

A woman with blonde hair, wearing a bright pink puffer vest over a white long-sleeved shirt, is smiling and holding a glass of orange juice. She is standing next to a round table covered with a white tablecloth. On the table is a vase of pink and yellow flowers and another glass of orange juice. In the background, there is a red banner that says "Fund a Family" and a grid of small white cards. Another person in a denim jacket is partially visible on the right.

Fundraise With A Purpose

Support families navigating breast cancer
by **raising funds** your way.

A fundraising goal is a **realistic** and **empowering** way for each Model to deepen their connection to our **mission** and help our community grow its impact.

RUNWAY FOR *Recovery*

Dear Supporter,

Thank you for choosing to fundraise for Runway for Recovery. Your efforts directly support families navigating life after a breast cancer diagnosis – providing financial assistance, grief support, and a community of care.

Whether you're honoring someone you love or simply inspired by our mission, we're here to support you. This guide will give you tips, sample messages, and creative ideas to help you reach your goals. And with our incentive program, you'll receive exclusive gifts along the way.

You have until June 30, 2026 to fundraise and we'll be cheering you on every step of the way.



*With love and gratitude,
The Runway Team*





Setting Your *Goal*

WHERE TO START:

1

Choose a fundraising goal that feels right for you: \$1,000, \$2,500, \$5,000, \$7,500, or \$10,000

2

Use the **incentive program** (see back page) to set fun milestones

3

Break your goal into **weekly** or **monthly** targets to stay motivated



Announce your goal on social media and invite your community to join you!

Fundraising Ideas

HERE ARE A FEW EASY AND FUN WAYS TO FUNDRAISE

Mix and match to fit your life and personality!



Love for Runway

Host a shopping event with local shops & have a % of proceeds to be donated to Runway during a certain amount of time!



Rally for Runway

Schedule a charity fitness class with a beloved nearby studio, or sign-up for a 5K or triathlon and dedicate your efforts to Runway by raising money.



Play for Runway

Organize an athletic game with a team or club where everyone joins in to fundraise for Runway and dedicate the game to those who have been impacted.



Birthday Fundraiser

Dedicate your birthday and ask for donations instead of gifts.



Give-It-Up Challenge

Invite friends to donate what they'd spend on coffee or cocktails for a week.



Sample Messages



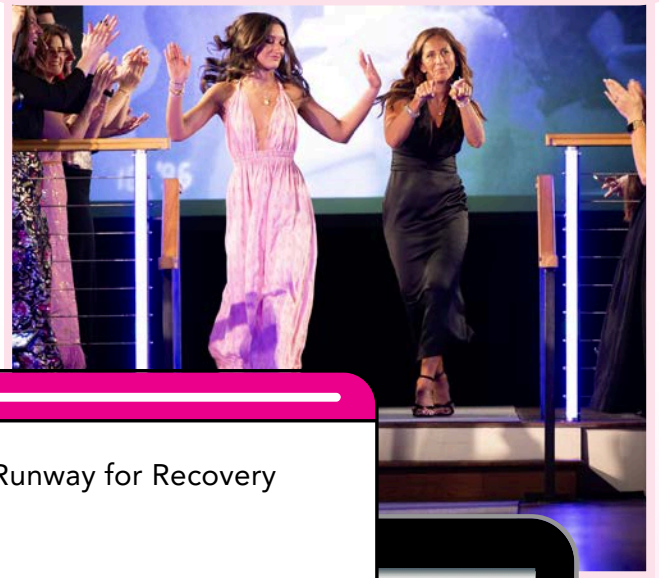
TEXT MESSAGE

Hey friend, I'm raising money for Runway for Recovery, which supports families affected by breast cancer. I've set a personal goal of \$1000. Want to be one of my first supporters? Here's the link!

I'm fundraising for Runway for Recovery to help families impacted by breast cancer. My goal is \$1000 and I'd love your support.

