



Brigham and Women's Hospital
Founding Member, Mass General Brigham

**STEPPING
STRONG
MARATHON TEAM**

Meet the Brigham Running Team!



Ali Luthman
Alexa Ramer
Caroline Rees



Meeting Agenda

- Welcome
- Training Program
- Medical Support
- Runner Portal / Strava
- Fundraising Tools & Milestones
- Fundraising Challenge
- Q&A



B.A.A.

Many thanks to the
Boston Athletic Association

Since 2014, the Brigham Stepping Strong
Marathon Team has raised \$7.7 million!

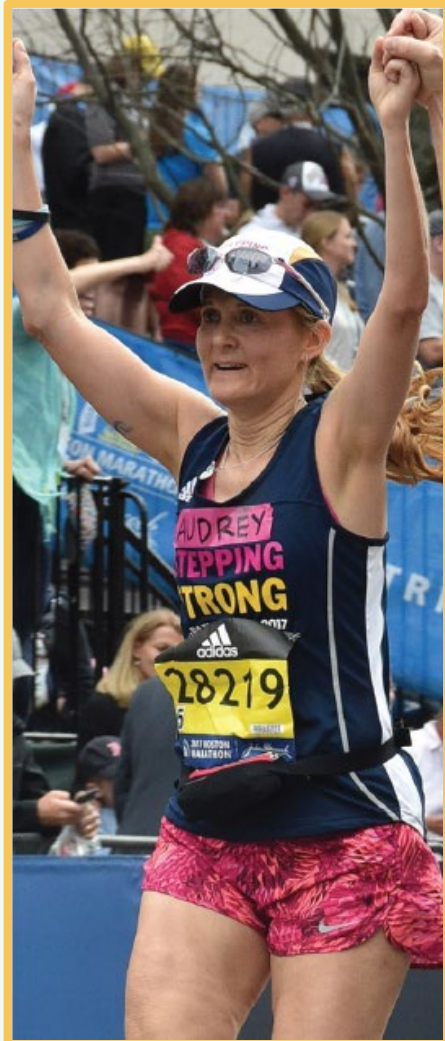


2022 Boston Marathon Fundraising Goal is...

\$1,200,000



Meet Your Team Captain!



Audrey Epstein Reny

Co-founder and team captain



Meet Your Team Medical Contributor!



Cheri Blauwet, MD
Medical Contributor



Background

- Sports Medicine Physician, Brigham and Women's Hospital
- Retired elite Paralympic athlete in the sport of wheelchair racing
 - 7-time Paralympic medalist
 - 2-time winner of the Boston Marathon wheelchair division (2004, 2005)
- Serves on the Board of Directors for the United States Olympic & Paralympic Committee and the B.A.A.
- Wife and mom of two (Stella and Spencer)



Contact Information

- Appointments: 617-732-9702 (Peggy Breneus)
 - Mention you are a Stepping Strong Team member to get a priority appointment within 48-72 hours
- Locations:
 - 20 Patriot Place, Foxboro
 - Virtual visits also available
- Direct Contact:
 - cblauwet@bwh.harvard.edu or Patient Gateway message



Meet Your Team Coach!



John Furey
Coach



Overview

- Boston Marathon – world's greatest race
- Coaching assistance
- Weekly newsletter
- Saturday long runs & Wednesday hill runs
- Joint Ventures: Injury screening / assessment
- Choose a training plan that suits you
- Strength train, stretch, and roll
- Dedication, desire, grit, and support are key to success
- Good sneakers, eating well, and listening to your body



