



NYC Fundraising

FAQ

Q: How do I receive a guaranteed bib for the 2009 ING NYC Marathon?

A: Be one of the first 100 runners who commits to raising \$2,500 or more on behalf of ING Run For Something Better. This non-profit organization is dedicated to helping fight childhood obesity around the country by providing and/or sponsoring school-based running programs to help kids get fit. In return for your commitment and support we will provide a guaranteed entry into the race.

Q: Where do I go to get registered for this \$2,500 fundraising commitment?

A: You can sign up by clicking on the commitment registration listing link below and following the easy steps to get started today! [Register Here](#)

Q: Does it cost me anything to sign up as part of the team?

A: To be eligible for a guaranteed race bib you must pay a \$150 non-refundable commitment registration fee to become part of the charity team. This \$150 fee covers the cost of the race bib and is in addition to the \$2,500 fundraising commitment. Once you have signed up and paid, you must then donate or fundraise through 3rd party contributions \$2,500 or more to your personal online fundraising page for ING Run For Something Better.

Q: How do I create my personal fundraising page to collect donations?

A: Once you have successfully registered for the fundraising commitment a personal fundraising page will automatically be set up for you. You will receive an email that explains the login process and provides the URL link to your page. From there you will be able to login to the backend of your fundraising page to customize and update it as you wish. This includes: writing a personal message to your donors, uploading a picture, setting your fundraising goal, formatting the page layout design and color scheme, etc.

Q: What is the fundraising deadline?

A: You must donate or raise \$2,500 or more online on or before October 1, 2009 to remain eligible for a guaranteed bib. If you do not raise the minimum commitment amount by the date above, you become personally responsible for the remaining balance up to \$2,500. ING Run For Something Better has the authority to and will charge your credit card in the event of a remaining balance.

Q: How do I get registered for the ING NYC Marathon once I have made my fundraising commitment?

A: After you have signed up and committed to raise \$2,500 or more we will email you with the next steps to get registered for the actual race. It is a 2 step process and you will be contacted with information on how to complete the registration process and get your guaranteed entry.





Q: Is there a penalty if I decide that I no longer want to be a committed fundraiser?

A: You have 72 hours from the time you sign up to become a fundraiser to withdraw from the commitment for any reason without penalty. Your \$150 registration fee will remain non-refundable and any donations made to your page prior to your withdraw date will go to the charity. By withdrawing at this time you will also forfeit your guaranteed race bib through our program and will no longer be responsible for raising \$2,500. However, once this window has passed, a race bib will be assigned in your name and you become personally responsible for raising the funds.

Q: What is the withdrawal process?

A: Withdrawal for ANY reason must be submitted in writing to ING Run For Something Better. If you fail to notify ING Run For Something Better of your withdrawal you will remain personally responsible for the fundraising commitment and your credit card will be charged the remaining balance on October 1, 2009.

Q: If I have to drop out of the race, am I still committed to raising \$2,500?

A: If you need to drop out of the race for any reason after the 72 hour withdrawal window, you will be responsible for some (if not all) of the fundraising commitment depending on your date of withdrawal. When you register for the fundraising commitment you agree to having your credit card charged the following amounts (or remaining balances, if full amount is not already contributed) based on the date in which your written withdrawal notice is received by ING Run For Something Better:

- On or before **March 25, 2009**- one-quarter of the pledge (US\$625)
- From **March 26 through May 25, 2009**- one-half of the pledge (US\$1,250)
- From **May 26 through July 25, 2009**- three-quarters of the pledge (US\$1,875)
- On or after **July 26, 2009**- the full pledge amount (US\$2,500)

These charges are in addition to the \$150 non-refundable registration fee. If you fail to give written withdrawal notice to ING Run For Something Better, you will be personally responsible for the full pledge amount and your credit card will be charged the remaining balance, if the full amount has not been contributed by October 1, 2009. In any event, with or without giving notice, if you leave the team without completing the full pledge commitment of \$2,500, you forfeit the right to receive guaranteed entry into the 2009 NYC Marathon or defer such entry to future years.

PLEASE NOTE: These deadline dates only apply in the event of a fundraiser dropping out of the race and wanting to forfeit their spot on the team. Please do not feel like it is required to meet these dollar amounts by the dates listed above. The only deadline for committed team members is reaching a \$2,500 or more by **October 1, 2009**.





Q: Can I still fundraise as a part of Team ING Run For Something Better if I have to drop out of running in the race?

A: Of Course. Once the race bib is assigned to you, it can not be given to anyone else, nor deferred to another year. If you decide for any reason not to participate in the event, you are encouraged to remain a fundraiser for ING Run For Something Better as part of our charitable athletic team. Without written notification of withdrawal you will still be committed to raising a minimum of \$2,500 by October 1, 2008.

Q: Are there any other benefits to becoming a commitment fundraiser besides the guaranteed entry into the race?

A: Along with your race bib, you will be awarded with all of the other fundraising incentives offered by ING Run For Something Better. This includes a FREE virtual training plan and much more!

Q: How do I get my free training plan and access my training calendar?

A: Once your fundraising page has been created you will receive the coupon code to redeem your free training plan. Go to the team website: <http://www.charity.active.com/ingrunforsomethingbetter> to choose the plan that is best for you. Once you have signed up for a training plan, you can access your training calendar by going to your team website and clicking "Log in to track your training."

Q: Can I still raise funds for New York as a part of Team ING Run For Something Better without becoming a commitment fundraiser?

A: Yes, we would love to have additional fundraisers helping our cause for the children in the New York area and around the country. You will have to go to our team page <http://www.active.com/donate/ingnycmarathon> and create a fundraising page. You will not receive guaranteed entry into the race; however you will be eligible to receive our other great incentives for reaching different fundraising levels.

Q: Are donations made to my fundraising page tax deductible?

A: Yes, all donations are tax deductible. Donors will receive a tax deductible receipt in the "Thank You" email that is sent to them after they make an online donation.

Q: How do I get my friends and family to donate?

A: Start by sending an email to all of your friends and family. Provide the link to your personal fundraising page so they can donate directly to you. For other fundraising ideas, go to your team website and click "Fundraiser Tips."

Q: How do I access my donors' information?

A: Log in to access your fundraising page. Select "View Reports" from the top navigation bar. Select "Donations Report" for a list of all donations made to your page.





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Q: What do I do if someone wants to donate with cash or check?

A: Checks should be written out to you, the fundraiser. If you receive cash and check donations, deposit the money into your personal account and then make one online donation for the total offline donations you collected.

Q: I want to host a charity event. Where do I start?

A: Search the internet for “Fundraising Events” or “Charity Events”. There are lots of great suggestions out there. Many times it is worthwhile to solicit sponsors whom are willing to donate the key materials you need for a successful function. This includes location, food, drink, etc. Companies are always interested in ways to support a charitable cause, while getting some great marketing and promotion of their own. You can also contact your Account Manager at Active for some great insight on planning a charity event.

Q: Does everyone get orange laces as a thank you for their donation?

A: Yes, if they choose this option on the payment page. However, they can choose to donate their laces to a child participating in the ING Run For Something Better program.

Q: Where are the ING Run For Something Better programs located?

A: Currently, there are programs in Atlanta, Miami, San Francisco, New York, Minot, Hartford and Philadelphia. ING Run For Something Better also supports running programs in Denver and Minneapolis with plans to grow nationwide. You can learn more by visiting www.orangelaces.com. If you enjoy being a part of Team ING Run For Something better in the New York event, then we encourage you to continue in your efforts in the fight against childhood obesity and participate in other events on behalf of this great organization!

If you have any other questions, please contact us.

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