



*Transforming Lives, One Step at Time*

Sunday, July 22, 2012  
Riverside Park  
[www.racesforfaces.org](http://www.racesforfaces.org)

# Fundraising Guide





*Transforming Lives, One Step at Time*

*We Need You!*

The NFFR relies on your donations to support the comprehensive medical treatment, psychological counseling, research, and education at the IRPS.

As part of our mission, the NFFR recognizes that the effects of craniofacial differences are deep and that a long-term commitment by the patients and their families, the IRPS medical team, and the NFFR is necessary to change faces and transform lives.

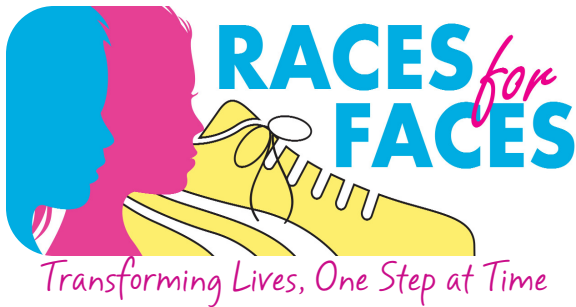
As long as there is a need to address the plight of children and adults with facial differences we will continue to fund the life changing programs at the IRPS.

All donations are tax deductible to the fullest extent.

The generosity of NFFR's supporters enables the Institute to change the faces and transform the lives of thousands of children each year.

Thank you in advance for your support at Races for Faces!





## *Get the Word Out, Involve Others and Work Together*

*It is never too early to start collecting your pledges.  
Set a fundraising goal and let others know what it is!*

*Tell your friends, family, co-workers and neighbors* about Races for Faces and announce your participation on all social media sites (facebook & twitter) and by email. Include a link to your fundraising page on [www.racesforfaces.org](http://www.racesforfaces.org).

*Ask, Ask, Ask!* Don't be afraid to ask your friends, family, co-workers and local businesses for their support. The worst anyone can do is say no.

*Find out if your company* has a matching gift program, or if they will make a one-time donation. Don't forget to ask the people sponsoring you if their companies have a matching gift program.

*Ask your company* to make a donation to sponsor each employee that registers to participate if you have a company team or speak with HR or Community Relations about making this a company event and recruiting walkers or possibly being a corporate sponsor.

*Ask your supervisor* or president about sending out a memo or including information in your company newsletter or company website about the walk.

*Display posters* in your cafeteria, water cooler, restrooms, library, school, church, on bulletin boards and in local businesses you frequent.

*Have new team member* registration parties; encourage each walker to recruit one person and bring them.

*Encourage friendly competition* between departments or store/school locations. If you can, "sell" tickets for a popular reward: dress down privileges; leave work early; comp time; best parking space...think of something fun.

*Hold a raffle* and ask a local business or vendor to donate a prize.

*Share your fundraising efforts* with your local paper or organization newsletter with a link to [www.racesforfaces.org](http://www.racesforfaces.org)

*Add a tag to your personal* (or business if appropriate) e-mail signature and/or voicemail message mentioning how to support your participation in Races for Faces.

*Have a garage sale or lemonade stand* and donate the proceeds.



*Sample letters and/or emails to recruit team members and ask for donations.*

*(Edit, copy and paste this wording into your letters or emails.)*

*This is also electronically available when you log into your walker profile.*

Dear \_\_\_\_\_,

I just recently decided to participate in Races for Faces, benefitting the NFFR, and I'm inviting you to join my team!

Races for Faces raises awareness and funds for the National Foundation for Facial Reconstruction that offers the gift of confidence and hope to children and adults with craniofacial differences and their families by assuring them access to cutting-edge care from the world-class practitioners at the Institute of Reconstructive Plastic Surgery (IRPS) at NYU Langone Medical Center. The NFFR makes it possible, by providing sustaining support for the IRPS, for the institute to provide comprehensive, state-of-the-art treatment to children with facial deformities regardless of the severity of the condition, length of treatment, or financial means of the family.

By joining my team, you will be signing up not just for a day of fun, health and fitness but also for a celebration of the great work the Institute provides for the community. I am registered as the Team Captain for \_\_\_\_\_ team at Races for Faces on July 22, 2012. It's easy to join my team, just visit [www.racesforfaces.org](http://www.racesforfaces.org) and register to join my team. By walking with me at Races for Faces, you will enhance the life changing treatments offered at the IRPS and bring thousands of children and families hope for a brighter tomorrow.

For more information on the National Foundation for Facial Reconstruction please visit [www.nffr.org](http://www.nffr.org).

See you at Races for Faces 2012!

Thank you for your support.

Sincerely,



*Transforming Lives, One Step at Time*

Dear \_\_\_\_\_ ,

I am writing to you about a cause that is important to me and one that I hope you will support. I just recently decided to participate in Races for Faces and join hands with the National Foundation for Facial Reconstruction in the fight against craniofacial differences. I am asking you to join me in this important cause by making a donation.

Races for Faces raises awareness and funds for the National Foundation for Facial Reconstruction that offers the gift of confidence and hope to children and adults with craniofacial deformities and their families by assuring them access to cutting-edge care from the world-class practitioners at the Institute of Reconstructive Plastic Surgery (IRPS) at NYU Langone Medical Center. The NFFR makes it possible, by providing sustaining support to the IRPS, for the institute to provide comprehensive, state-of-the-art treatment to children with facial deformities regardless of the severity of the condition, length of treatment, or financial means of the family.

Each year in the U.S., 250,000 children are born with facial disfigurements and another 100,000 individuals are disfigured through accident or disease. The effect of a facial difference goes well beyond appearance. They often lead to social isolation, humiliation, severe depression, and functional difficulty in seeing, hearing, breathing, eating, and speaking.

By making a donation, you will enhance the life changing treatments offered at the IRPS and bring thousands of children and families hope for a brighter tomorrow.  
To help me reach my fundraising goal of \$\_\_\_\_\_.

- Please mail your check to the NFFR: 333 E. 30th St. Lobby Unit, NY, NY 10016
  - Mail your check or donation to me and I will turn in at the National Foundation for Facial Reconstruction offices
  - Donate to my fundraising campaign online at [www.racesforfaces.org](http://www.racesforfaces.org).
- To credit my goal please indicate my name under walker donation.

Thank you for your support and for making a difference in a child's life!

Sincerely,

