

**2019 RUN FOR OPPORTUNITY**

**FUNDRAISING KIT**

## Welcome!

#### Thank you for joining the Opportunity Resources Run For Opportunity team! This kit is designed to give you valuable skills that will help support your fundraising efforts. In this kit you will find targeted messages customized for each platform (email, Facebook, Twitter, Instagram) as well as links to video content, and training schedule information. Every week, Rita, as Team Captain, will send out a message reminding all team members to go to their Fundraising Kit and choose a message to send out to their family and friends.

If you have questions regarding Run For Opportunity or need extra support in fundraising, please contact Rita Pastore at [ritap@orimt.org](mailto:ritap@orimt.org) or 406.329.1769.

**Fundraising Kit Table of Contents (Click on a link to access within the kit):**

[Easy steps for each week](#_bookmark2)

* [Week 1:](#_bookmark3) Tell your friends ONLINE that you have joined RFO
* [Week 2:](#_bookmark1) Tell your friends OFFLINE that you have joined RFO
* [Week 3:](#_bookmark4) Celebrate your first donation!
* [Week 4:](#_bookmark5) Use your networks
* [Week 5](#_bookmark6): Halfway there!
* [Week 6:](#_bookmark7) Back to Basics
* [Week 7:](#_bookmark8) Two Weeks To Go!
* [Week 8:](#_bookmark9) The Home Stretch

[Facebook](#_bookmark10)

* [Week 1](#_bookmark11) Post Suggestion
* [Week 2](#_bookmark12) Post Suggestion
* [Week 3](#_bookmark13) Post Suggestion
* [Week 4](#_bookmark14) Post Suggestion
* [Week 5](#_bookmark15) Post Suggestion
* [Week 6](#_bookmark16) Post Suggestion
* [Week 7](#_bookmark17) Post Suggestion
* [Week 8](#_bookmark18) Post Suggestion

[Twitter](#_bookmark19)

* [Week 1](#_bookmark20) Post Suggestion
* [Week 2](#_bookmark21) Post Suggestion
* [Week 3](#_bookmark23) Post Suggestion
* [Week 4](#_bookmark24) Post Suggestion
* [Week 5](#_bookmark25) Post Suggestion
* [Week 6](#_bookmark26) Post Suggestion
* [Week 7](#_bookmark22) Post Suggestion
* [Week 8](#_bookmark27) Post Suggestion

[Instagram](#_bookmark28)

* [Week 1](#_bookmark29) Post Suggestion
* [Week 2](#_bookmark30) Post Suggestion
* [Week 3](#_bookmark31) Post Suggestion
* [Week 4](#_bookmark32) Post Suggestion
* [Week 5](#_bookmark33) Post Suggestion
* [Week 6](#_bookmark34) Post Suggestion
* [Week 7](#_bookmark35) Post Suggestion
* [Week 8](#_bookmark36) Post Suggestion

[Email](#_bookmark37)

* [Week 1](#_bookmark38) Email Suggestion
* [Week 2](#_bookmark39) Email Suggestion
* [Week 3](#_bookmark40) Email Suggestion
* [Week 4](#_bookmark41) Email Suggestion
* [Week 5](#_bookmark42) Email Suggestion
* [Week 6](#_bookmark43) Email Suggestion
* [Week 7](#_bookmark44) Email Suggestion
* [Week 8](#_bookmark45) Email Suggestion

[Quick Links](#_bookmark46)

**Run For Opportunity Fundraising Program**

**EASY STEPS FOR EACH WEEK**

**WEEK 1 (5/5/2019):** TELL ALL YOUR FRIENDS **ONLINE** THAT YOU HAVE JOINED RFO

#### Get organized on your fundraising page. Ask yourself the following questions:

* Does your profile story explain why you joined the team?
* Is your photo posted?
* Have you set a personal goal? Is it more than the minimum?
* Get started by posting your first email, Facebook post, Tweet, or Instagram – or all!
* Remember, video engages people more than words, you can post and share this video.

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

**WEEK 2 (5/12/2019):** TELL ALL YOUR FRIENDS **OFFLINE** THAT YOU HAVE JOINED RFO

#### Memorial Day is coming up! Tell everyone you see that you have joined the RFO team, why, and how they can contribute. Have a RFO Memorial Day party!

