



ADHM 2018
**Care
Champion
Platinum**
Registration



Philanthropy Partner

India Cares
Foundation



Care Champion PLATINUM

A **Care Champion Platinum** is an individual* who undertakes to raise a minimum of Rs 10 lakh in donations for a chosen Civil Society Organisation (CSO/ NGO). In order to register, a Care Champion Platinum needs to make an upfront contribution of Rs 13,000/-** in favour of 'India Cares Foundation'. This will be included in the total minimum amount to be raised by the Care Champion Platinum.

India Cares will require all Champions' collections and completed fundraising forms, adding up to the committed amount of Rs. 10 lakh or more, by 15th September 2018 for the benefits mentioned herein below to be provided.

What a Care Champion Platinum can look forward to:

PRE-RACE DAY	RACE Week	POST RACE
<ul style="list-style-type: none"> ✓ Regular contact with India Cares. ✓ Name, profile and quote of the Care Champion Platinum on the Event website and India Cares' website. ✓ Individual fundraising page on India Cares' website facilitated by the Philanthropy Partner. ✓ Feature on 'Wall of Change' at the Get Active Expo. ✓ Special effort to highlight the Care Champion Platinum and their causes in media. ✓ No additional amount to be paid as event registration fees for race day participation. 	<ul style="list-style-type: none"> ✓ Customised Bib number (Subject to availability Eg: date of birth, wedding anniversary, lucky numbers) ✓ Official Event Kitting (Event track suit, t-shirt, cap & shoes). ✓ Invite (non-transferable) to the Beyond the Finish Line on the Friday of Race Week ✓ Invite (non-transferable) for self to the Event pasta party ✓ Invitee car park sticker for race day. ✓ Invite to VIP Marquee on Race Day, which is an opportunity to meet the Event Ambassadors and other celebrities. ✓ Priority line-up if participating in the <i>Great Delhi Run, Senior Citizens' Run or in the Champions with Disability category.</i> 	<ul style="list-style-type: none"> ✓ Invitation to the 'Champions Dinner' on race day evening at Le Meridian Delhi ✓ Free Race Day Photograph Digi Pack(<i>subject to image being captured by www.marathon-Photos.com on race day</i>). ✓ Processing, reconciliation and acknowledging all pledge cheques received, issuing receipts, and 80G certificates wherever applicable. ✓ Featured in the post Event docket. ✓ Invite (non-transferable) to the post event Charity Press Conference

*Select a CSO from the list of participating CSOs/ NGOs on <http://icfn.in/ADHM/>

**India Cares retains the Rs 13,000/- contributed by a Care Champion Platinum as donation for the support provided to the Care Champion and CSO.

General Tips	Frequently Asked Questions
<ul style="list-style-type: none"> • Start Early: The sooner you begin, the more you'll raise and the less pressure you'll feel • Promote your fundraising page: Place the link of your online appeal created on India Cares website to your FaceBook/ Twitter/ Blog/ LinkedIn/ etc. • Your closest contacts: are who will start to give, both, contributions and references. • Set yourself a higher target: Donors may assume you don't really need their donation if your target is average. The higher the target, the more likely donors donate and give generously.. • Draft template letters: that you can send out to all your contacts (you can use the samples provided here). • Donors respond positively when the 'Why' is clear: Explain why the cause is meaningful to you even if you don't have a personal connection to the cause, explain how their donation will make a difference • Stay Focused! Remind yourself everyday why you are fundraising and participating in ADHM • Ask, Ask and Ask again - People need to be reminded • Send out a Thank You email to your donors for helping you reach your goal. • Donation cheques should be made out in the name of your chosen CSO. Donors will receive 80G tax exemption as applicable from the CSO. 	<ol style="list-style-type: none"> 1. Who Should You Ask? Everyone! Create a list of potential donors (i.e. family, friends, co-workers, neighbors, classmates, clients etc.) Ask for referrals. 2. What Should You Tell the Donors? Tell them about your cause, impact the contribution will have and tax exemptions are part of it 3. How Much Do You Ask For? Whatever is possible! Give a specific range e.g. Rs 500,1000,1500 etc. 4. When do I need to submit the funds I have raised? All funds adding up to the committed amount must be submitted by 15th September 2018. In case you submit to the CSO/ NGO, keep photocopies for India Cares, you can continue raising funds till 30th October, 2018. 5. What do I do for donors who keep delaying the donations? <ul style="list-style-type: none"> ○ Firstly accept that it happens. It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our plates. ○ If someone has indicated that they want to donate, but hasn't, don't hesitate to follow-up with a phone call or reminder email. Especially as the time you have to fundraise for the event runs down. People respond to deadlines! ○ Keep telling people about your target and the timeline you have to get there. ○ Include progress updates in your follow up messages and consider including any inspiring stories or personal anecdotes you have about the cause. ○ Remember to continue using social media! - it's more acceptable to frequently post updates 6. How do I make my mailer more effective? Include in your mail asking for donation in the first paragraph, which focuses on the donor's benefit of donating. Talk about the project you are fundraising for, give some stats for reference. Use a photo to convey better.

Remember You are NOT asking for money for yourself —it's for the cause YOU have chosen! Donors don't give to institutions. They invest in ideas and people in whom they believe.

