



**positive**tracks

## **Team Positive Tracks Toolkit**

Team Positive Tracks is a special crew of supporters who Sweat For Good® so young people can too.

We run. We ride. We climb. We fundraise.

Not just for medals, but to fuel a movement that helps ages 12–25 turn their passion into meaningful impact for causes they care about most. The good news? You don't need to be a professional fundraiser to make a meaningful impact.

Whether this is your first Team Positive Tracks event or you're a regular, this toolkit will help you feel confident sharing your story and bolstering support for Positive Tracks.

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## **Step 1: Sign Up & Activate Your Fundraising Page**

Your personal fundraising page is the heart of your campaign. Every Team Positive Tracks participant receives a customizable GoFundMe Pro page where friends, family, and colleagues can support your efforts. Once you've signed up on our GoFundMe Pro platform:

- ✓ Follow the link in your email to activate your fundraising page
- ✓ Set Your Fundraising Goal & See the Impact

**Your fundraising goes directly to the Positive Tracks Challenge Program, providing 1:1 coaching, resources, and starter grants, and removing barriers for young people creating change through sport.**

- **\$5,000** → Powers **4 Youth-Led Challenges**
- **\$2,500** → Powers **2 Youth-Led Challenges**
- **\$1,000** → Powers **1 Youth-Led Challenge**

- ✓ Personalize your story
  - ✓ Add a photo
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## Step 2: Personalize Your Page & Share Your Why

We provide the basic information about Positive Tracks, but the most powerful fundraising pages include a personal story. Take a few minutes to answer one simple question:

**Why are you participating with Team Positive Tracks?** *Not sure what to say? Start here:*

On [DATE], I'm running the [EVENT NAME] in support of Positive Tracks, a nonprofit that helps ages 12 - 25 build their own athletic challenges to support the causes they care about most. It's called Sweating For Good®.

Positive Tracks' free program provides one-on-one mentorship, tailored resources, and personalized tools, equipping young people to transform athletic events into meaningful, real-world impact. But it doesn't stop there. The very process of creating a Positive Tracks Challenge helps young people connect with each other, build community, grow as confident leaders, and improve physical and mental health. Because in the end, it's not just about one event supporting a cause — it's about every young person realizing they have the power to shape their own future and the world around them.

**Please consider supporting my run with an online donation. Together we can invest in young leaders, our community, and positive change that lasts for generations to come.**

Thank you for believing.

*Adding a personal photo can also make a big difference. People connect with people, and your story helps inspire support.*

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## Step 3: Share Your Fundraising Page

Once your page is live, it's time to spread the word. Remember: **People give to people.** Many supporters simply need to be asked. Use the "Share" button on your fundraising page for quick options to post, email, or text your fundraising link.

Share your fundraising link with friends, family, coworkers, neighbors, and on social media (be sure to tag @postracks or invite us as a collaborator!)

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## Step 4: Use Our Ready-Made Social Media Templates

We've made sharing easy. Customize our Team Positive Tracks Canva templates for:

- Instagram Posts, Instagram Stories, Facebook, LinkedIn

Simply:

1. Choose a template here: <https://canva.link/h9wzh32oa30b0t4>
  2. Add your fundraising link
  3. Drop in your own details and photos
  4. Share with your network (and tag @PosTracks)
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## Step 5: Ask Directly (We'll Help With the Words)

Asking for support can feel uncomfortable, but direct asks are one of the most effective fundraising strategies. The key is to keep it personal and simple.

### Sample Text Message

Hi! I'm participating in [EVENT NAME] with Team Positive Tracks and raising funds to help young people ages 12–25 create athletic challenges that support causes they care about.

Would you consider making a donation to my fundraiser? Every gift makes a difference.  
[INSERT FUNDRAISING LINK]

Thank you!

## **Sample Email**

Subject: Will You Support My [run, climb, etc.] for Team Positive Tracks?

Hi [Name],

I'm participating in [EVENT NAME] in support of Positive Tracks, a nonprofit that helps ages 12 - 25 build their own athletic challenges to support the causes they care about most. It's called Sweating For Good®.

My fundraising goal is \$\_\_\_\_, and I'd be grateful for your support. Together we can invest in young leaders, our community, and positive change that lasts for generations to come.

You can donate here: [Fundraising Link]

Thank you for considering a gift and for cheering me on!

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## **You're Not Fundraising Alone**

Our team is here to support you every step of the way. You don't need to fundraise every day to reach your goal. A few intentional touches throughout your campaign can make a big difference. You've got this! Don't hesitate to reach out if you have any questions or need support: [impact@positivetracks.org](mailto:impact@positivetracks.org)

# A Sample Fundraising Timeline

## 30-60 Days Before Your Event - Launch Your Fundraiser

- ✓ Sign Up & Activate Your Fundraising Page
- ✓ Personalize Your Page & Share Your Why
- ✓ Share Your Fundraising Page
- ✓ Make the first donation yourself (if you're able) to build momentum
- ✓ Use our ready-made templates and share your campaign on social media (tag @postracks)
- ✓ Send personal emails or texts to your closest supporters

**Goal:** Reach 25% of your fundraising goal.

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## 2-3 Weeks Before Your Event

### Build Momentum

- ✓ Thank everyone who has donated so far
- ✓ Post an update on your training or event preparation (and tag @postracks)
- ✓ Share why Positive Tracks matters to you
- ✓ Reach out to coworkers, teammates, and extended family
- ✓ Ask a few people individually rather than relying only on social media

**Goal:** Reach 50-75% of your fundraising goal.

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## 1 Week Before Your Event

### Make Your Final Ask

- ✓ Share a fundraising progress update
- ✓ Let supporters know race day is approaching
- ✓ Send one final email, text, or social media post (and tag @postracks)
- ✓ Highlight the impact their donation will make

**Sample Post:**

"I'm just one week away from [EVENT NAME]! Thanks to your support, I've raised \$\_\_\_\_ toward my goal of \$\_\_\_\_. If you'd like to help me cross the finish line and support Positive Tracks' mission of helping young people Sweat For Good®, there's still time to donate."

**Goal:** Reach or exceed your fundraising commitment.

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**Race Week / Event Day****Celebrate & Inspire**

- ✓ Post a photo from the event
- ✓ Share your excitement and gratitude
- ✓ Tag Positive Tracks (@PosTracks)
- ✓ Remind supporters that fundraising remains open

**Sample Post:**

"Today's the day! Thank you to everyone who has supported my Team Positive Tracks fundraiser. Your generosity helps support young people creating change through movement and service. Let's do this!"

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**After the Event - Thank Your Supporters**

Within 48 hours:

- ✓ Send a thank-you message to donors
- ✓ Share photos from the event (and tag @PosTracks)
- ✓ Celebrate what you accomplished together
- ✓ Let supporters know the difference their gift will make

**Sample Thank-You:**

"Thank you for supporting my Team Positive Tracks fundraiser. Together, we raised \$\_\_\_ to help young people turn their passion for movement into positive impact. I couldn't have done it without you."