* Download the poster and place it where it can be seen at work and/or in your community
  + Be sure to write your name and phone/email in the white contact box
* Continue your social media activity

**WEEK 3 (5/19/2019):** CELEBRATE YOUR FIRST DONATIONS!

#### Be sure to thank every single person who donates to you! Gratitude goes a long way!

#### You can easily do this by clicking on the "Thank Your Donor" button on the email you receive when someone donates. The system will help you send an email directly to each individual donor!

#### Have some fun sending out your social media messages…we hope the templates and examples in this kit help make it easier for you!

#### You can also personally message, text, or email your donors.

**WEEK 4 (5/26/2019):** USE YOUR NETWORKS

#### Use your networks to get the word out! Our networks go further than we realize, and each interaction sparks a potential “web” of communication.

* Word of mouth is by far the most valuable tool! Talk to whomever you can.
* How do your clubs communicate? Be sure to let members know what you care about and how they can get involved.
  + Get on a meeting agenda!
* Ask your Book Club or Bowling Team besties to join the team or donate

**WEEK 5 (6/2/2019):** YOU ARE OVER THE HALFWAY MARK!!

#### We are less than a month away from Marathon weekend! Time to look and assess where you are at.

* **Is your fundraising on target to meet your goal?** You might have to dig in a little and personally engage your friends and family.
* **Are you on track physically to enjoy the event?** Take advantage of the Missoula Marathon training programs or your wellness committee!
* **Continue social media activity!** Research proves this is more effective than traditional fundraising!

**WEEK 6 (6/9/2019):** BACK TO THE BASICS

#### Go back and look over all of the suggestions and fundraising tips found in this section for the first five weeks. Double down on the activities that have worked for you!

* If you feel stuck – contact Rita and she will help you with more ideas for your success
* Don’t be afraid to be “old fashioned”! Fundraising is all about relationships…people give to people they care about. Ask people face-to- face to support you! This year, the first team member to reach goal did so by face-to-face “asks.”

**WEEK 7 (6/16/2019):** ONLY TWO WEEKS TO GO!!

**How to raise $200 in 10 days with 10 donations:**

#### Put in your own $20

* Ask your spouse, partner, roommate
* Ask a co-worker
* Ask 2 friends
* Ask a relative
* Ask a neighbor
* Ask 2 people from your place of worship
* Ask your boss
* **Or ask your entire book club, softball team, mom group instead of the above!**

**WEEK 8 (6/23/2019):** THE HOME STRETCH!

#### Send one powerful last minute message to all of your contacts!

* Thank everyone who has helped you get this far and remind them there is still time to help
* Check with your workplace to see if there is a matching funds program (GREAT way to double your donation!)
* Make sure that you know where our team meets for your event and when and where your event starts
* **Congratulate yourself!!** You have made the commitment to make a difference in the lives of others… you are the best!

# Run For Opportunity Fundraising Program

**FACEBOOK**



*The goal with Facebook is to create a back and forth conversation with your friends. This will push your posts out to the newsfeed over and over again. Be sure to comment back to people who comment on your posts (in addition to giving them a heart reaction!) Use the below week-by-week suggestions as a guideline… but be authentic to YOU! People can see through inauthenticity...tell your story and share why you want to get involved!*

**Hashtags and Mention tags:**

@OpportunityResourcesInc @MissoulaMarathon @RunForOpportunity

**WEEK 1 (5/5/2019):**

**Tell everyone you joined! Share your “why” or what motivates you. Below is Rita’s first Facebook post as an example:**

Photos from last year's @OpportunityResourcesInc @RunforOpportunity during the @Missoula Marathon. Last year, I was able to finish the @MissoulaMarathon 5K and came across the finish line 7th from last…but I finished! This photo of my finish is one of my motivators for this year. My strongest motivator, though, is knowing that my struggle is very small compared to the struggles and triumphs I witness every day working at @OpportunityResourcesInc surrounded by some of the most courageous people I know!

