

Zara's Center

2024 Life Time Miami Marathon Runner Information Packet & Application



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Zara's Center

2024 Life Time Miami Marathon

Runner Information Packet & Application

Thank you for your interest in running for Zara's Center in the 2024 Life Time Miami Marathon on January 28, 2024. This packet includes all of the information you need to apply to run on Team Zara Miami 2024, 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 Miami Marathon. In exchange, runners raise money for a given charity (in our case, Zara's Center via Friends of Zara's Center, a 501c3 organization).

How Does it Work?

- For Miami 2024, the minimum fundraising goal for Team Zara is \$1,000 per runner. Each runner will set up an account on GoFundMe, where friends, family, and colleagues can donate easily to their personal fundraising page that directly benefits Zara's Center.

Accepting Donations

- We require that runners set up a unique fundraising page via GoFundMe. Donations made directly on your page will count toward your fundraising goal. Your page will be connected to the main team fundraising page and all donations are tax-deductible.
 - Donors can also donate via Check or PayPal and those donations will be added to your page as an "offline donation".
- In the event that runners are unable to meet the \$1,000 minimum by the deadline (January 29, 2024 - the day after the marathon), they will be expected to donate the difference.
 - For example, if a runner raises \$750, they will be expected to donate the balance of \$250 via GoFundMe, check, PayPal, or other payment method.
- 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.



Application

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

Contract

- If you are offered a spot on the 2024 team, you will receive a welcome email that outlines runner expectations and includes a contract, which indicates that you commit to raising \$1,000 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 provide you with a unique code to use when registering for the race online.
 - Runners *are not* responsible for paying the entry fee since the fees have been pre-paid.
- Once registered, all published rules regarding deferrals/transfers/changes apply.
- To ensure your spot on the team, we kindly ask that you complete the registration process as soon as possible once you receive the registration code.

Fundraising

- When you've registered for the race, we will help you create your personal GoFundMe page that is connected to the main team fundraising page. Our Program Director will guide you through this process.
- 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 - Miami Marathon 2024 Runner Application

Thank you for your interest in running for Zara's Center in the 2024 Miami Marathon. Please complete the application and send it to JessicaSBriggs@gmail.com with "2024 Miami Team Application" in the subject line. We will notify you if/when there are spots available.

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

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 \$1,000 for Zara's Center? Yes _____ No _____

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

Sample Fundraising Letter Template

Below is a sample letter that runners can send to their contacts via email. Our Program Director can 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 2024 Miami Marathon as part of a charity team on January 28, 2024!

The Miami Marathon's 70+ 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 GoFundMe 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 Miami Marathon on January 28th!

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

\$135.00 - One year of school fees for a primary school aged child

\$245.00 - One year of school fees for a high school aged child

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

Important Dates

August 1, 2023
Registration opens for charity runners

December 28, 2023
Final registration deadline
for all charity runners

January 19, 2024
Deadline to cancel and defer to 2025.
(If fundraising minimum has been met)

January 28, 2024
Race Day!

January 29, 2024
Fundraising Deadline