



Scranton Running  
2619

Scranton Running  
2612

**team** 

**ALLIED SERVICES and you**  
2023 TCS NEW YORK CITY MARATHON

**INSPIRING FITNESS.  
CHALLENGING DISABILITY.  
CHANGING LIVES.**





# ADD **MEANING** TO YOUR MILES

**With every step you take and with every dollar you raise, you will be making a difference. But how does your support change lives?**

**Allied Services** was founded in 1958. Today, it is the leading provider of healthcare and human services for northeastern Pennsylvanians with disabilities and chronic illness. As a not-for-profit corporation, Allied Services works to advance the health, independence and life quality of their consumers and the people of our region. Allied Services helps:

- People who have injuries or disabling illnesses
- Children with special needs
- People with developmental disabilities
- Persons who need assistance with activities of daily living

Our continuum of care includes:

- INPATIENT REHAB
- SKILLED NURSING
- DEVELOPMENTAL SERVICES
- HOME HEALTH
- EDUCATION
- OUTPATIENT REHAB
- HOSPICE & PALLIATIVE CARE
- BEHAVIORAL HEALTH
- IN-HOME

For more visit [www.alliedservices.org](http://www.alliedservices.org)





## 13 YEARS AND COUNTING

**In 13 short years, our charity campaign has raised more than \$5 million, changing thousands of lives in the process.**

In 2010, prompted by long-time supporter Steven Davidowitz, Allied Services applied to become a charity partner of the NYC Marathon. We were successful, earning Community Charity status and 5 guaranteed marathon entries.

Knowing his passion for fitness and community, Allied Services asked WNEP TV's Ryan Leckey to spearhead the campaign and run the marathon. He accepted immediately and for more than a decade, Ryan was the public face of this campaign. In 2022, Ryan left WNEP TV to start a new career, and the campaign got a new name and identity as Team Allied Services and You.

In the past 13 years, hundreds of volunteers from around the United States have run the TCS New York City Marathon on behalf of Allied Services. Together, with corporate sponsors, schools, businesses, and generous individuals, our team has raised funds to improve the quality of life and get patients back to their lives faster. From devices that help children to communicate, to therapeutic music programs, to rehab technology helping people to walk again, Team Allied Services contributions have touched thousands of lives.

# FUNDRAISING 101

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## I'm ready to start fundraising. Surely, I should start asking for donations?

Yes, and no. While you can't raise funds without asking for support, taking some time to educate yourself and your donors will make your fundraising efforts more effective. Here are some steps you should take before you start fundraising.

**1. Learn about Allied Services:** Whether you're new to Allied Services or you know someone who has been helped by us, it's a good idea to learn about who and how we help so that you can educate your donors. Did you know we offer mental health services? That Allied Services provides services to support people with disabilities in the workplace? That we offer hospice and palliative care? Learn more at [alliedservices.org](http://alliedservices.org)

**2. Learn about your donors:** before you ask a prospective donor for support, stop and think. Have they or someone they care about been helped by Allied Services? Do they support similar causes? Knowing your donor's interests will help you to connect with them on a personal level and in turn, connect them with your cause.

**3. Prepare your story:** a large part of successful fundraising is storytelling. It helps your donors to imagine how they can make a difference. Consider these elements:

- The why - why you were inspired by the cause, why the donor should give?
- The who - who will the donor be helping, who will benefit?
- The what - what are you asking for? A specific \$ donation? Attendance at an event?
- The how - don't forget to close the loop! How can your donor support?

Most giving is 80% emotion  
and 20% rational.

The BEST WAY to get to someone's  
emotions is to tell a story.

# ONLINE FUNDRAISING

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**Haku is a fundraising platform that allows you to collect donations anywhere, anytime.**

It synchs with social media allowing you to keep your family, friends and supporters up-to-date with your training, the campaign and reasons to give. You can post videos and photos of your training and share news of upcoming events. Donors can support you at the click of a button and will see their donation count towards your fundraising total.

## How does Haku work?

When you join the team, you will be emailed a link and instructions to set up your individual fundraising page. Make sure to follow the steps below to personalize your page.

1. Log into your account and Click on PUBLIC PAGE.
2. Add photo(s) of yourself to the section titled ADD PHOTOS OR VIDEOS TO DISPLAY.
3. 4. Scroll down to YOUR MESSAGE to add in a personal message. Introduce yourself, explain what you're doing and why you're encouraging donors to support you.