Training

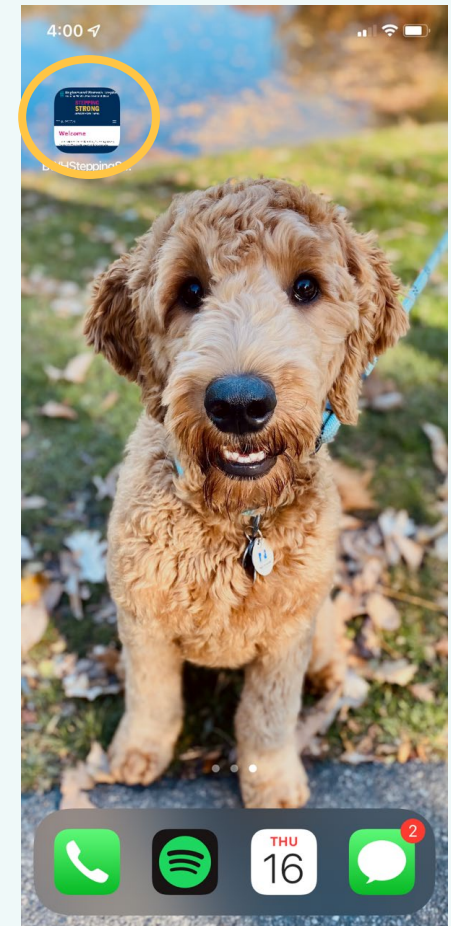
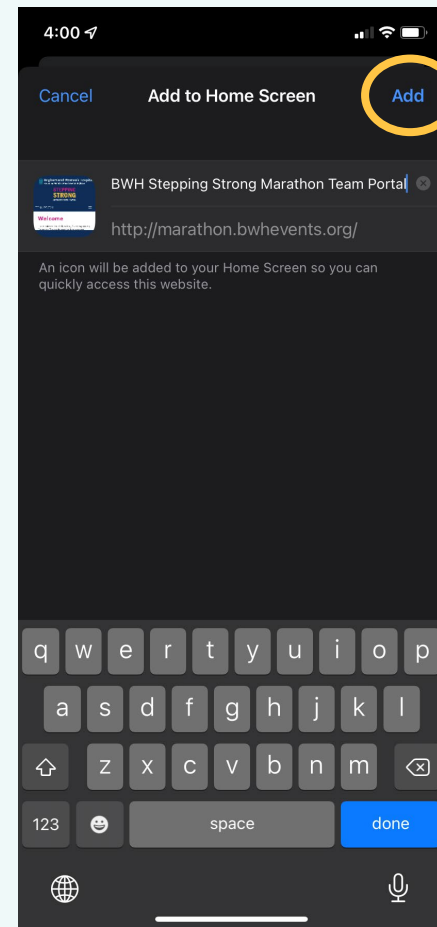
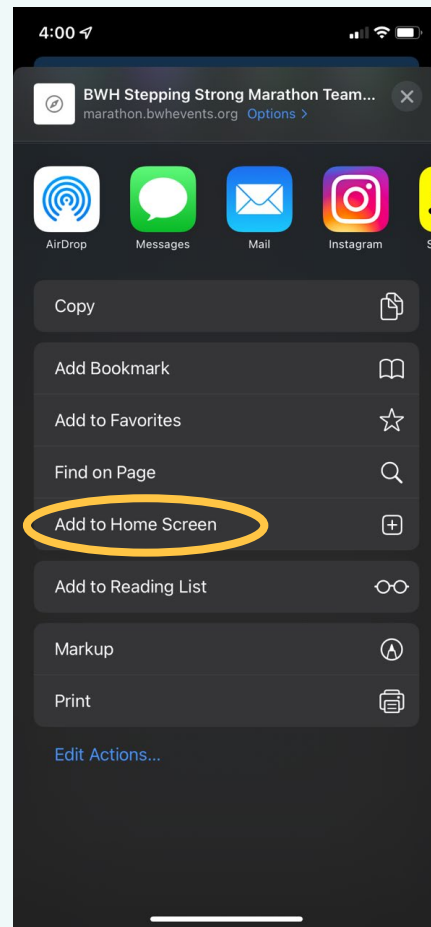
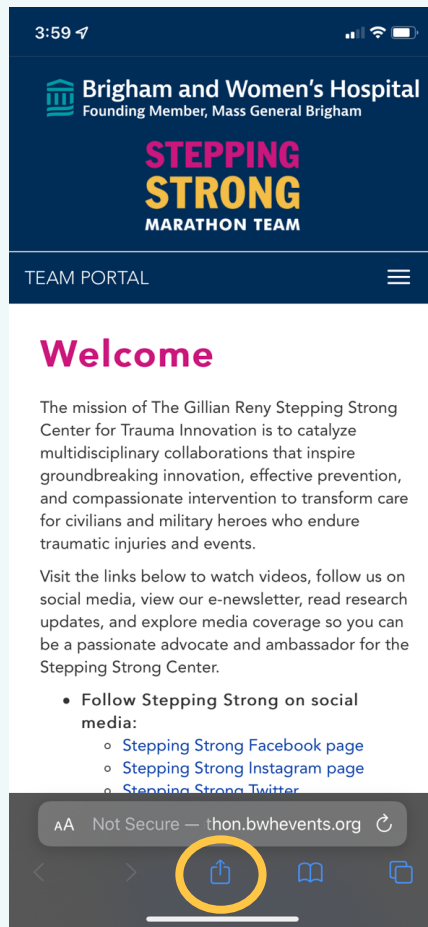
- Important Dates
 - Second long run: Saturday, January 8
 - First hill run: Wednesday, January 12
- Contact Information
 - Email: jfurey611@gmail.com
 - Cell: 617-759-0590
 - Website: furey262.com
 - Runner Portal: <https://marathon.bwhevents.org/training/>



