

**JB Johnson BRUNETTI**  
RETIREMENT & INVESTMENT SPECIALISTS



Awards Sponsor  
*beazley*

**#ImAChampForCamp**

**Virtual 5K & Kids Fun Run**  
**June 11 - 13, 2021**

To Register Visit  
[www.campcourant.org/events](http://www.campcourant.org/events)

Media Sponsor  
**Hartford Courant**



**Fundraising Toolkit**

LOOK!!

## Why get involved?

Hartford's Camp Courant has been a mainstay in the Hartford community for 126 years. Founded in 1894 by a group of Hartford Courant employees looking to make a difference for the youth of the City, Hartford's Camp Courant now serves nearly 1,000 of Hartford's children, ages five to 12, typically between 700 – 750 children per day for six weeks each summer. Hartford's Camp Courant is the largest FREE summer day camp in the nation and is the only summer camp available to Hartford's inner-city youth which provides transportation, preventive and acute health and social work services, two nutritious meals a day, and recreational, educational and developmental activities, all at no cost to the camper or his or her family. At Hartford's Camp Courant, children learn to develop into healthy, responsible adults. The Camp is located on a 36-acre site in Farmington, which is leased from the City of Hartford.

At Camp Courant we believe summer camp can be a transformative experience that alters the trajectory of a child's life. By keeping Hartford's children engaged, learning and inspired during the summer, it is more likely that they will be able to keep up to the pace of which their higher-income counterparts learn, and thus drop out of high school at a lesser rate. By providing a safe, nurturing, and active learning environment for these kids, we can improve their social outcomes, instill confidence, promote healthy lifestyle choices, thereby creating a stronger generation of young people and a stronger Hartford community.



### *Quotes from parents of campers:*

*"Now that camp is over, my baby points out other kids everywhere! Like she knows more kids than I know the parents. You made Hartford smaller to her and connected like a community. We go places and she says "I know that girl/boy from camp!" I'm like wowed by her new found confidence from the social exposure at camp."*

*"Camp Courant has given lower and middle class families the opportunity to allow our children diverse social interaction, leadership and social skills, swimming lessons, familiarity with previous counselors/campers and the opportunity to become a Junior Leader."*

*"My daughter has attended Camp Courant for several years now and she still enjoys going there. I ask every year just to be sure its what she wants and every year she's excited to go. I went as a kid and I also loved it. We didn't have all the luxuries but it was still fun. I love all the improvements."*

# Event Details

## WHO:

Families, friends, colleagues, businesses, running/walking groups, and more! Everyone is welcome to run or walk the 5k and kids are welcome to participate in the 1/2 mile or 1 mile Kids Fun Run!

## WHAT:

This is a virtual race. Once registered you'll receive information on your race shirt and bib then you'll then be ready to walk or run to complete a 5k (3.1 miles) and/or a kids fun run (.5 or 1 mile). It's fine if you need to break up the distance and do in different segments. Once you complete the race, you then log your finishing time online.

## WHEN:

Complete your race anytime between Friday, June 11th—Sunday, June 13th. Prior to and during the completion timeline Camp Courant will bring all the virtual participants together through a 5k/kids fun run community across our social media platforms with updates, tips on how to best train for a 5k, information about our sponsors, share training photos, race completion photos, etc.

## WHERE:

The virtual race allows you to choose where and when. Participants from all over the globe can run, jog, or walk on the road, on the trail, on the treadmill, at the gym or on the track by themselves, with a family member, a friend, running group or pet!

## WHY:

Your support and participation in this fundraiser will help raise the necessary funds Camp Courant needs to provide fun recreational activities, positive social interactions, and educational experiences for nearly 1,000 of Hartford's children this summer.

## HOW:

Start by visiting [www.campcourant.org/events](http://www.campcourant.org/events). Click REGISTER to sign up for either the 5k or kids fun run and from the registration site you can also link to the fundraising platform. IF you do not want to participate in the run/walk, click FUNDRAISE ONLY. Then, it's time to gather your friends and family! Join or form a team, and start fundraising!



## Sample Social Media Posts

Download graphics sized for social media of the Johnson Brunetti 5k & Kid Fun Run for Facebook and Instagram by visiting this link: [www.campcourant.org/2021-5k-&-kids-fun-run](http://www.campcourant.org/2021-5k-&-kids-fun-run)



Please use hashtag

#ImAChampForCamp

On Facebook, tag @CampCourant

On Instagram, tag @campcourant

### Sample Post 1:

I'm participating in the 4th annual Johnson Brunetti 5k where all proceeds go to Camp Courant! Join me in supporting their mission of providing Hartford's kids with an impactful summer experience. Help me reach my fundraising goal by donating or registering to run or walk June 11th-13th. [www.campcourant.org/events](http://www.campcourant.org/events) #ImAChampForCamp

