

KNOW YOUR **LEMONS**[®]

.5k FUN RUN TOOLKIT

2022

**All ages
welcome!**

All of the fun, without any of the run!
Supporting the Know Your Lemons Foundation's
educational programs for early detection of breast cancer.



Finally, a race for people who don't run...

but really care about saving lives from breast cancer, so they sign up for the **Know Your Lemons .5k Fun Run**, educate themselves while having a good time with other like-minded humanitarians, raise some money for global education programs, and maybe flex a little on the podium as part of their victory lap to celebrate all the good that's been achieved. Host your own .5k event on your street, in the local park, a glamorous parking lot, or whatever corner of the world you have access to, because we need people like you.

knowyourlemons.org/funrun

(and yes, you read that right, it is .5k, about 700 jogging steps, or 900 walking steps)

We're all in this together

Which is why we've designed a race that everyone can take part in - no matter your age or ability. So strap on your sneakers and let's raise some money for education for early detection!

Once you've decided on a date and venue, here are some tips to help plan and promote your event. There are tons of places you can do this race – your neighborhood, a parking lot, local trails.



Spread the word

Talk up your .5k race on social media and spread the word to family and friends using our invite template. You can invite friends to join the run or commit to donating for your steps.

Sponsors

Invite local businesses to support your run. You can find sample sponsorship letters in our Fundraising & Communication Templates kit.

Order supplies

T-Shirts, handouts, graphics, and swag, we've got it all. Check out our race bundle in the Know Your Lemons shop.

shopknowyourlemons.com/collections/funrun

Set up your fundraising page.

Go to knowyourlemons.org/funrun and click 'start fundraising' to set up your (or your team's) fundraising profile – make sure to include pictures and tag @knowyourlemons so we can share them too!



Once you're well underway with planning and promoting, here are some tips to get ahead with fundraising.

Set up an online fundraising page. It makes it easy for people to donate and even easier for you to spread your event far and wide. It also gives you a chance to tell people why you're raising money too. Make sure to personalize your page and include pictures and the story of why you are taking part in the KYL .5k.

Sell yellow balloons for \$5 at the event. Participants can purchase a balloon and write the name of the person they are running for in sharpie.

Have a warrior paint and lemonade table. Participants can donate a couple of dollars to put warrior paint on their faces before the race and chug some lemonade.

Set yourself a fundraising goal. Setting a goal like this is a great way to inspire people to donate and have them go the extra mile to help you reach your goal. And knowing how much you've been able to raise to help educate women across the globe on the early detection of breast cancer is a huge achievement.

Host a raffle or auction. Ask local businesses to donate to the raffle or auction to have attendees either bid or purchase raffle tickets to win big.

Blow up donation QR codes and place them throughout the area of the race to make it easy for people to click on the code and go straight to your donation page (instructions in the .5k Fundraising Toolkit).



Here are a few ideas to make sure everyone has a great time at your event!

Have an MC who calls out the runners' times when they cross the finish line. This is especially fun since the times will be so short.

Get a whiteboard so people can pose in front of it with their times written down.

Music. Everyone loves music! Some live music or music over the speakers, doesn't matter as long as you can get people hyped up!

Get dressed up. Wear lemon-themed clothing, all yellow, or all pink. Feather boas get extra points.



Checklist

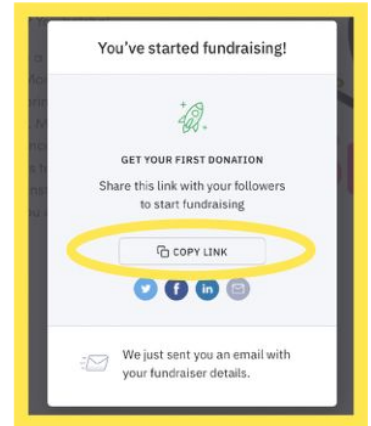
- 1 Select a date and location – remember, this race can be done just about anywhere!
- 2 Set up your fundraising page at knowyourlemons.org/funrun
- 3 Recruit participants and donors
- 4 Make a unique QR code for your fundraiser using your fundraising URL (instructions on next page)
- 5 Send out fundraising appeals – to businesses, on facebook, through email, at your work.
- 6 Order supplies – KYL swag and educational materials, balloons, refreshments, etc.
- 7 Document your event with pictures and share with us by tagging @knowyourlemons on social media so we can share on our pages as well
- 8 Thank all of your donors and participants!