Our @RunForOpportunity has set an ambitious $10,000 goal. Here’s my personal fundraising page to learn more or donate  [https://www.crowdrise.com/…/ca…/team-opportunity/ritapastore](https://www.crowdrise.com/o/en/campaign/team-opportunity/ritapastore?fbclid=IwAR1_TTZGdUvUs4LAYI3qy2bZGwrpnBqJAUOxTayE_S3Wg2sL5NaQdmLfcrA) and you can join our team here [https://www.crowdrise.com/o/en/campaign/run-for-opportunity](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.crowdrise.com%2Fo%2Fen%2Fcampaign%2Frun-for-opportunity%3Ffbclid%3DIwAR0U210doqFvsv6B6_f_aeYchbMC5xbb6ynxFceLU7sFr3kLAZdO-_RLZGU&h=AT25LUuF8j4WV_WNpc7O08ihpKzTo-7AGxqrHH2_8550HE0hg9q3MTkHtMfbUwcj3gHwnJWWpHNNFF3bteTSOA3APdMnXW88u9swOkmFehRHgeEZi7gfWYEHSAjdi0LwbjoPu6IjZ7903fSt7WiXh6WLukAmcsl0)   
**Thank You! Thank You! Thank You!**

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

**WEEK 2 (5/12/2019):**

**If you can, continue the story you started from last week with an update on progress or what you’ve learned. Storytelling is the #1 success strategy on social media. Include a photo or video! Break up text with spacing and paragraphs.**

**Post suggestion:**

*Today starts week two of my @RunForOpportunity marathon training! I’m so glad there’s a fun way to make a difference! ORI is still operating at a funding level that was inadequate back in 2017 yet continues to provide the same quality of services at 2019 real costs. I’m walking and raising money during the @MissoulaMarathon to help @OpportunityResourcesInc continue to support the independent and meaningful lives aspired to by its clients. Please help by making a donation to my @RunForOpportunity team (insert your donation link). Thank you!*

Video Suggestion: <https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/>

**WEEK 3 (5/19/2019):**

**Use a photo that shows gratitude. This can be a selfie with you holding a handwritten thank you sign, or a group photo – stay away from generic images that aren’t authentic to you!**

**Post suggestion:**

*I am so amazed by the amount of support I have received so far on my journey to train for @RunForOpportunity! Every dollar donated goes right to @OpportunityResourcesInc which helps people with disabilities in our community! $50 supports one senior with full day services for one day.  Sometimes people forget that kids with disabilities grow up to be adults who need the same services (and probably more) as they age.*

*Please check out this short video and thank you for supporting my campaign!  (link to your donation page)*

Video Suggestion: <https://youtu.be/Yjv8M3V-fLg>

**WEEK 4 (5/26/2019):**

**You can pull photos off the ORI Instagram page or the ORI Facebook page**

**Post suggestion:**

*@OpportunityResourcesInc is such a cool nonprofit! The ORI Artists of Opportunity program serves hundreds of people with developmental and physical disabilities…many make beautiful paintings and pottery like the ones below! Please help the Artists of Opportunity by going to (insert your donation link). Together we can make a difference!*

Video Suggestion: <https://youtu.be/58hn4goEJqE>

## WEEK 5 (6/2/2019):

#### **This is a great time to update your fundraising page on your training or fundraising progress! Post a selfie or a video, maybe your favorite song track to train to… keep it authentic to you!**

**Post suggestion:**

Whew! I am officially over the half-way mark for training for @RunForOpportunity! What a journey it’s been so far! I started this journey because (insert your why) and since then have

learned (insert a challenge you’ve overcome). Not only am I working on getting healthier, I’m also raising money for @OpportunityResourcesInc, a local nonprofit!

If you want to help, you can support my journey during the @MissoulaMarathon by making a donation here -> (insert donation link). Every donation makes a huge difference! **Thank you**!

## WEEK 6 (6/9/2019):

#### **Sharing ORI Stories is a great way to connect your network to the mission. Our EmployAbilities program is a great place to start! Think about why work is important to you – more than just paying your bills. Employment gives people a sense of purpose, accomplishment, and contribution to the community. Find a photo that resonates with you and the meaning work has for you and post about that! Or – follow the suggestion below with Katie’s Kookies!**

**Post suggestion:**

People with disabilities can truly do amazing things! Katie’s Kookies is a dog biscuit company in Missoula started by Katie, a young vision-impaired client of @OpportunityResourcesInc, and her grandmother. With Opportunity’s help, Katie’s Kookies now employs Katie and other ORI clients and sells their organic dog treats locally! How cool!-

Please take a moment to meet Katie! (<https://youtu.be/QJ4I3SdDGUU>

Your donation to @RunForOpportunity supports Katie and her co-workers (Insert your donation link)

Video Suggestion: <https://youtu.be/QJ4I3SdDGUU>

## WEEK 7 (6/16/2019):

#### **Keep the storytelling going! Update your friends on your journey and relate it back to ORI’s mission.**

**Post suggestion:**

If you’ve been following my @RunForOpportunity journey, you’ll know that I’m participating during the @MissoulaMarathon by raising funds to help @OpportunityResourcesInc keep their programs that support people with disabilities in Western Montana! I’ve chosen to do this because (insert your why).