### Sample Post 2:

The Johnson Brunetti 5k & Kids Fun Run directly benefits Camp Courant, the oldest and largest free summer day camp for Hartford's youth and every child deserves to be back in Farmington this summer. Help me reach my fundraising goal by donating or by registering to run or walk June 11th—13th. [www.campcourant.org/events](http://www.campcourant.org/events) #ImAChampForCamp

### Sample Post 3:

Each summer nearly 1,000 of Hartford's youth spend their days enjoying the beautiful and safe surroundings of Camp Courant. This summer is especially important. Help me reach my fundraising goal by participating in the Johnson Brunetti 5k to benefit Camp Courant with a donation or register to walk/run anytime June 11 -13. [www.campcourant.org/events](http://www.campcourant.org/events) #ImAChampForCamp

### Sample Post 4:

#ImAChampForCamp! Join me June 11 -13 for the Johnson Brunetti 5k & kids fun run to benefit Camp Courant! All proceeds will go towards giving Hartford's kids a summer camp experience they'll never forget. Help me reach my fundraising goal! Invite your friends and family to register for the 5k or join me in my fundraising efforts. [www.campcourant.org/events](http://www.campcourant.org/events)



# Sample Emails

## Sample Email 1:

Dear \_\_\_\_\_ ,

For 126 summers, Camp Courant has provided Hartford's children with a free summer camp experience and continues to work to meet their basic needs, providing more than a dozen educational and recreational programs, free transportation to and from a dozen bus stops throughout Hartford, two meals per day, and a weekend backpack of food to bring home. They partner with local doctors and dentists to offer vision and dental screens, and have staff on site to help children learn coping skills, and connect them, and their caregivers with community resources to address mental health issues. Most importantly, Camp Courant offers campers a safe, enriching and fun place to be kids, to play, to learn, and to make friends.

In support of Camp Courant, I have decided to run and fundraise for the 4th Annual Johnson Brunetti 5k & Kids Fun Run! Please join me and (insert friends or family members on your team) to run or walk anytime June 11th—13th.

To get started please visit [www.campcourant.org/events](http://www.campcourant.org/events). Click REGISTER and join team (insert team name). If you are unable to register but would like to support Camp Courant, here is a link to my fundraising page! (Insert link to personal fundraising page)

Thanks for your support!

## Sample Email 2:

Dear \_\_\_\_\_ ,

Camp Courant has adapted to meet the needs of Hartford's most at-risk children for 126 summers. As we start planning for summer 2021, we know that the children we serve will need us more than ever. Covid-19 has disproportionately impacted urban communities, and Hartford children are more at risk for falling even farther behind their wealthier peers. Camp Courant offers more than a dozen educational programs, all designed and taught by certified teachers, to lessen summer learning loss.

In support of Camp Courant, I have decided to run and fundraise for the 4th Annual Johnson Brunetti 5k & Kids Fun Run! Please join me and register to run or walk anytime June 11th—13th ([www.campcourant.org/events](http://www.campcourant.org/events)) or help me reach my fundraising goal with a donation (insert link to personal fundraising page).

Thanks for your support!



# Steps to Success

- **MAKE A DONATION TO YOUR OWN PAGE.** Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.
- **PERSONALIZE YOUR FUNDRAISING PAGE.** Add your own text, pictures, or video. Remember your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).
- **INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE.** Ask them for donations first. Getting your ‘inner circle’ to donate to your page will help you build up some momentum. It’s also good to start with the people you are most comfortable with.
- Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).
- **PROMOTE VIA SOCIAL MEDIA** to anyone who will listen after you’ve sent your initial batch of emails.
- **GET YOUR TAG ON.** Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone your posts get shared in your activity feed and the other person’s activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!)
- **SET INTERNAL GOALS.** \$200 by week one, \$400 by week two, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.
- **DON’T MAKE EVERY POST AN “ASK”.** Share inspiring news stories or other positive anecdotes about the cause too!
- **EMBEDDED SHARE.** Share buttons are right on your fundraising page!
- **CONSIDER STARTING A TEAM FUNDRAISER.**
  - ⇒ Recruit
  - ⇒ Come up with a goal
  - ⇒ Keep Communicating
  - ⇒ Be your team’s #1 Fan

# How to Get Started

Use the following steps to register for the 5k/Kids Fun Run, participate as a fundraiser, and/or make a donation.



**HMF EVENTS** HARTFORD MARATHON FOUNDATION

HMF EVENTS VOLUNTEER SPONSORSHIP SHOP TRAINING ABOUT HMF

**JUNE 11 - 13**  
JOHNSON BRUNETTI 5K AND KIDS FUN RUN TO BENEFIT HARTFORD'S CAMP COURANT

**REGISTER NOW**

**#ImAChampForCamp**

Tie up your laces and join the many 'champs for camp' this June with Camp Courant's 4th Annual Johnson Brunetti 5K & Kids Fun Run! This annual family event will be virtual, and we invite participants to run or walk anywhere they choose in either the ½ mile, 1 mile, or 5k distance.