\*\*\* Read the separate guide on how to use Haku

## DONOR INCENTIVES

**Donors who give \$35 or more are eligible to receive an official Team Allied Services shirt.**

When a donor completes their online credit card transaction, they will be automatically directed to a thank you page (and will receive a similar email) with the message below.

*Thank you for supporting Allied Services. Your donation makes a difference in the lives of children and adults with disabilities, life-changing injuries, and chronic illnesses.*

*For every \$35 donation, you are eligible to receive an official moisture-wicking team shirt. To claim your shirt click here and complete the short form.*

*For more information about your donation contact Peggy Ford, Assistant Director of Development at Allied Services. Call 570.348.1407 or [pford@allied-services.org](mailto:pford@allied-services.org)*

Once the donor clicks on the link to order the shirt, they will be redirected to our website. After they fill out a quick form, our office will mail their shirt to them.



# LETTER WRITING

## Letter writing is one of the most effective and rewarding fundraising tools you can use. Start here!

Letter writing allows you to personalize your message to each unique donor. Taking the time to hand-write letters or add a small hand-written note to a typed letter lends a personal touch that donors appreciate in the age of instant, digital communication. So, pull out your holiday card list and start your letter-writing campaign. Some tips to remember:

- Make it personal - why are you inspired?
- Tell a story - how will the donor's support change lives?
- Make the ask - if you know a donor can give a significant amount, ask for it!
- Include a pledge card - don't forget to include a pledge card and return envelope

EXAMPLE APPEAL LETTER:

Dear Friend,

On November 5, I will be running the 2023 TCS New York City Marathon as part of Team Allied Services and You.

I am running to help children and adults with disabilities, life-changing injuries, and chronic illness at Allied Services. This non-profit health system touches the lives of almost 5,000 people in Northeastern and Central Pennsylvania each week.

Its 3,000 employees provide skilled nursing, home care, vocational services, physical rehabilitation, behavioral health services and end-of-life care to help individuals and families live each day to the fullest.

I invite you to support this campaign. A donation of any size will have a lasting and positive impact on children and adults with disabilities in the area. For example, a \$50 donation can purchase applications for iPads for children with autism; \$100 donation will assist children with developmental disabilities in pragmatic social experiences; \$250 can provide a week of music therapy group sessions for residents with Alzheimer's or dementia; \$500 donation can subsidize a 13-week therapy session for a family who doesn't have adequate insurance.

You can make a donation to Allied Services Foundation at the address above or by visiting [alliedservices.org/teamallied](https://alliedservices.org/teamallied) and clicking the PLEDGE NOW button.

Thank you in advance for your support for children and adults with disabilities.

Sincerely,



## PROCESSING DONATIONS

Allied Services Foundation keeps track of every single dollar donated to the campaign. In order for a donation to be added to your fundraising total, our staff must know who the donation is for.

Runners will receive pledge cards and return envelopes. Whenever you are making a solicitation via mail or in person, use these pledge cards. The donor will complete the pledge card, include their donation and order their shirt.

**Remember: add YOUR NAME to the pledge card next to DONATION IN HONOR OF.** This tells our staff who the donation is from.

**Checks may be made payable to: Allied Services Foundation**

**Mail checks to:**

**Team Allied Services  
c/o Allied Services Foundation,  
100 Abington Executive Park  
Clarks Summit, PA 18411**

Allied Services Foundation will send thank you letters to all donors, including those who donate via Haku, check and cash donations, so long as the full name and contact address of the donor is provided at the time of donation.



# FUNDRAISING ACTIVITIES

**Special events have traditionally been a great way to rally support and excitement for the campaign!**

Before considering hosting an event, ask yourself:

- How much time and resources will this take?
- How much can I realistically expect to raise?
- Is the purpose of the event to create awareness? Or to raise funds?

When you're ready to move forward, contact Charlotte or Erin at the numbers below. We'll walk you through the process and help you to maximize your efforts. We can assist you with:

- Print materials such as posters, event tickets, raffle tickets
- Promotion via Team Allied Services website, social media etc
- Other special events supplies

Charlotte Wright  
Office: 570-348-1275  
Cell: 570-814-4487  
cwright@allied-services.org

Erin Burns  
Office: 570-348-1341  
Cell: 570-335-4115  
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## ALLIED SERVICES FOUNDATION

### Jim Brogna

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### Peggy Ford

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### Erin Burns

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### Allied Services Foundation

100 Abington Executive Park

Clarks Summit PA 18411



Tax ID: 25-2523682

[alliedservices.org/teamallied](http://alliedservices.org/teamallied)