Team Updates

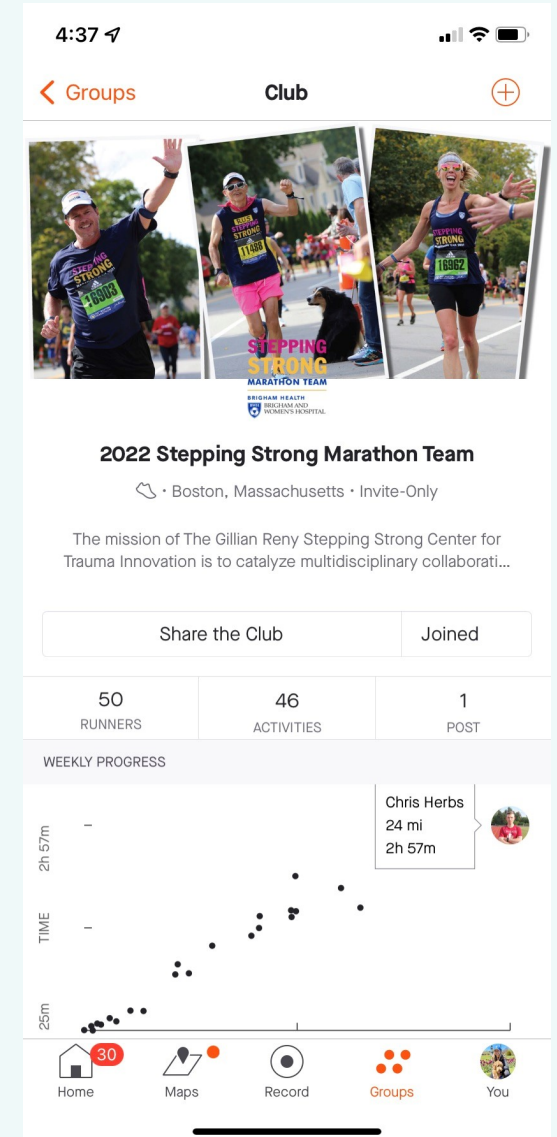
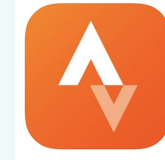
Runner Portal

- <https://marathon.bwhevents.org/>
- Add to mobile device:



Strava App

- Download Strava: Run, Ride, Swim
- Sign up or log in
- On the bottom, click on “Groups” & then click on “Clubs” in the upper right
- Type in “2022 Stepping Strong Marathon Team”
- Request to join club
- Post, share photos, and more!



