

The Montana Donut Challenge

Value Proposition & Engagement Highlights

Is fundraising through the Montana Donut Challenge right for you?

Eligibility. Any individual (14 years or older), group, or nonprofit may run a campaign. For example, you may want to fundraise to support a friend's cancer treatment, build a new school playground, or meet your 2017 philanthropy goals. These are all great and welcome ideas. Good luck!

Please note fundraising efforts that are expressly not allowed include those supportive of hate speech, violence, direct threats, self-injury, dangerous organizations, bullying or harassment, attacks on public figures, criminal activity, or sexual violence or exploitation.

How it Works. Donors support your campaign through per mile pledges. The more runners you have, the more miles you'll collect, the more dollars you'll bring in! First, take a few minutes to build a campaign through our online portal. (Pst, it's pretty easy: 1 image, 350 words max.) Your campaign will have its own unique link that you can use to bring runners and donors onboard. Your campaign will also appear on our race page, so newcomers can connect with your cause. You will have up until the start of the race to collect pledges. After race day, your team will report its own miles and collect donations directly. Congratulations! You did it!



Commitment. Successful campaigns will have at least one registered runner and be able to recruit at least one sponsor. Depending on your fundraising goal, this will take **one person about five hours** (plus training time) from the initial campaign setup to the final thank you note. In general, the larger your fundraising goal the more runners, sponsors, and time you will need.

Potential Benefits. Hosting a race is expensive, and a lot of work! We have that covered. Phew! By fundraising through the Montana Donut Challenge you can take advantage of our race directing and:

- Personalized fundraising
- Runner and sponsor recruitment
- Cross promotions through web and social media
- Donor outreach templates
- Fundraising tips and tricks
- Onsite display rights and booth space
- Inclusion at any promotional events

Maximizing Return. The Montana Imaginarium does not collect any fees from your fundraising efforts. Our system is also a check-based system so that you do not have to incur credit card fees (usually around 3%). Square and other online processors are available if you would like to allow donors to pay via credit card. Decide what best suits your campaign.

Resources. You are the best person to ensure your campaign is a success, but we are here to help. Please contact us for support with donor letters, runner recruitment, booth space, fundraising tools, or other materials. We may even let you borrow our 'Do Good Donut' mascot.

Good Luck!



MONTANA Imaginarium
Bozeman, Montana

(5 MILES. 12 DONUTS. 1 HOUR.)
Register online at www.MontanalImaginarium.com/donut

THE TRUEST TEST OF PHYSICAL AND GASTROINTESTINAL GREATNESS.

The Montana Imaginarium
PO Box 254
Bozeman, MT 59771
406.570.4261
Kathryn@MontanalImaginarium.com

@MontanalImaginarium