



## LA Big 5K Runner Toolkit

Thank you for choosing to run for CASA/LA during the LA Big 5K! We want to welcome you to our team of passionate individuals who share a common vision of a Los Angeles in which all children and families impacted by the child welfare and juvenile justice systems have equitable access to the resources and support they need to thrive.

This year, CASA of Los Angeles is proud to be an official Charity Partner of the LA Big 5K, a fun and challenging loop through Elysian Park with scenic views of Downtown Los Angeles. The LA Big 5K is an essential part of LA Marathon weekend and we couldn't be prouder to be sharing in this impactful weekend with you. Every step you take and dollar you raise will go toward training committed, consistent and caring adults who take action by providing strengths-based advocacy and equitable access to resources and life-affirming connections.

### Registration

Please follow the steps below to register through the LA Big 5K as part of CASA/LA's charity team:

1. Visit our special registration page at [bit.ly/CASALABig5K](http://bit.ly/CASALABig5K) to register as a charity runner with CASA/LA. We will cover the \$40 registration fee for the first 30 participants who join our team!
2. Visit [bit.ly/CASALAFundraise](http://bit.ly/CASALAFundraise) to create your unique fundraising page.
3. Start fundraising!

**PLEASE NOTE:** It is very important that all runners use our special link when registering so you can be counted toward our team. If you have previously signed up under general registration but would like to join CASA/LA's team, please contact Kelly Lozo at [klozo@casala.org](mailto:klozo@casala.org) or (323) 859-2888 x6353 to transfer your registration with the LA Big 5K organizers.

### Fundraising

**All runners are required to fundraise at least \$350 for CASA/LA.** This might seem like a lot, but by tapping into your community you will find \$350 can be a very achievable amount to reach and exceed! By using our online fundraising platform your outreach is made easy. Simply create your personal fundraising page, individually or with a team, and start spreading the word! We have attached template language for emails and social media to help jumpstart your outreach in this toolkit.

To set up your personal fundraising page, please follow these simple steps:

1. Visit [bit.ly/CASALAFundraise](http://bit.ly/CASALAFundraise)
2. Follow the screen's prompts to setup your personalized fundraising page.

3. Get the word out! Share your page with friends, family, colleagues, neighbors, and other community members.

## Sample Email and Social Media Templates

You can customize the following email and posts as a personal appeal to people in your network.

### Sample email:

Dear [Name]:

On Saturday, March 19<sup>th</sup> I will be participating in the LA Big 5K race at Dodger Stadium in support of CASA of Los Angeles. I chose to run for CASA/LA because [insert your “why”]. It would mean a lot to me if you would consider supporting my campaign!

Founded in 1978, CASA of Los Angeles is a non-profit organization organizes the community to show up for children and families in LA County’s overburdened child welfare and juvenile justice systems. Through an intentional, restorative and culturally responsive lens, we train committed, consistent and caring adults who take action by providing strengths-based advocacy and equitable access to resources and life-affirming connections. CASA/LA strengthens our community, ensuring that children and families have what they need to thrive.

With more than 30,000 children now under jurisdiction of the Dependency Court of Los Angeles County, CASA’s work for their safety, well-being and permanency is critical. CASA/LA needs our help to reach even more children and recruit more volunteers, moving toward our shared vision of a Los Angeles in which all children and families impacted by the child welfare and juvenile justice systems have equitable access to the resources and support they need to thrive.

I urge you to join me in supporting this campaign by donating to my personal fundraising page at [insert link to your team fundraising page here]. Every dollar helps me reach my goal!

Thank you deeply for your support.

Sincerely,  
[Insert name]

### Sample Facebook posts:

1. I registered to run the LA Big 5K on Mar. 19 for @CASAofLA and foster children in Los Angeles County! Support my efforts by donating to my personal fundraising page! [Link to your page]
2. I’m committed to raising at least \$350 dollars for @CASAofLA while I train for the LA Big 5K on Mar. 19. Help me reach this goal by donating \$10 to my fundraising page [Link to your fundraising page]. Every dollar counts!

### Sample Instagram posts:

1. I'm running the LA Big 5K on Mar. 19 for @CASA.LA and Los Angeles County's foster care system. You can support my race and the children served by #CASAofLA by donating to my personal fundraising page! [\[Link to your page\]](#)
2. I'm committed to raise at least \$350 dollars for @CASA.LA as I race the LA Big 5K on Mar. 19. Help me reach my goal by donating \$10 to my fundraising page [\[Link to your fundraising page\]](#). Every dollar counts!

### Sample Twitter posts:

1. I am walking/running in the LA Big 5K to benefit foster children and @CASAofLA. Support my efforts by making a donation! [\[Insert link to your page\]](#) #CASAofLA
2. I'm committed to raising \$350 to support foster children and @CASAofLA while I train for the LA Big 5K. Help me reach my goal by making a donation [\[Insert link to your page\]](#) #CASAofLA #jogforCASALA

### Share with us!

Twitter: @CASAofLA  
Instagram: @CASA.LA  
Facebook: @CASAofLA  
#CASAofLA



### Other Ways to Give

You can further support CASA/LA by making a donation directly on our website at [bit.ly/CASALARaceDonation](http://bit.ly/CASALARaceDonation)! Offline donations may also be collected and mailed directly to CASA/LA at the following address. Please provide a list of donor names with addresses and donation amount so that we can help you keep track of your fundraising goal.

CASA of Los Angeles  
Attn: Kelly Lozo  
201 Centre Plaza Drive, Suite 1100  
Monterey Park, CA 91754

### Event Rules Overview and Refunds/Transfers

Please [click here](#) to view official race rules and their refund policy.

### Questions?

We love to hear from our supporters! Please contact Kelly Lozo at [klozo@casala.org](mailto:klozo@casala.org) or call (323) 859-2888 x6353 with any questions, comments, or concerns.