two fundraising clubs:

\$250 Club: Earn an exclusive Donate Life-branded gift by reaching this level by **August 8**.

\$500 Club: Earn an exclusive Donate Life-branded wearable by reaching this level by **August 8**.



DON'T STOP THERE...



Share on social media

Let your social network know that you will be Dashing on July 8! To help, we have created graphics to catch their attention. Download our **social media toolkit** to start sharing today, and don't forget to use **#Dash2023**.



Spread the word

Use our **poster** to share the event details with friends and family who have not registered yet, and out in your community.



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 and talked to your family about your decision. Visit **our website** to learn more about the Ohio Donor Registry and register today!



SPONSORS

Thank you to the sponsors of the 2023 Dash for Donation!

Gift of Life Sponsor



**THE OHIO STATE
UNIVERSITY**

WEXNER MEDICAL CENTER

Gold Sponsor



Community
Tissue Services

Circle of Life Garden Sponsor



FIFTH THIRD BANK

Silver Sponsors



Bronze Sponsors



In-kind Sponsors





770 Kinnear Rd.
Columbus, Ohio 43212

dashfordonation.org