Many people are surprised to find out that ORI is the largest provider of paratransit services in the Missoula area, serving 4 times the amount of people than Mountain Line! Of course, this costs money. **Every year, this service is in the red and ORI has managed to cover the costs, but it is a financial struggle.**

Please help me support this service that helps individuals get to work and participate in our community.

(Your donation link)

## WEEK 8 (6/23/2019):

#### **Congratulations! You’re almost there!**

**Post suggestion:**

Next weekend I will be (running/walking) in the @MissoulaMarathon for @RunForOpportunity! Thank you to everyone who has supported my efforts! By doing so,

you’ve helped each and every client that depends on @OpportunityResourcesInc for their opportunity to continue to live a healthy, productive, and independent life!

If you’d like to donate and haven’t yet, there’s still time! Visit my fundraising page below. Thank you all so much! I’ll keep you updated on my progress, and see you at the Marathon!

(Insert donation link)

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

# Run For Opportunity Fundraising Program TWITTER



*People tend to turn to Twitter for real time news. IF you have time, interact with local businesses and follow local, geographical trending hashtags (you’ll see suggestions on your profile). Use #MTNews to slide your tweets into a larger audience category! Twitter limits character count to 160! The below suggestions take that into consideration.* ***Please use all three of the suggested hashtags!***

**Hashtags and Mention tags:**

#RunForOpportunity #MissoulaMarathon #InclusionWorks #MTNews

**WEEK 1 (5/5/2019):**

**Tell everyone you joined! Share your “why” or what motivates you. Below is an example of Rita’s first Tweet post:**

I’m excited to start training for #RunForOpportunity! What a fun way to make a difference during the #MissoulaMarathon. Read about my story here (insert your donation link) #InclusionWorks

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

**WEEK 2 (5/12/2019):**

*Today starts week two of my #RunForOpportunity marathon training! I’m walking and raising money during the #MissoulaMarathon to help #OpportunityResourcesInc continue to support independent and meaningful lives by donating to my team (insert your donation link). Thank you!”*

Video Suggestion: <https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/>

## WEEK 3 (5/19/2019):

**Use a photo that shows gratitude. This can be a selfie with you holding a handwritten thank you sign, or a group photo – stay away from generic images that aren’t authentic to you!)**

*I am so amazed by the support I have received so far on my journey to train for #RunForOpportunity! Thank you so much! Each donation can change a life. Follow my story here (insert link) #MissoulaMarathon #InclusionWorks*

Video Suggestion: <https://youtu.be/Yjv8M3V-fLg>

## WEEK 4 (5/26/2019):

*#OpportunityResourcesInc is such a cool nonprofit! The ORI Artists of Opportunity program serves hundreds of people with developmental and physical disabilities…take a look at their work! Please help this incredible program by going to (insert your donation link). Together we can make a difference! #MissoulaMarathon #InclusionWorks*

Video Suggestion: <https://youtu.be/58hn4goEJqE>

## WEEK 5 (6/2/2019):

Whew! I am officially over the halfway mark for training for # RunForOpportunity! I have learned a lot and have been tracking my journey at (insert link) Please take a moment to read my story and help me make a difference! #MissoulaMarathon #InclusionWorks

## WEEK 6 (6/9/2019):

People with disabilities can do amazing things! Please take a moment to meet Katie from Katie’s Kookies. (Insert video link) Your donation to my #RunForOpportunitiy campaign helps support people like Katie and her co-workers! #InclusionWorks #MissoulaMarathon

Video Suggestion: <https://youtu.be/QJ4I3SdDGUU>

## WEEK 7 (6/16/2019):

Did you know that #OpportunityResourcesInc is the largest para transit provider in Missoula?

* Every year, ORI provides this crucial service at a loss. Please help me support this service that helps individuals get to work and participate in our community.

