



Brigham and Women's Hospital

Founding Member, Mass General Brigham



Meeting Agenda

- Welcome
- Meet Your Teammates!
- Fundraising Tools & Milestones
- Falmouth Road Race Logistics
- Q&A



Falmouth Road Race

Many thanks to the
Falmouth Road Race
Numbers For Non-Profit Charity Runner Program

Since 2015, the Brigham Falmouth Team has raised
more than \$375K for 35 areas at the Brigham!





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Meet Your Teammates!

2023 Falmouth Teammates!

- What is your name?
- Where are you from?

Pick One:

- Why are you running?
- Favorite post race snack?
- Favorite song to run to?

- Tiffany Abbondanza
- David Bell
- Mike Calabro
- Roger Cook
- Jocelyn Dutter
- Jeff Flynn
- Andrew Fodera
- Morgan Garrabrant
- Andrew Hatem
- Rick Jerome
- Christina Johnson
- Sydney Joyce
- Kerry Kasper
- Michael Kasper
- Brandon Mahler
- Nicolette Martin
- Melissa Matthews
- Chase McVey
- Annabelle Miller
- Jason Miller
- Lindsay Monack
- Kaleigh O'Connor
- Brenton Petrowski
- Christina Pierce
- Lillian Pierce
- Amanda Ramos
- Christina Ridge
- Elizabeth Saylor
- Dwight Schwader
- Emma Shanahan
- Pete Steedman
- Lily Valcovic
- Kevin Wheeler





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Fundraising Tools & Milestones

[Brigham Falmouth Road Race Runner Portal \(bwhevents.org\)](http://bwhevents.org)



The Gillian Reny
STEPPING STRONG
Center for Trauma Innovation

[Home](#) [Fundraising](#) [Important Dates](#) [Training](#) [Contact](#)

Fundraising

Funds raised by the 2023 Falmouth Road Race Brigham Team will benefit any area of the hospital that is meaningful to you, including The Gillian Reny Stepping Strong Center for Trauma Innovation or The Caregivers Fund. **Please refer to the documents below to help us reach our goal of \$35,000!**

Recommended Fundraising Milestones:

- July 22: 50% to goal
- August 5: 95% to goal
- August 20: 100% to goal
- September 30: **Fundraising deadline at midnight** *(if you have not raised the minimum amount by September 30 at midnight, the credit card you registered with on Race Roster will be charged the difference to hit your fundraising commitment)*

Fundraising Tools:

- [Donations Overview and Cover Letter](#)
 - [BWH 501c3 Tax Exempt Form](#)
 - [BWH W-9 Form](#)
- [Fundraising Tips & Tricks](#)
 - [Sample Fundraising Letter – The Brigham](#)
 - [Sample Fundraising Letter – The Stepping Strong Center](#)
 - [Matching Gifts](#)
 - [Support my fundraising flyer](#)
 - [Example: Calendar of Fundraising Challenges](#)
- [About the Gillian Reny Stepping Strong Center for Trauma Innovation](#)



FALMOUTH ROAD RACE
COUNTDOWN

12

Days



Tips and Tricks



BE SOCIAL

Social media is an easy way to ask for contributions. Share your personal fundraising page with friends and family!



DOUBLE IT

Encourage your donors to ask their employers about their companies matching gift program and if their gift can be doubled!



HOST AN EVENT

Turn one of your favorite activities into a fundraising event. Poker night, bowling, dodgeball, video game marathon—the possibilities are endless.



FITNESS IS FUN

Many cycling, yoga, and fitness instructors are willing to donate their time so you can turn one of their classes into a ticketed fundraiser. It's a great way to do good and feel good at the same time.



SHARE YOUR STORY

Draft a thoughtful fundraising letter and share what inspires you to run. Mail a letter, send an email, make a phone call—you know your network best!



USE YOUR TALENTS

Do you paint, bake, make your own jewelry, knit, or crochet? Sell your talents and goods via online auction or craft fairs and local bazaars.



Offline Donations



Cover Sheet for Falmouth Road Race Offline Donations

Runner Name: _____

I am enclosing (# of checks)_____. I am enclosing (total amount of donations) \$_____.

Matching Gifts: Be sure to ask if your donors company has a matching gift program and the gift can be doubled!

☐ Matching gift form enclosed ☐ An online matching gift application has been submitted

Complete the address section for each offline gift or check if the donor information is not provided. Mail checks to: Brigham and Women's Hospital, Attn: Caroline Rees, 2023 Falmouth Road Race, 263 Huntington Ave #318, Boston MA, 02115

Name/Company:

*If this is a company, please list the name of the employee you worked with:

Address:

City: _____ State: _____ ZIP: _____


Phone:

Email:

Donation Amount:



Correct 😊

1936	
8/8/2023	
DATE	
PAY TO THE ORDER OF	Brigham and Women's Hospital
	\$ 500.00
Five hundred	
	DOLLARS
	 Security Features Details on back
FOR	Runner: Ally Hickey
	Joe Smith
⑆0000000186⑆ 000000529⑆ 1000	