Marathon Sports Shopping Week

- **What:** Exclusive 20% discount for Stepping Strong Teammates (excluding electronics)
- **When:** January 10 – 16, 2022
- **Where:** Marathon Sports, 671 Boylston Street, Boston, MA
- **How:**
 - In-person: Go to the store and mention you're a teammate to secure your discount
 - On the phone: Call (617) 267-4774 and mention that you are a member of our team and would like to order XYZ over the phone to secure your discount



Small Team Gatherings

- Join the Reny family and get to know your teammates!
- RSVP for one date on the runner portal
 1. Wednesday, February 9 from 6-7pm EST (Zoom)
 2. Tuesday, February 15 from 6-7pm EST (Zoom)
 3. Sunday, March 6 from 10:30am-12pm EST (Boston)
 4. Tuesday, March 8 from 6-7:30pm EST (Boston)




Team Meetings & Events

- **Monday, January 10 – Sunday, January 16:** Marathon Sports discounted shopping week
- **January TBD:** Register for the B.A.A. 5K and run with Stepping Strong (optional; separate fundraising commitment)
- **Thursday, February 10 (6-7pm EST):** Team meeting #2 (virtual)
- **Tuesday, March 22 (6-7pm EST):** Team meeting #3 (virtual)
- **Saturday, March 26:** 18–22-mile training run
- **Saturday, April 16 (AM):** B.A.A. 5K (optional)
- **Saturday, April 16 (PM):** Team Pep Rally
- **Monday, April 18:** Marathon Monday!
- **Wednesday, April 20:** We Did It Wednesday! (virtual)



Fundraising Tools

Fundraising 101

**Brigham and Women's Hospital**
Founding Member, Mass General Brigham


**STEPPING
STRONG**
MARATHON TEAM

HOME FUNDRAISING TRAINING CALENDAR CONTACT

Fundraising

Fundraising Tools

- Donations Overview and Toolkit
 - 501c3 Tax Exempt Form
 - Brigham W9 Form
 - Matching Gifts
 - Directions for Facebook Fundraising
 - Donor Tracking Excel
- TeamRaiser Tutorial
- Fundraising tips and tricks
- Virtual Fundraising ideas
- Customize the sample fundraising letter
- Create your own fundraising event flyer
- Press release template
- Why raise funds for Stepping Strong: See trauma statistics
 - Trauma statistics for social media

**OFFICIAL
CHARITY**

UPCOMING EVENTS

First Saturday Training Run
January 1, 2022 @ 7:00 am - 10:00 am

Virtual Team Meeting #1
January 6, 2022 @ 6:00 pm - 7:00 pm

Saturday Training Run
January 8, 2022 @ 7:00 am - 10:00 am

[View All Events](#)



Tips and Tricks



BE SOCIAL

Social media is an easy way to ask for contributions. Share your personal fundraising page with friends and family!



DOUBLE IT

Encourage your donors to ask their employers about their companies matching gift program and if their gift can be doubled!



HOST AN EVENT

Turn one of your favorite activities into a fundraising event. Poker night, bowling, dodgeball, video game marathon—the possibilities are endless.



FITNESS IS FUN

Many cycling, yoga, and fitness instructors are willing to donate their time so you can turn one of their classes into a ticketed fundraiser. It's a great way to do good and feel good at the same time.



SHARE YOUR STORY

Draft a thoughtful fundraising letter and share what inspires you to run. Mail a letter, send an email, make a phone call—you know your network best!



USE YOUR TALENTS

Do you paint, bake, make your own jewelry, knit, or crochet? Sell your talents and goods via online auction or craft fairs and local bazaars.



Offline Donations

Cover Sheet for Offline Donations

Runner Name: _____

I am enclosing (# of checks) _____. I am enclosing (total amount of donations) \$ _____.

Matching Gifts: Be sure to ask if your donors company has a matching gift program and the gift can be doubled!

☐ Matching gift form enclosed ☐ Online matching gift application submitted

Please complete the address section for each offline gift or check should the donor information not be provided. Please mail checks to: Brigham and Women's Hospital, Development Office, 2022 Boston Marathon, 116 Huntington Avenue, Third Floor, Boston, MA 02116.