(Your donation link)

## WEEK 8 (6/23/2019):

Next weekend I’ll be running/walking in #RunForOpportunity during the #MissoulaMarathon! Thank you to everyone who has supported my efforts and helped #OpportunityResourcesInc! Stay tuned for updates and to really make a difference, go to (your donation page) #MissoulaMarathon #InclusionWorks

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

# Run For Opportunity Fundraising Program INSTAGRAM



*Instagram is VERY visually oriented. You want to be sure that the photos you upload are clear and that you pick an appropriate filter that enhances your photo. This same photo will work great on Facebook, too! (And, Insta makes it very easy to share posts to Facebook!) Hashtags go a LONG way here, you can use more than the hashtags suggested below, but please include those three in all of your*

*posts! Once you start typing a hashtag, Insta will generate suggestions and tell you how many people are using that same hashtag…the more the better!*

**Hashtags and Mention tags:**

@OpportunityResourcesInc @MissoulaMarathon #RunForOpportunity #MissoulaMarathon #InclusionWorks #MTNews

**Other possible hashtags:**

#DisabilityRights #Running #Missoula #AllAbilities etc..

**WEEK 1 (5/5/2019):**

**Tell everyone you joined! Share your “why” or what motivates you. Below is Rita’s first Facebook post as an example:**

Photos from last year's @OpportunityResourcesInc @RunforOpportunity during the @Missoula Marathon. Last year, I was able to finish the @Missoula Marathon 5K and came across the finish line 7th from last…but I finished! This photo of my finish is one of my motivators for this year. My strongest motivator, though, is knowing that my struggle is very small compared to the struggles and triumphs I witness every day working at @OpportunityResourcesInc surrounded by some of the most courageous people I know!

Our @RunForOpportunity has set an ambitious $10,000 goal. Here’s my personal fundraising page to learn more or donate  [https://www.crowdrise.com/…/ca…/team-opportunity/ritapastore](https://www.crowdrise.com/o/en/campaign/team-opportunity/ritapastore?fbclid=IwAR1_TTZGdUvUs4LAYI3qy2bZGwrpnBqJAUOxTayE_S3Wg2sL5NaQdmLfcrA) and you can join our team here [https://www.crowdrise.com/o/en/campaign/run-for-opportunity](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.crowdrise.com%2Fo%2Fen%2Fcampaign%2Frun-for-opportunity%3Ffbclid%3DIwAR0U210doqFvsv6B6_f_aeYchbMC5xbb6ynxFceLU7sFr3kLAZdO-_RLZGU&h=AT25LUuF8j4WV_WNpc7O08ihpKzTo-7AGxqrHH2_8550HE0hg9q3MTkHtMfbUwcj3gHwnJWWpHNNFF3bteTSOA3APdMnXW88u9swOkmFehRHgeEZi7gfWYEHSAjdi0LwbjoPu6IjZ7903fSt7WiXh6WLukAmcsl0)   
**Thank You! Thank You! Thank You!**

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

**WEEK 2 (5/12/2019):**

*Today starts week two of my @RunForOpportunity marathon training! I’m so glad there’s a fun way to make a difference! I’m walking and raising money during the @MissoulaMarathon to help @OpportunityResourcesInc continue to support the independent and meaningful lives aspired to by its clients. . Please help by making a donation to my @Run For Opportunity team (insert your donation link). Thank you!”*

Video Suggestion: <https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/>

## WEEK 3 (5/19/2019):

## Use a photo that shows gratitude. This can be a selfie with you holding a handwritten thank you sign, or a group photo – stay away from generic images that aren’t authentic to you!)

*I am so amazed by the amount of support I have received so far on my journey to train for @RunForOpportunity! Every dollar donated goes right to @OpportunityResourcesInc which helps people with disabilities in our community! $50 supports one senior with full day services for one day.  Sometimes people forget that kids with disabilities grow up to be adults who need the same services (and probably more) as they age.*

*Please check out this short video and thank you for supporting my campaign!  (link to your donation page)*

Video Suggestion: <https://youtu.be/Yjv8M3V-fLg>

## WEEK 4 (5/26/2019):

*#OpportunityResourcesInc is such a cool nonprofit! The ORI Artists of Opportunity program serves hundreds of people with developmental and physical disabilities…many make beautiful paintings and pottery like the ones below! Please help the Artists of Opportunity by going to (insert your donation link). Together we can make a difference!*

Video Suggestion: <https://youtu.be/58hn4goEJqE>

## WEEK 5 (6/2/2019):

Whew! I am officially over the halfway mark for training for # RunForOpportunity! I have learned a lot and have been tracking my journey at (insert link.) Please take a moment to read my story and help me make a difference! @OpportunityResourcesInc

-

If you want to help, you can support my journey during the #MissoulaMarathon by making a donation through the link in my bio! (insert bio link). Every donation makes a huge difference! Thank you! #InclusionWorks”

## WEEK 6 (6/9/2019):

### You’ll need to use a photo, or have the video file to upload to Instagram. If you’d like to use the video file, contact Donna Roness at [donnar@orimt.org](mailto:donnar@orimt.org).