Donate here: [insert link]

#FundraiseWithHeart #SupportRunway



Subject: Join Me in Supporting Runway for Recovery

Dear friend,

I'm raising funds for Runway for Recovery, an organization that provides grief support, financial assistance, and community for families navigating life after breast cancer.

I've set a personal goal to raise \$1000 by June 30, 2026, and your support would mean the world to me. You can donate here: [insert link]

Together, we can make a meaningful difference.

With gratitude,
Your Name

Fundraising Calendar

WEEK 01	Personal donation + post on social	✓
WEEK 02	Send 5 personal emails or texts	✓
WEEK 03	Share about why you support Runway	✓
WEEK 04	Host or plan a small fundraiser	✓



MONTHLY GOALS

MONTH

- | | | |
|----------|----------------|---|
| 1 | \$500 | Ask family & close friends |
| 2 | \$1000 | Host a Love for Runway event |
| 3 | \$2500 | Reach out to extended network |
| 4 | \$5000 | Organize a Rally or Play for Runway event |
| 5 | \$7000 | Re-share goal |
| 6 | \$7000+ | Celebrate impact! |

Your Checklist

Fundraising checklist

- ☒ Set your goal + customize your fundraising page
- ☒ Make a personal donation
- ☒ Announce your campaign publicly + send direct asks to 10+ people
- ☒ Share progress updates
- ☒ Host a Runway-themed event
- ☒ Thank your donors
- ☒ Celebrate milestones!

Incentive Program

Earn exclusive Runway gear as you fundraise! You have until **June 30, 2026** to reach your goal and earn all five.

\$1,000 – RUNWAY DOPP KIT

Hot pink canvas makeup bag with satin lining perfect for glam on the go.

\$2,500 – WATER BOTTLE + CANVAS HAT

Stay hydrated in style with an Owala bottle and embroidered Runway hat.

\$5,000 – GARMENT BAG

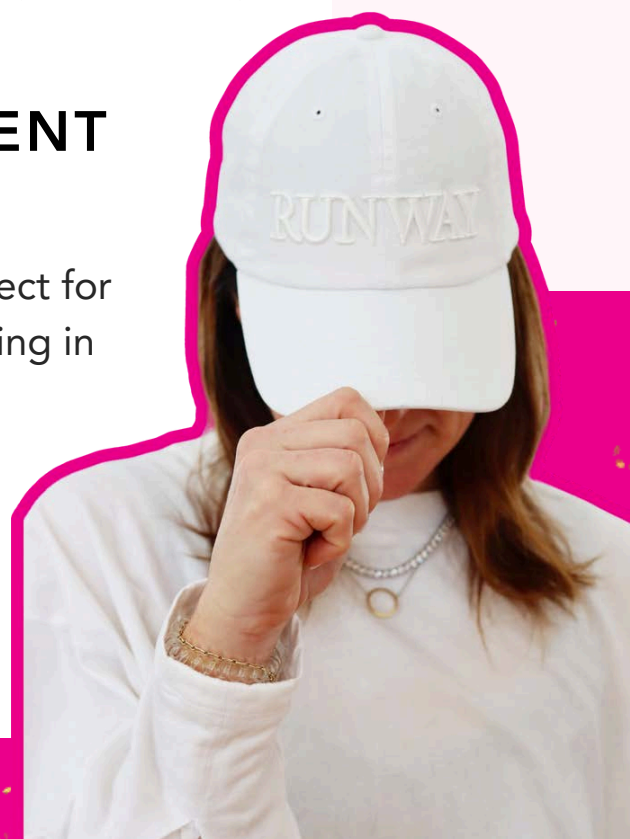
Heavy-duty pink canvas garment bag for keeping your look flawless while traveling.

\$7,500 – FP MOVEMENT CARRYALL

A trendy, slouchy, quilted bag perfect for the studio, overnights, and everything in between.

\$10,000 – AWAY TRUNK IN HOT PINK

A limited-edition suitcase!



Thank *YOU!*



Because of your efforts, more **families will feel supported, seen, and surrounded** by love after a breast cancer diagnosis.



CONTACT US

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CLICK HERE

for fundraising link