Name: _____

Address: _____

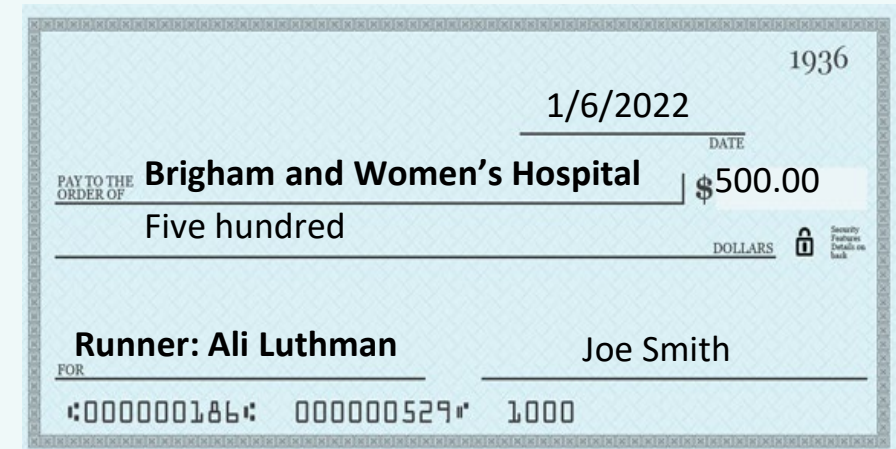
City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

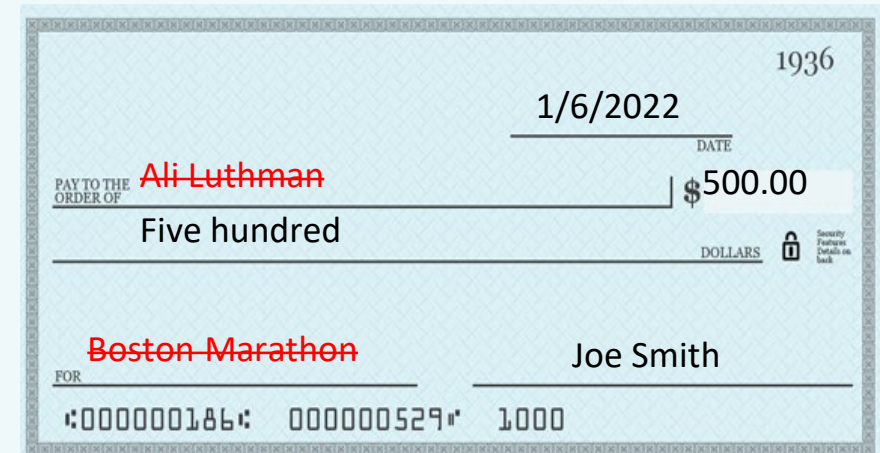
Donation Amount: _____

Correct 😊



A check from 1936 dated 1/6/2022 for \$500.00 (Five hundred) payable to the order of Brigham and Women's Hospital. The runner is Ali Luthman, and the check is for Joe Smith. The MICR line at the bottom reads: ⑆000000186⑆ 000000529⑆ 1000.