Wrong 😞

1936	
8/8/2023	
DATE	
PAY TO THE ORDER OF Ally Hickey	\$ 500.00
Five hundred	DOLLARS
FOR Falmouth Road Race	
Joe Smith	
⑆000000186⑆ 000000529⑆ 1000	



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Fundraising Milestones

Fundraising Milestones

2023 Falmouth Team Fundraising

Brigham and Women's Hospital
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\$1,500

Ray Day Shirt + Run Brigham Socks



\$2,000+

Brigham Running Belt



\$3,000+

¼ zip pullover



TOP FUNDRAISER and MOST DONATIONS Yeti Cooler



One incentive prize per participant based on fundraising threshold



Fundraising Challenge Winner!

**CONGRATULATIONS to Morgan Garrabrant
for receiving the most donations by Monday, August 7!!!**



Falmouth Road Race Logistics

*For more updates and information on the
2023 ASICS Falmouth Road Race click [here](#).*

Bib Pick-Up

- **Number pick-up is NOT available on Race Day**
- **Where: Health & Fitness Expo**
 - Falmouth High School, 874 Gifford Street, Falmouth, MA 02540
- **When:**
 - Thursday, August 17 4-7pm
 - Friday, August 18 12-7pm
 - Saturday, August 19 10am-3pm
- If you are picking up a bib for another runner, you must show a picture of their photo ID, know their bib number and supply your photo ID and phone number



Course Map



Parking

- **Recommended Parking:**
 - Mullen-Hall and Morse Pond Schools
 - Town Hall
 - Public lot near the library
 - The Homeport office complex on Gifford Street
- **Important Reminders:**
 - Traffic is very heavy on race day – allow extra time!
 - Avoid private property and businesses that are open – you run the risk of being towed
 - No parking on Worcester Court per the Town of Falmouth
 - No access/parking in Woods Hole
 - No boat drop-offs



Getting to the Start Line

- **Buses will transport runners to the start line**
 - Meeting Location: Lawrence School, 113 Lakeview Ave., Falmouth, MA 02540
 - Time: Between 6:00am – 7:15am
 - Note: If you arrive after 7:15am you may not be guaranteed a ride to the start
- **Important Notes:**
 - Baggage is not allowed on buses
 - Water belts or hydration packs are not allowed on buses and the racecourse
 - Please do not bring extra clothing on the buses or to the start area



Start Line

- **Start Times:**

- Wheelchair Division: **8:40am**
- Elite Women's: **8:50am**
- Elite Men: **9:00am**
- Seeded Runners & Wheelchair Duos: **9:03am**
- First Pulse*: **9:05am**

*Pulse intervals within each pace group are set at time intervals [approx. 2 minutes between] thus allowing for less congestion at the Start and on the course!

- **Pace Group:** Which pulse you start in is up to you! There will be banners with expected paces on them. Recommendation: line up at your expected pace or slower, since the course is hilly.

- **Important:**

- If you cannot complete the race by 11:45 AM, you assume responsibility for your own safety. Roads reopen to traffic and finish area is dismantled so you will not receive an official time and appear in results.
- The use of headphones, including ear buds, is discouraged.
- If you're running with friends, please don't run more than two abreast and impede runners who may want to pass.
- Baby strollers, skates, and bicycles are prohibited from the course during the race.



Amenities

- **Toilet Facilities:** There will be numerous portable toilets where the buses are boarding and throughout the start and finish areas, as well as along the course (around two, two-and-a-half, and three miles).
- **Poland Spring Water:** Start / along the course / finish line
- **Gatorade:** Mile 4 / finish line
- **Race Numbers:** Wear on front of shirt; do not fold/bend as it will damage timing device; add emergency contact information to back

**If you cover or alter your number, sell it or give it away,
YOU WILL BE DISQUALIFIED AND UNABLE TO REGISTER FOR NEXT YEAR'S RACE**



Finish Line and Post Race

- **Post-Race Refreshments:** Each runner will be handed a grab-and-go bag with refreshments; plus you can head to the hot dog tent!
- **Meeting Your Family After the Race:** Meet up using the A-Z signs along the back of the ball field
- **Reminders:**
 - There are no buses back to Lawrence School from the finish area (approx. 1 mile walk)
 - If you need to go back to Woods Hole, take the WHOOSH Trolley from the Falmouth Mall or Main Street; visit [Cape Cod Regional Transit Authority](#) for a schedule



FYI's

- **Bib Number:** [Click here to find out!](#)
- **Send Us Your Photos:** Selfies?! Met up with another Brigham Runner?! Send to team@bwh.harvard.edu.
- **Runner Tracking:** Tell family and friends to download the [RTRT app](#) now for real-time race day tracking!
- **Race Results:** Available after 2pm on FalmouthRoadRace.com and on the 2023 RTRT Falmouth Road Race app.
- **Race Photos:** Available 2-3 days after the race at MarathonFoto.com



Questions?

Put them in the chat box or email
team@bwh.harvard.edu!