

Zara's Center

2022 TCS NYC Marathon Runner Information Packet



OFFICIAL CHARITY PARTNER
tcs NEW YORK CITY MARATHON

www.zarascenter.org

Zara's Center 2022 TCS NYC Marathon Runner Information Packet

Thank you for your interest in running for Zara's Center in the 2022 TCS NYC Marathon on November 6, 2022. This packet includes all of the information you need to apply to run on Zara's team, as well as registration information should you be offered a spot on the team. For more information about Zara's Center and the children we serve, please visit our website: www.ZarasCenter.org.

If you have any questions about the application process or Zara's Center in general, please contact our US Program Director, Jessica Briggs, at (443) 804-3467 or JessicaSBriggs@gmail.com.

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What is a Charity Team?

- A charity team is made up of runners who receive guaranteed entry into the NYC Marathon without having to enter the drawing. In exchange, runners raise money for the given charity (in our case, Zara's Center).

How Does it Work?

- For 2022, the fundraising goal is \$3,000 per runner. Each runner will set up an account on Haku (NYRR's fundraising platform) where friends, family, and colleagues can donate easily to their personal fundraising page. [Click here](#) for the how-to guide for Haku.

Accepting Donations

- NYRR requires that runners set up their own Zara's Center fundraising page via Haku to accept and track donations. Haku uses Stripe to process donations.
- Your donors can also make donations via [check or PayPal](#) if they prefer.
 - When one of your donors gives via check or PayPal, we will input their donation as an "offline donation" on your fundraising page and it will be added to your fundraising total.
- In the event that runners are unable to meet the \$3,000 minimum by the deadline (November 7, 2022 - the day after the marathon), they will be charged the difference.
 - For example, if a runner raises \$2,500, their credit card will be charged \$500. You will provide your card information directly to Haku.
- We provide a form letter template (see page four) to help runners get the word out and are happy to provide additional help if needed. We also encourage runners to engage with Zara's Center on social media.

Entry Fee:

- Runners are not responsible for paying for their spot, but are responsible for paying the entry fee, outlined below:
 - U.S. residents (those who live in the 50 United States or the District of Columbia):
 - NYRR members: US \$255
 - Non-members: US \$295

Application and Registration

Application

- The first step in the process is to complete the runner application (included on next page) and send it to our US Program Director, Jessica Briggs, at JessicaSBriggs@gmail.com.

Interview

- Once your application has been received, Jessica will contact you to schedule a brief informal interview via phone. The purpose of the interview is to make sure you are committed to raising funds for Zara's Center and to answer any questions you may have.

Contract

- If you are offered a spot on the 2022 team, you will receive a welcome email that outlines runner expectations and includes a contract, which indicates that you commit to raising \$3,000 for Zara's Center and understand that you will be responsible for the difference if you do not meet the minimum.
- Once you complete the contract you will be all set to formally register for the team.

Registration

- We will formally invite you to join the team on the New York Road Runners' site (NYRR). You will receive an email from NYRR, which will outline how to complete your registration for the Marathon.
- To ensure your spot on the team, we kindly ask that you complete the registration process as soon as possible once you receive the email.

Fundraising

- Once you've registered with NYRR, we will invite you to create your personal fundraising page for Zara's Center on Haku. Our Program Director will guide you through this process - it's very simple.
- Once you've created your page, you'll be all set to start fundraising.
 - You will be provided with a fundraising letter template (see page four) to send to your contacts to help you solicit donations.
- Throughout this time, Jessica Briggs will serve as the team's liaison, offering individualized fundraising support and frequent email updates.

Team Zara 2022 Runner Application

Thank you for your interest in running for Zara's Center in the 2022 TCS New York City Marathon. Please complete the application, scan the completed form, and send it to JessicaSBriggs@gmail.com with "2022 Team Application" in the subject line. We will notify you if/when there are spots available to set up a brief interview.

Contact Information

Last Name: _____ First Name: _____

Birth Date: ____/____/____ Gender: _____ Email: _____

Home Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Home Phone: _____ Cell Phone: _____

Employer: _____ Title: _____

Work Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Running Experience

Are you a member of the New York Road Runners Club? Yes ____ No ____

Have you ever run in a marathon before? Yes ____ No ____

If so, which marathon(s)/date(s)? : _____

How often do you run? 5-7 times/week ____ 3-5 times/week ____ Less than 3 times/week ____

How did you hear about Zara's Center's Team?: _____

Are you able to commit to raising \$3,000 for Zara's Center? Yes _____ No _____

What size team t-shirt would you like? (S-XXL) _____

Sample Fundraising Letter Template

Below is a sample letter that runners have sent to their contacts via email in past years. Our Program Director will tailor a similar letter to fit your needs and link to your fundraising page.

Hi_____,

I'm thrilled to announce that I've been selected to run in the 2022 NYC Marathon as part of a charity team this fall.

The NYC Marathon's 300+ charity teams each raise funds for a given cause or organization, which in my case is a youth center for AIDS orphans in Bulawayo, Zimbabwe. Zara's Center provides daily meals, academic enrichment, computer coding, medical care, work training, recreation, and artistic development to AIDS orphans and vulnerable children.

As a charity team member, I'll be raising money on Haku through donations from family, friends, and colleagues. If you're interested in supporting this important organization, you can donate directly to my fundraiser by clicking [here](#). (this will link to your personal fundraising page). Donations are tax-deductible.

Thank you in advance for your support, and wish me luck as I represent Zara's Center and run the NYC Marathon on November 6th!

Thanks!

Suggested Donation Amounts

Below are some suggested donation amounts to share with your contacts.

\$15.00 - Meals for a child for one month.

\$40.00 - One year of school supplies for one child.

\$75.00 - One month of daily meals for five children

\$90.00 - One year of school fees for a child

\$350.00 - One year of tuition for Zara's alumni who are in college

Important Dates

March 30, 2022
Registration opens for charity runners

September 15, 2022
Final registration deadline
for all charity runners

November 5, 2022
Deadline to cancel and defer to 2023
(If fundraising minimum has been met)

November 6, 2022
Race Day!

November 7, 2022
Fundrasing Deadline