People with disabilities can do amazing things! Please take a moment to meet Katie from Katie’s Kookies. (Insert video link) With Opportunity’s help, Katie’s Kookies now employs Katie and other ORI clients and sells their organic dog treats locally! How cool! Your donation to my #RunForOpportunitiy campaign helps support people like Katie and her co-workers! #InclusionWorks #MissoulaMarathon

Video Suggestion: <https://youtu.be/QJ4I3SdDGUU>

-

Please take a moment to meet Katie by watching the video in my bio! (insert video link) Your donation to #RunForOpportunity supports Katie and her co-workers. (insert your donation link). #MissoulaMarathon #InclusionWork

## WEEK 7 (6/16/2019):

If you’ve been following my #RunForOpportunity journey, you’ll know that I’m participating during the #MissoulaMarathon by raising funds to help @OpportunityResourcesInc keep their programs that support individuals with disabilities in Western Montana! I’ve chosen to do this because (insert your ‘why’).

-

Many people are surprised to find out that ORI is the largest provider of paratransit services in the Missoula areas, serving 4 times the numbers of people with disabilities than Mountain Line! This costs money. Every year, this service runs in the red and ORI has managed to cover the cost overage, but recent budget cuts jeopardize that ability.

-

Please help me support this service that helps individuals get to work and participate in our community.

## WEEK 8 (6/23/2019):

Next weekend I’ll be running/walking in #RunForOpportunity during the #MissoulaMarathon! Thank you to everyone who has supported my efforts and helped @OpportunityResourcesInc! Stay tuned for updates and to really make a difference, go to (your donation page) #InclusionWorks

If you’d like to donate and haven’t yet, there’s still time! Visit my fundraising page (link in bio). Thank you all so much! I’ll keep you updated on my progress, and see you at the Marathon! (Insert my donation Link) #MissoulaMarathon #InclusionWorks

Video Suggestion: <https://www.facebook.com/watch/?v=292813198266498>

# Run For Opportunity Fundraising Program EMAIL



*Email is a fantastic way to reach other parts of your network, both personally and professionally. You might not be friends with your co-workers or colleagues on social media! Sending a quick email update is a great way to stay connected and let them know what you’re doing. Be sure to include links to social media and the RFO website!*

**WEEK 1 (5/5/2019):**

Hi (name),

I’m very excited about running in this year’s Missoula Marathon. I have thought about doing it and this year I have an incredibly important reason for finally doing so. I have joined the Run For Opportunity team to support Opportunity Resources (ORI) and its programs to support individuals with disabilities. I could tell you about all of ORI’s amazing programs but you can see for yourself at orimt.org or watch this informative and touching video when you have some time: <https://www.facebook.com/OpportunityResourcesInc/videos/1858982280799081/>

If you would like to help me help ORI, please share my FB post (your donation page link) or if you wish, you can donate to help us reach our $10,000 goal at (your donation page link).

Thank you so much for helping to make a difference in the lives of others! PS: You can join the team and run/walk with me at (link)! 

**WEEK 2 (5/12/2019):**

*Hi (name),*

*Did you know that Opportunity Resources is still waiting for the Montana Legislature and the Governor’s Office to restore funding to ORI EmployAbilities job programs cut by 25% in 2018?  All the while continuing to provide the same level of services and programs that support the independent and productive lives for individuals with disabilities.  Hundreds of jobs and lives are personally impacted by your support of Run for Opportunity.  Please help support ORI’s amazing clients.*

*Check out* <https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/> to see what I’m talking about.  If you can, please help  (your donation page link) !

