

WEBSITE WEDNESDAY: GENEROSITY

ASKING FOR AND DECLINING CHARITABLE DONATIONS GUIDE

Theresa Juva-Brown wrote an article that may be helpful if you're on either end of an appeal for donations for a charity race. "Charitable Race Donations: How to Politely Ask (and Decline)" has this advice for those making the pitch to others to give: be selective, take care with your words, place limits on your requests. For those who wish to opt out of giving, she suggests doing so gently and with understanding of the courage it takes to ask.

Her article has much more depth to it than this brief summary and it provides insights that may change your approach to either action.

Other considerations for runners participating in a charity event:

1) Investigate the non-profit organization behind the race before you register and have some figures to show potential donors that their money will be well spent, if you are convinced it is as well. Check out Charitynavigator.org.

2) Be prepared to disclose the level of your commitment. It should be sufficiently high to demonstrate that in addition to being personally fun, it's something you are willing to support with a significant donation as well.

3) Evaluate the race experience afterward from the perspective of a donor as well as a runner. Luxuries should be kept to a minimum if the majority of the funds are to be directed toward supporting the mission. The purpose of a race might be to raise awareness, so the bigger the event greater the awareness. But expenses that don't contribute to operations and safety should be held in check. Be wary of races that provide too many goodies. Provide feedback if you think a favorite charity race is taking advantage of your ability to raise money.

4) If you are a repeat participant-petitioner think about asking "small". The grocery stores ask for \$1 donations at check-out. If you keep the request small but ask a multitude of people it may not generate hard feelings. Repeat donors may not feel abused if each time you make a request that it is \$1 or even less!

5) Remember that you can personally donate to a charity each time you use a FREE Earned Runs bib in a custom race designed on your terms. You avoid paying a registration fee, which enables gifting a worthy cause.

Be knowledgeable, courteous, and generous in spirit whether asking or asked to support a cause.

RUN HAPPY!

http://running.competitor.com/2017/07/races/charitable-race-donations-ask-decline_161564

<https://www.charitynavigator.org>