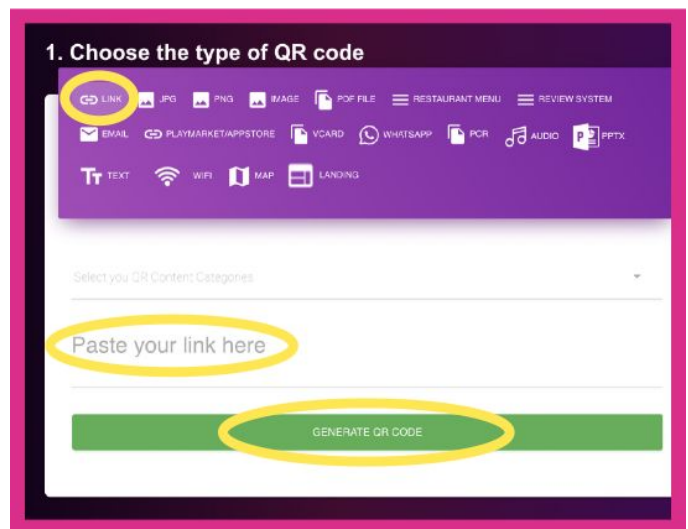
Creating a QR Code For Your Fundraiser



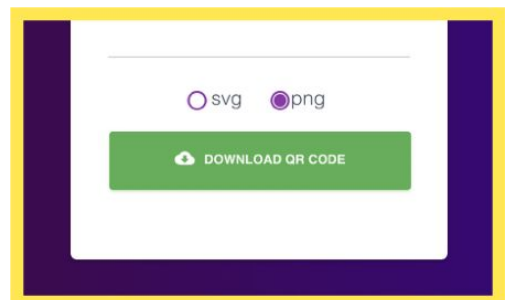
- When you set up your 0.5k fundraiser, FundraiseUp will provide a unique link for you. Click the **“Copy Link”** button.
- Go to me-gr.com



- Make sure **“Link”** is selected in the options at the top of the page, and paste your FundraiseUp link into the **“Paste Your Link Here”** cell.
- Click the green **“Generate QR Code”** button. Your unique QR code will appear!



- Click the green **“Download QR Code”** button below your QR code. Make sure .png is the file type you select. (The download should start after a couple of seconds, no need to sign up for an account!)
- Add your QR code to the flyers advertising your event, and make sure to have letter-size printouts of the QR code to put out on the big day!



Communication Sample

To: everyoneIknow@email.com

Subject: Saving Lives with Lemons

On [insert date], I will take 1,630 steps to help save lives by raising money for global breast health education for the early detection of breast cancer with the Know Your Lemons and [sponsor] .5k.

I am taking these steps because [insert story about who you are running for and why]. I want to make sure every woman in the world knows what breast cancer signs to look for and is connected to the resources that will help her to be diagnosed early.

The Know Your Lemons Foundation educates about breast cancer in a fun and engaging way by using lemons as stand-ins for breasts. Since 2017 they've educated 1.5 billion people and have volunteer educators working in 55 countries with materials in 32 languages. They are the leaders in breast health education and their work helps save lives through early detection.

It's easy to support me and my team. Go to [link] to donate. Please make sure that you pledge to Team_____ so that we are able to meet our goal of being a top fundraising team. Our team goal is to raise \$_____ to help ensure women are empowered with the education that can help them be diagnosed early.

Thanks so much for your support,

XXX

Download our fundraising and social media toolkit for more tips



From all of us at Know Your Lemons, we wish you a fabulous day in the sun, raising money and running your .5k with your friends and family. This is your chance to run for a future where everyone is empowered with breast health knowledge to ensure early detection of breast cancer.

We'd love to know how your day goes and how we can help! Reach out to irene@knowyourlemons.org to let us know how we can support your event. Use the hashtags #knowyourlemons & #lemonfunrun for others to easily find your event and see all the fun you had.