## WEEK 3 (5/19/2019):

*Hi (name),*

*It has only been (how long?) since I joined the Run For Opportunity team and already I have raised (how much?) from my incredibly supportive family and friends!  Opportunity Resources (ORI) has many programs to support individuals with disabilities live independently, find and keep jobs, and get involved in activities in their community.  $50 supports one senior with full day services for one day.  Sometimes people forget that kids with disabilities grow up to be adults who need the same services and probably more as they age.*

*If you would like to help, please go to (link to your donation page).*

*If you have already donated, thank you so much. Helping a senior with disabilities age comfortably is one of the ways your donation is put to work!*

## WEEK 4 (5/26/2019):

*Hi (name),*

*Opportunity Resources is the home of the Artists of Opportunity.  ORI’s art program serves hundreds of individuals with developmental and physical disabilities and produces some of the most creative, inspired, and award-winning artists in Missoula. If you live in Missoula, come to ORI’s Fourth Friday Tour (*<https://www.orimt.org/fourthfridaytour>*) and meet some of the artists, or visit* <https://www.orimt.org/artistsofopportunity>*.  You will be amazed!  Please help us keep this unique and outstanding program for individuals with disabilities.  To help (your team or donation page link).* ***Together, we can make a difference in the lives of others!***

## WEEK 5 (6/2/2019):

Hi (name),

Opportunity Resources provides employment and training services to all clients who are able to work. One of the businesses operated by ORI is the Wood Products Division, where over 35 clients are employed, learning both basic work skills that can be applied anywhere and more advanced wood production skills. It’s an impressive worksite and testament to the 30 years it has succeeded as a working mill. For many it is a step to a well-paying job in the community. I’m participating in Marathon weekend to raise money to keep this essential program for individual workers with disabilities, and to benefit the community that employs them. Please help (your donation page link). **Thank You!**

## WEEK 6 (6/9/2019):

Hi (name),

There was a time, before children with disabilities were given the opportunity to go to school like all of the other kids, when the accepted treatment was to keep them institutionalized for

life. We now know that individuals with disabilities can do amazing things. **Katie’s Kookies is a dog biscuit production company run by Opportunity Resources.** It was started by Katie, a young vision-impaired client, and her grandmother and now employs Katie and other ORI clients producing dog biscuits marketed throughout Missoula. Please take a moment to meet Katie <https://youtu.be/QJ4I3SdDGUU>.

Your donation to Run For Opportunity supports Katie and her co-workers.

## WEEK 7 (6/16/2019):

Hi (name),

I am (running/walking) as part of the Opportunity Resources (ORI) Run For Opportunity team in 2 weeks. My goal is to raise funds to help ORI keep all of the programs that it now runs to support individuals with disabilities in Western Montana. **Many people are surprised to find out that ORI is the largest provider of paratransit services in the Missoula area,** serving 4 times the numbers of people with disabilities than Mountain Line! This costs money. Every year, this service runs in the red and ORI has managed to cover the cost overage. Please help me support ORI’s ability to continue to provide these crucial services. So many individuals rely on ORI to get them to their job or healthy community activities. (<https://www.orimt.org/donate>).

## WEEK 8 (6/23/2019):

Hard to believe, but this weekend I will be (running/walking) in the Missoula Marathon. Thank you everyone who has supported my effort and by doing so has helped each and every client that depends on Opportunity Resources to continue to live a healthy, productive and

Independent life. If you would like to donate and haven’t yet done so, there’s still time! Visit my fundraising page (<https://www.orimt.org/donate>) and thank you all. I will let you know how the Missoula Marathon and Run For Opportunity does next weekend!

**Run For Opportunity Fundraising Program**

**QUICK LINKS**

### Facebook: [www.facebook.com/opportunityresourcesinc](http://www.facebook.com/opportunityresourcesinc) Instagram: [www.instagram.com/opportunity\_resources](http://www.instagram.com/opportunity_resources) Twitter: <https://twitter.com/ORI_Montana>

**Website:** [**www.orimt.org/runforopportunity**](http://www.orimt.org/runforopportunity)

**Crowdrise:** [**https://www.crowdrise.com/o/en/campaign/run-for-**](https://www.crowdrise.com/o/en/campaign/run-for-opportunity)[**opportunity**](https://www.crowdrise.com/o/en/campaign/run-for-opportunity)

**ORI Video:**

<https://www.facebook.com/watch/?v=292813198266498>

**ORI EmployAbilities Video:** <https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/>

### ORI Direct Support Professional Video:

<https://www.facebook.com/OpportunityResourcesInc/videos/1650885878275390/>

**ORI Artists of Opportunity Video:**

<https://youtu.be/58hn4goEJqE>

**Katie’s Kookies:**

<https://youtu.be/QJ4I3SdDGUU>