



Dear Athlete,

We are so honored that you have chosen to support our organization, and we welcome you with open arms to the Hang Tough Family.

Champions like you are the people who make a difference in the lives of our heroes. The funds that you are raising as you prepare for your cycling event will go towards taking care of the entire family of a child who is affected by a chronic or life altering illness or special needs in the Big Bend area.

Our mission is to be a physical, mental and financial reprieve designed to provide customized support, hope and encouragement to our clients during their journey.

In this packet, you will find all of the information you need, as well as the tools you need to hold a successful fundraising campaign.

As you begin your journey toward your event, we are with you — cheering you on to the finish!

Thank you for helping us - #HelpKidsHope.

Janelle Irwin, President and Founder Hang Tough Foundation

What You Get

You're on the team! Now, what? Let's take a look at the things that we can offer to you as you become a Hang Tough Champion.

- Hang Tough Tech Sport Shirt or Jersey
- Static coaching plan 4 months from event day
- Fundraising Materials and Resources
- A Customizable Fundraising Web Page
- Fundraising Coach
- Connection to the community of Other Hang Tough Champion Athletes
- A personal thank you note from a Hang Tough Hero



HANG TOUGH FOUNDATION

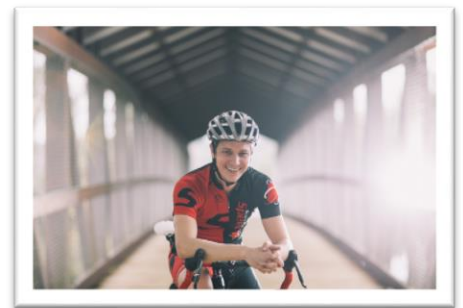
What We Need from You

Now that you understand what we can provide to you, here's what we'll need you to provide us:

- Understand the mission and goals of the Hang Tough Foundation
- Set your minimum fundraising goal
- Register for the event of your choice
- Provide us with a photo and a short bio
- Begin your fundraising campaign
- Share your experience on social media

Hang Tough Talking Points

We want to make sure our Champions understand the purpose and efforts of our organization. Being able to communicate information about the impact we have on our community is integral to your fundraising success. Please review and reference the following points:



- Hang Tough Foundation was formed in 2015 with the goal to care for the entire family of children affected by chronic or life-altering illnesses or special needs.
- Hang Tough works to provide support, hope and encouragement to families during their journey with childhood illness or special needs customized to their challenges and needs.
- Hang Tough is based in Tallahassee, and serves families in the Big Bend region of Florida.
- The foundation serves more than 260 families and continues to grow that number.
- Money donated to the foundation goes towards efforts that are specific to and customized for each and every family.
- The Hang Tough Foundation is conscious of the fact that childhood illness and special needs affects the entire family unit, and works to normalize the lives and ease the worries of these brave families.
- Some of the programs that Hang Tough has offered its clients include:
 - Sibling support groups and activities/Family support group activities
 - Fun activities, not medical related so kids and parents can foster positive relationships with one another
 - Tutoring assistance-help kids stay on track with academics
 - Therapists and counselors
 - Grief support, knowledge for at home care, nutrition classes, family education, much more
- Any athlete can become a Hang Tough Champion



Resources for Your Fundraising

[Your Name] [Your Address]

[Recipient Name] [Recipient Address]

Dear [NAME],

Every day, families in the Big Bend are facing a mighty struggle. Their lives have been turned upside down by a chronic or life altering illness or special need that is afflicting their child. These children are fighting a hard fight against the odds, and the toll of this fight seeps its way into every crevice of their family unit.

Life can be made more comfortable and their hope can be restored — with the help of the Hang Tough Foundation. I'm proud to be training for and participating in [NAME OF YOUR ATHLETIC EVENT] in honor of the brave Hang Tough Heroes and their families, and I need your help.

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I have pledge to raise at least \$XXX dollars by the date of my event, and your donation can help me draw closer to that goal.

Offering your support is easy!

Simply visit [YOUR DONATION PAGE URL] to make your donation online.

You may also mail a check to:

Hang Tough Foundation 1400 Village Square Blvd, #3-272 Tallahassee, FL 32312

Please include my name and "Hang Tough Champions" in the memo line.

I so appreciate your consideration, and thank you in advance!

Signed, [YOUR NAME] Hang Tough Champion www.HangToughFoundation.org [SOCIAL MEDIA ICONS]



HANG TOUGH FOUNDATION

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Social Media Support

Social media is a great way to encourage your networks to donate towards your fundraising goals. Not sure what to say? We've created these messages that you can easily cut and paste onto your favorite social media sites.

Instagram

I'm proud to be raising funds for @HangToughOrg during my training! You can help me #HelpKidsHope . Visit the link in my profile to make a donation online today. Your donation will help provide support, hope and encouragement to families of children facing chronic and life- altering illnesses and special needs.#HTFChampions #charity #philanthropy #donate #nonprofit #fundraising #HangTough #Champions

**Note: please change the link in your Instagram profile to your custom donation page link before posting*

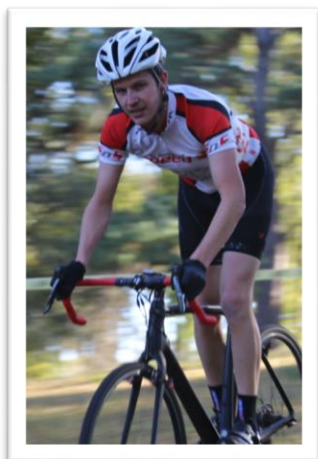
Twitter

I'm proud to be raising funds for @HangToughOrg during my training! You can help me #HelpKidsHope Donate Now: [\[YOUR FUNDRAISING LINK\]](#)

Facebook

I'm proud to be raising funds for the Hang Tough Foundation [\[TAG FOUNDATION\]](#) during my training! You can help me #HelpKidsHope . Visit the link below to make a donation online today. Your support will help provide support, hope and encouragement to families of children facing chronic and life-altering illnesses and special needs. #HTFChampions [\[YOUR FUNDRAISING LINK\]](#)

Create Your Fundraising Page



Creating your personalized fundraising page is easy.

1. www.crowdrise.com/hangtoughfoundation
2. Click on the box (link) that says "Fundraise for this charity"
3. Fundraiser Title – Hang Tough Champion Ride (or Crit)
[\[INSERT YOUR NAME\]](#)
4. Fundraising goal entered should be based off event you chose
5. Tell your story and why you are a champion and why you are fundraising
6. Click "Submit"

Be sure to include a photo of yourself, tell people about our cause, and explain any personal connect you feel to our organization. Personal stories are particularly effective in gaining more donations, and we want to hear your touching words.

Feeling at a loss for words? You can copy and paste the following if you would like:

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Email Contact: Champions@HangToughFoundation.org

www.HangToughFoundation.org



Fundraising Levels

Fundraising Goal (Minimum)	
\$100	Socks
\$500	Special Edition Champions Ride Jersey
\$1,000	Champions Cycling Kit

