



www.CushFitCrew.org



Calling All Athletes: [Count Your Miles for Cushing](#)

Dear Athlete,

Welcome to the Cush Fit Crew! We are honored you have chosen to raise funds for Cardinal Cushing Centers as a part of your training.

At the Cardinal Cushing Centers, we strive to provide the very best education, employment training, residential, therapeutic, and sports and recreation opportunities for the individuals with disabilities that we support.

But we can't do it alone.

Community members like you play an integral role in our success.

On behalf of the Cushing community, thank you for joining our crew. With your dedication and support, we will exceed our fundraising goals and continue to change lives!

With gratitude,

Jansi D. Chandler

Vice President of Development



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We are thrilled you have decided to join our Cush Fit Crew and look forward to supporting you every step of the way! This document includes important information that will help guide you in your efforts.

Contact Information:

Laurie Maranian

Director of Development & Coach

781-829-1247

Imaranian@cushingcenters.org

You can choose to engage in fitness and wellness counseling from Laurie Maranian. She is a certified Road Runners Club of America (RRCA) running coach. Laurie also has experience with weight lifting, nutrition for weight loss and general health and wellness counseling. She has coached the Cardinal Cushing Centers Boston Marathon team since its inception in 2014.

We hope you will consider joining our Closed Facebook Group for Cush Fit Crew athletes only: <https://www.facebook.com/groups/CushFitCrew/> for ongoing motivation and support.



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Donations Overview

You can raise money both online and offline.

Online donations are any donations made through an athlete's CrowdRise fundraising web page. If someone wishes to support your efforts, please direct them to your personal fundraising page.

Online gifts will be reflected on your fundraising page in real time.

To create your own page that ties in to the Cush Fit Crew: <https://www.crowdrise.com/cushfitcrew>

Offline donations are any donations not made through an athlete's CrowdRise fundraising web page. All offline donations (personal or cashier's checks made payable to Cardinal Cushing Centers) should be collected by the athlete and sent to the Development Office at the address below:

Cardinal Cushing Centers

Attn: Development – Cush Fit Crew

405 Washington Street

Hanover, MA 02339

Please note:

All gifts are 100 percent tax deductible and donors will receive a thank you letter for their tax purposes.

We encourage you to make a copy of all checks for your records.

Checks should be made payable to Cardinal Cushing Centers with the athlete's name listed in the memo line to ensure proper crediting. We cannot accept checks made payable to the athlete.

Your offline gift(s) will be reflected on your fundraising page via CrowdRise.com within a few business days of receipt in the Development Office.

There is no fund-raising minimum. Athletes who raise \$300 or more will receive an exclusive Cush Fit Crew wicking t-shirt.



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Fundraising 101

Here are a few ideas to help you get started.

Take the time to draft and personalize a thoughtful fundraising letter. The Development office is happy to help you draft your letter and/or review what you create.

Create a list of people in your network to solicit (i.e., family, friends, colleagues, neighbors). Remember, it is okay to follow up several times with those who haven't supported you. People sometimes need several reminders before they make a gift. We've heard from one of our athletes that text reminders worked well.

Include your personal CrowdRise fundraising link in your email signature.

Edit your CrowdRise funding web page to include your personal story and [pictures](#). People will respond better when you upload a few great photos! Please contact us if you would like photos of Cushing students or adults.

How to Talk about Cardinal Cushing Centers

The Cardinal Cushing Centers changes lives, supporting people with intellectual and developmental disabilities and providing possibilities and opportunities for growth and advancement. Their programs for students, adults and community members include education, employment training, transition services, residential care, therapeutic and recreational services.

To learn more, please visit www.cushingcenters.org.

Social Media

Social media (Facebook, Twitter, etc.) is a great way to spread the word and ask friends to spread the word for you. It's also a great way to keep your network informed about your training and fundraising progress. Include status updates and don't forget to include photos! When you do post, [always](#) include the link to your CrowdRise page. People may be inspired to click through right then and there and donate! Acknowledge gifts publicly with a tweet or an updated Facebook status. Ask your employer to



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sponsor you and/or explore options for matching gifts. See if your work will support a jeans day where your colleagues pay \$5 in order to participate.

Use #cushfitcrew so we can share your stories on the Cushing social media pages, and don't forget to tag us!

Instagram and Twitter: @cushingcenters

<https://www.facebook.com/CushingCenters/>

