

E-RACE

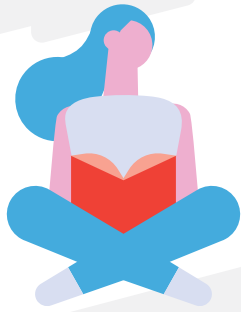
HUNGER AND HOME LESSNESS 200K

BENEFITING ST. MATTHEW'S HOUSE

PARTICIPATION GUIDE

6 EASY STEPS TO JOIN OUR FIRST
VIRTUAL FUNDRAISER!

1



DECIDE HOW YOU CAN HELP

Are you a runner? What about a knitter, baker, painter? Maybe you're a voracious reader or an early morning fisherman. Pick something you love (and already do!) and get your friends and family to sponsor your activity as a participant of the E-Race Hunger & Homelessness 200K!

2



CREATE YOUR FUNDRAISING PROFILE

After you've decided your unique way to fundraise, visit stmatthewshouse.org/200K to create your online fundraising profile! This is how supporters will give to your specific goal, and ultimately help us reach our collective goal of 200K!

3



DOCUMENT YOUR PROGRESS

Since this fundraiser is completely virtual we'll rely on your pictures and video to tell the story. Grab your phone, your spouse, or your kids and show the world how you decided to participate! Not sure what to do with all you've captured? Time for Step 4!

4



SHARE AND TAG ON SOCIAL MEDIA (THIS STEP IS HUGE!)

Now that you've been collecting photos and videos, it's time to log in and share your experience with others. Tag your friends, family, coworkers—anyone you think can help you reach your goal. You could even invite them to join the E-Race themselves! Don't forget to tag St. Matthew's House and use the hashtags #SMH200K and #RACE2ERACE so we can see and celebrate the work you're doing!

5



DOWNLOAD THE SOCIAL MEDIA TOOLKIT

Need extra ideas on what to post? Download our Social Media Toolkit for extra goodies to use on your Facebook and Instagram. Feel free to get creative with how you share, tag, and invite others! Don't forget those hashtags ;)

6



MAKE YOUR GOAL AND CELEBRATE!

We can't wait to see all the creative ways you'll come up with to participate in our first virtual fundraiser. Keep it up and we know you'll be able to meet your goal!