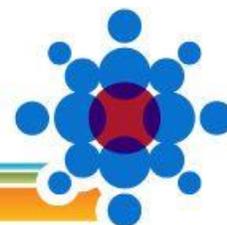




LIVE WELL
SAN DIEGO **5K**



In Partnership with **San Diego Blood Bank**

Two simple paths to fundraising: Individual & Team

It only takes one person to inspire others. Being on a team or fundraising individually is an opportunity to share a great experience with friends, family members or coworkers — creating a community in support of the lifesaving work of the San Diego Blood Bank.

Whether you register as an individual or as a team you can fundraise to benefit the San Diego Blood Bank and win [incentives!](#)

Upon registering you are automatically given the opportunity to fundraise. Your registration confirmation will provide a link to set up your Fundraising Page with [Crowd Rise.](#) Customize your page with video, pictures and stories. You can also develop customized emails to send friends, family and colleagues to share your goal and ask for support.

Make it personal. If your team is participating for someone impacted by a blood donation, ask them to share their story when making donation requests. Always follow these stories with statements about how much the donation or services impacted their lives.

Follow these steps below to get started today!

1. **Register** for the event and then move on to create the team or your individual page. So simple! (Individuals get started here too.)
2. **Recruit!** Once your team is created they can register by clicking "Join a Team" and searching for your team name. Or, you (the team captain) can create a customized email from your home page and the new team members can register through a link provided.
3. **Communicate!** Send your team members important and relevant information that you get from the San Diego Blood Bank regarding team/fundraising contests, event details, and your team ranking.
4. **Be a cheerleader!** Once team members have begun registering, send out emails to the team, welcome new members, congratulate people who reach certain fundraising milestones, and create fundraising challenges for your team members.
5. **Make your own contribution-** Lead the way by making your own contribution, then ask friends and family to match your donation.

6. **Update your Participant Center**- Share your passion with your supporters! Upload a photo of yourself or your team, write a little bit about your reason for participating, and create a fundraising goal.
7. **Send emails**- In your Participant Center, you can upload your contacts and send pre-written emails, or create your own.
8. **Use corporate matches to double your donation**- Ask your company to match the amount of pledges you receive from co-workers, or ask a friend to have their company match their pledge.
9. **Share**- Regularly send messages and share your fundraising link on social media (Facebook, Twitter, Instagram) and keep everyone updated on your progress. On Facebook, tag the people who donate to your cause and thank them for their donations. When you tag someone, your post gets shared in your activity feed and their activity feed too. It's a win-win!

And remember, whether as an individual or as part of a team, have fun!