



**STOMP
OUT
SUICIDE**

5K WALK/RUN & HAVE FUN

SATURDAY, AUG. 19

Goodview Park | Wyoming, MN

Dear Friend of Stomp Out Suicide and Canvas Health,

Thank you for supporting Canvas Health through the 6th Annual Stomp Out Suicide 5K Walk/Run & Have Fun event. The event was created by the Haines family in honor of Alissa Haines, a 15-year-old who died by suicide on Dec. 29, 2011.

Canvas Health will host Stomp Out Suicide 5K on Aug. 19, 2017, to unite hundreds of local people to raise awareness of suicide and support for suicide prevention. With your help, Canvas Health is casting lifelines of hope to people in crisis in Minnesota. Event proceeds support Canvas Health's mental health, substance use, and crisis services, including Minnesota's suicide prevention phone and text lines.

Stomp Out Suicide is a family-friendly event held in Goodview Park in Wyoming, Minnesota, filled with fun activities, music, mascots, and a silent auction prizes. Participants also will have several opportunities to remember those who have been lost, including a memory line and balloon release. You can form a team or register as an individual runner/walker. Last year, more than 1,000 runners, walkers, volunteers, and event sponsors helped raise more than \$57,000.

Your support of Stomp Out Suicide will help Canvas Health sustain our current programs, as well as expand our vital services for people in our community who are struggling with mental illness or experiencing crisis.

Whether you are a runner, walker, volunteer, or financial supporter, Canvas Health is truly grateful for your involvement in the 6th Annual Stomp Out Suicide 5K Walk/Run & Have Fun event.

This Stomp Out Suicide Toolkit contains useful information regarding your participation. If you have any questions regarding the event, please contact me.

Thank You,

Julia Yach
Canvas Health Marketing Manager
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IN MEMORY OF
Alissa M. Haines
OF WYOMING, MN



canvas HEALTH



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TEAMS & FUNDRAISING

FORM A TEAM

Teams are a fun way to encourage each other's fundraising efforts and gather on the event day. Teams can be as small or as large as you want – you could be a team of one, or you could have a team of 50.

To register a team for SOS, designate a team captain. This person will be the point person for communication between team members. Once the team captain registers their team online, they can put the call out to recruit additional team members.

INDIVIDUAL AND TEAM FUNDRAISING PAGES

Once you've registered for the 6th Annual Stomp Out Suicide Walk/Run & Have Fun event, you will have a personal fundraising page automatically created for you. This fundraising page allows you to:

- Customize your page by adding your personal story and photos
- Send emails to recruit team members, request donations, and communicate with your teammates
- Share through Facebook and Twitter
- Enter in offline (cash/check) donations and monitor online donations

**FORM A TEAM, CREATE A
FUNDRAISER, OR REGISTER, VISIT:**

WWW.STOMPOUTSUICIDE.ORG



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TOP 10 FUNDRAISING TIPS

Suggested individual runner goal: \$200 | Suggested team goal: \$1,000

The 6th Annual Stomp Out Suicide 5K Walk/Run & Have Fun event raises important funds to maintain vital suicide prevention and crisis services.

Here are our top 10 tips for raising money:

1. Start now. The more time you have to tell people about your fundraiser, the more donations you'll receive.
2. Don't be afraid to ask. You'll be surprised how many people are willing to support a worthy cause.
3. Make it a snap for friends to give by developing your fundraising page. Jumping online is the easiest way for your family and friends to make donations—and it saves you the time of collecting cash and checks.
4. Explain why. When you share the personal story of why you're running, it motivates people.
5. Consider a video. People will be interested in hearing what you have to say, particularly if your video is funny or touching.
6. Don't be afraid to raise your goal. You may reach your goal before your event. If so, consider doubling your goal amount to motivate your friends to continue giving.
7. Communicate often. Use social media and email to update people on your progress, and let people know when you're close to reaching your goal. Your friends may need several reminders to give.
8. Get creative. Holding your own fundraiser such as a bake sale or coin collection drive can help bring in extra dollars.
9. Say thanks. After the event is over, send a thank you message with a total of how much you raised. After all, you couldn't have done it without them.
10. Explain how they're helping to save lives. By supporting Canvas Health through Stomp Out Suicide, your friends are raising awareness of suicide and suicide prevention. They're also helping to maintain critical services for people in crisis—ensuring people in our community have lifelines of hope in their darkest days. In short,



STOMP OUT SUICIDE

RAISE \$200 IN 10 DAYS

DAY#	WHO TO ASK	TOTAL
1	Kick it off by making a donation yourself	\$20
2	Your significant other to match your donation	\$40
3	Two co-workers to donate \$10 each	\$60
4	Two neighbors to donate \$10	\$80
5	Two family members to donate \$10 each	\$100
6	One of your favorite businesses to donate \$25	\$125
7	Your supervisor or employer to donate \$25	\$150
8	A coffee shop or restaurant you frequent to donate \$25	\$175
9	Your hair dresser to donate \$15	\$190
10	Your child's teacher to donate \$10	\$200

DOUBLE YOUR DONATIONS WITH MATCHING GIFTS

Maximize the impact of your gift by requesting a matching gift from your employer. Many companies allow you to request a matching gift online, making it quick and easy. Contact your human resources department for more information on submitting matching gifts.

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