Register to participate (individually or with a team), pledge support or be a fundraiser and help us raise the necessary funds Camp Courant needs to provide fun recreational activities, positive social interactions, and educational experiences for over 700 of Hartford's children this summer.

Kids under 15 are encouraged to get in on the action and challenge themselves by registering for the ½ mile or 1 mile distance Kids Run!

Follow Camp Courant on Facebook for all the latest updates, training tips, and global participation. And please share your stories of inspiration, training, and completion photos!

**DETAILS** **FUNDRAISING**

Register for the Johnson Brunetti 5K and Kids Fun Run! Run or walk anytime during the weekend of Friday, June 11 through Sunday, June 13.

Participants are also encouraged to create and use their own fundraising account! Using your own fundraising account is easy and fun to do! You can fundraise individually, join a team, or create a fundraising team!

Virtual race benefits:

- Race Technical Shirts mailed
- Downloadable race bib. [DETAILS](#)

**BECOME A FUNDRAISER**

## STEP ONE:

Visit [www.campcourant.org/events](http://www.campcourant.org/events)

## STEP TWO:

- To register for the race only click **REGISTER**
- To register for the run/walk and set up a fundraise page click **REGISTER**
- To become a **FUNDRAISER ONLY**, **JOIN A FUNDRAISING TEAM**, **CREATE A FUNDRAISING TEAM** or make a **DO-NATION** click **FUNDRAISE**

## STEP THREE:

Create an account to register for the 5k and/or fundraise

## STEP FOUR:

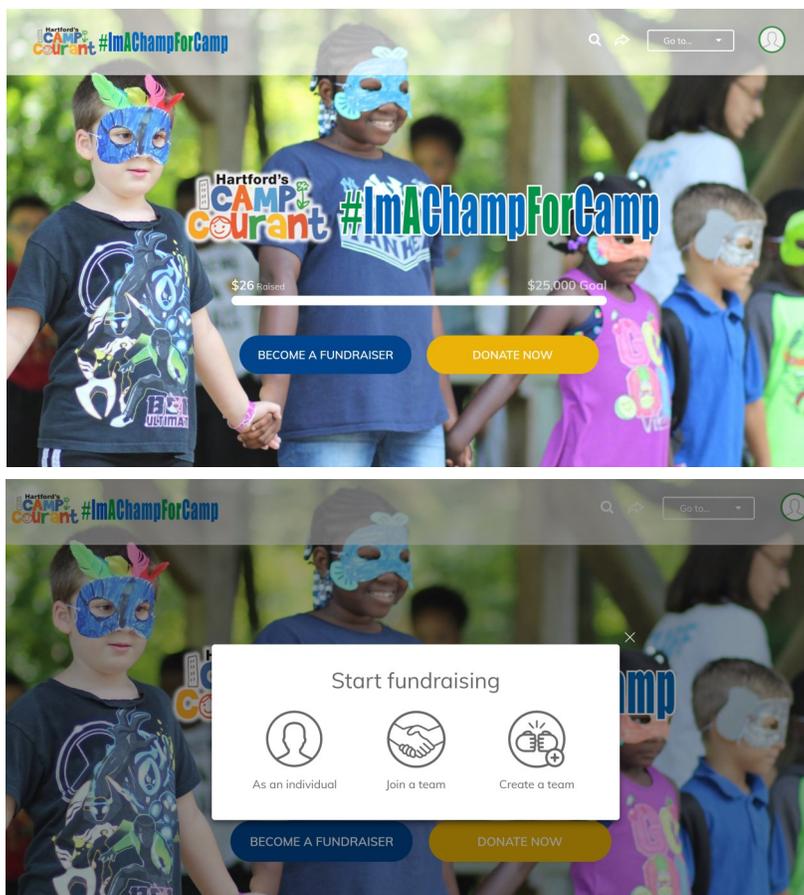
Create your personal fundraising page or team page

## STEP FIVE:

Follow the steps to set up your fundraising team (if applicable)

## STEP SIX:

Start training for the 5k! And/or share your fundraising page/team with your friends, family, and coworkers and ask them to join you in raising money for this important cause!



Hartford's **CAMP COURANT** #ImAChampForCamp

\$26 Raised | \$25,000 Goal

**BECOME A FUNDRAISER** **DONATE NOW**

**Start fundraising**

- As an individual
- Join a team
- Create a team

**BECOME A FUNDRAISER** **DONATE NOW**

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**Virtual 5k & Kids Fun Run**

**June 11 - 13, 2021**

**to benefit Camp Courant**

**[www.campcourant.org/events](http://www.campcourant.org/events)**

**Questions? Email Jessica Pierson  
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