Sample Ask Letter	Sample Thank-you Letter
<p>Dear Friend,</p> <p>Funny isn't it, we get sad, angry, hopeful and feel helpless, when we see something that's not right in our society or a less fortunate who just needs a chance.....</p> <p>Well, like you know, i am associated with (name of the organisation) who works in the space of (3-4 lines about the cause you are raising funds for)</p> <p>This NGO is a part of the Airtel Delhi Half Marathon 2018 happening on 21st October. They are raising funds for (the reason funds are needed)</p> <p>As part of my participation and support, I have decided to raise (Rs <u>xxx</u>) for (NGO name)</p> <p>Am looking at you to help me reach this target, send me a cheque the name of (<u>insert name of NGO/ CSO</u>) or you can donate online to on this page: (link). Your funds will be used for (2-3 lines on utilisation of donations)</p> <p>With your contribution am sure to reach my target by 15th September, which is my deadline.</p> <p>All donations are tax deductible, and your generosity will play a role in the efforts to support the cause.</p> <p>Thank you so much for your support. I will think of you proudly as I bravely pound the pavement.</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. Your belief in your cause, commitment to following is all you need to reach your target.</i></p>	<p>Dear Friend,</p> <p>Thank You for Joining Me to Support (NGO name)!</p> <p>With your support I was able to raise Rs. _____. Your caring support for (name of CSO/NGO) will make a great difference to lives.</p> <p>Your gift is already being used for (utilisation of funds statement) There's no doubt that the need is huge; however, the support of donors like you is helping to make it possible for the less fortunate lead happier and fruitful lives.</p> <p>As I was running in the race, it felt great to be surrounded by so many other caring Indians, but even better was the feeling that I was supported in my efforts by so many friends!</p> <p>Thank you again for your support!</p> <p>Warm Regards,</p> <p>[insert your name]</p> <p><i>P.S. For more information about the cause you have helped to support, please visit [insert CSO website]</i></p>

Important dates for Care Champion Platinum:

20 June 2018	⇒	Start of Care Champion Platinum registration
30 August 2018	⇒	End of Care Champion Platinum registration
15 September 2018	⇒	Last date to reach & submit the fundraising threshold of Rs 10 lakh
18 - 20 October 2018	⇒	Get Active Expo – bib distribution for confirmed participants
20 October 2018	⇒	Pasta Party
21 October 2018	⇒	Race Day
30 October 2018	⇒	Last Day to raise funds in this edition (to go beyond your target)



Payment Details: Signup donation: Rs 13,000/- by cheque favoring "India Cares Foundation" which is included in your committed amount of Rs 10 lakh

Amount:	
Cheque No:	
Drawn On: (Bank / Branch)	

Please send a high resolution quality soft copy of your photograph to adh@icfn.in and provide your appeal message in the box below. We will use both for promotional purposes during the event. (Not more than 225 words and attach a separate sheet if required)

Terms and Conditions:

- India Cares will facilitate your registration as a **Care Champion Platinum** by submitting your Run Registration Form for Airtel Delhi Half Marathon 2018 to the race authorities.
- Your run registration charges will be paid by India Cares
- You have to send a high resolution photograph of yours along with this form
- You will receive an 80G tax exemption receipt from India Cares for your sign up contribution of Rs 13,000/-
- You are committing to raising a minimum of Rs 10 lakh for the CSO indicated.
- Donation cheques / drafts collected by you should be made out in the name of the CSO you support, and your donors will receive tax exemption u/s 80G from that CSO.
- For donations raised online through your appeal page on <http://icfn.in/ADHM/>
 - India Cares deducts 5% of the donation amount towards provision of the online platform. The remaining amount is forwarded to your chosen CSO post-event.
 - Donors get the appropriate 80G e-receipt from India Cares, within an hour of donating
- **India Cares will need evidence of your target reached by 15th September 2018 to provide the Race Day and Post Race Day benefits.**
- In case we do not receive all the information in the form above, we will not be able to promote the Champion and the Cause.
- All terms and conditions that apply to participation in the Airtel Delhi Half Marathon 2018, as indicated in the event run registration form shall apply.

I have read through the terms and conditions and agree to abide by the same.

Champion's Name: _____

Signature: _____

**This Form, filled soft copy should be sent to our event email id: adh@icfn.in*



Care Champion Platinum Funds Submission Form

Champion's Details:

Name: _____

Email Id: _____

Contact No: _____

Recipient CSO Name: _____

Collection Details:

Total Amount Raised: _____

By Cheque*: _____

By Cash**: _____

Online : _____

**All cheque photocopies must be submitted with this form.*

*** All collected cash should be submitted to the recipient CSO. But please give the proper details of your donors who donated cash to the CSO to get the appropriate 80G receipts. Keep an excel of these details and submit to India Cares.*

India Cares Foundation

No 227A, 1st Floor, Sant Nagar, East of Kailash, New Delhi 110065

011-41096623; adh@icfn.in; <http://icfn.in/ADHM/>

Care Champion Platinum

Funds Collection Sheet

Champion's Name: _____

For CSO: _____



Donor Name	Contact Details : Email id & Address	Amount Donated	Cash/ Cheque No.

Please keep extra photocopies of the funds collection sheet