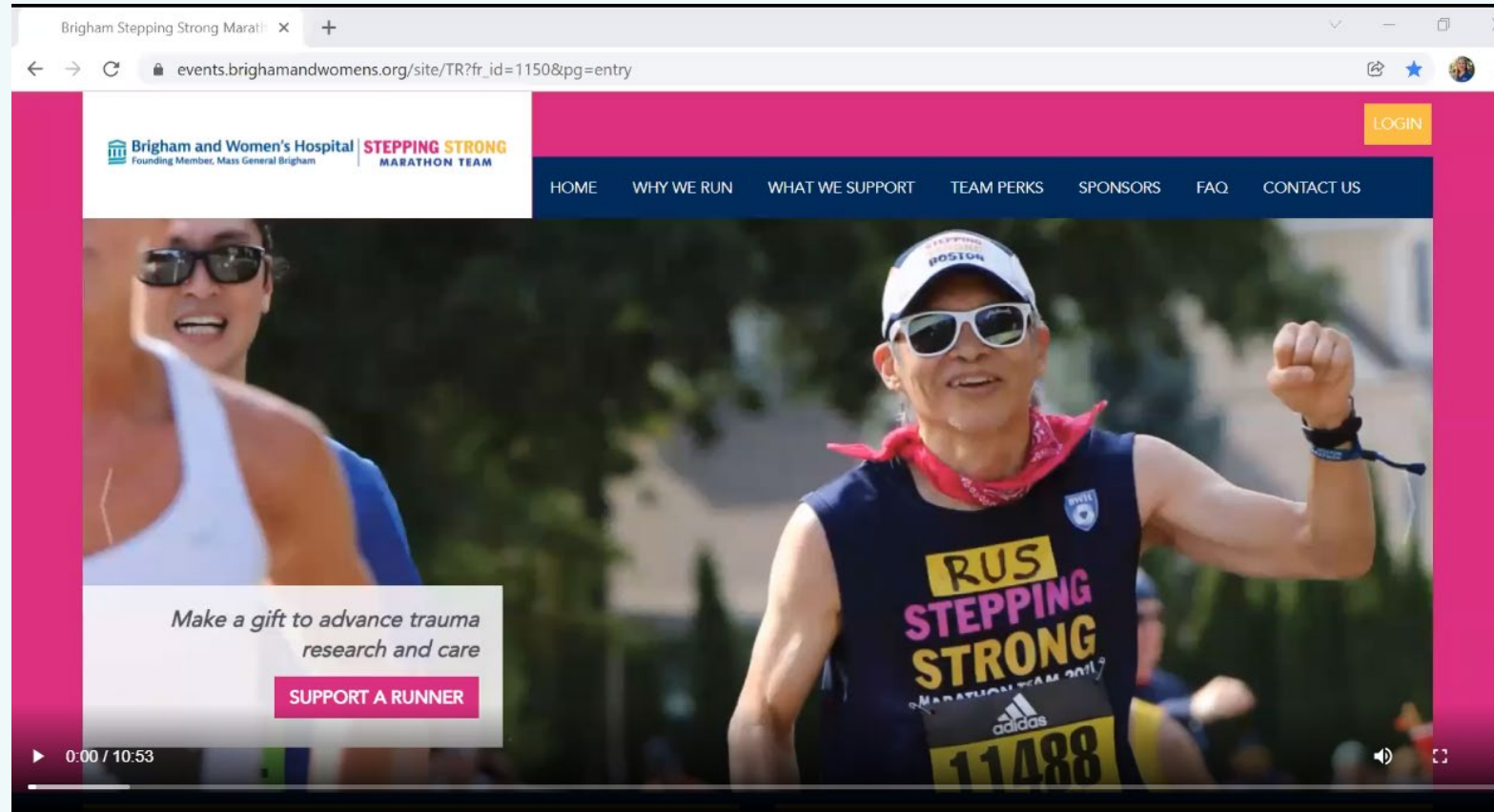
Wrong 😞



A check from 1936 dated 1/6/2022 for \$500.00 (Five hundred) payable to the order of Ali Luthman. The runner is Boston Marathon, and the check is for Joe Smith. The MICR line at the bottom reads: ⑆000000186⑆ 000000529⑆ 1000.



TeamRaiser Support



[Check out this TeamRaiser video tutorial](#)



Fundraising Check-In Calls

Ali and Alexa will be hosting fundraising check-in calls throughout the season to help runners reach their fundraising commitments.

- When: Bi-Weekly starting January 14 through April 8
- Sign up here:
<https://www.signupgenius.com/go/4090b4aa8ae2aa3f58-fundraising7>





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Founding Member, Mass General Brigham

Fundraising Milestones

Fundraising Milestones



Raise \$2,000+ by January 31

Pick 1: Baseball Hat, Winter Beanie, Tumbler, or Gaiter



Raise \$4,000+ by February 28

Pick 1: Cooler Tote, Duffle Bag or Backpack



Raise \$8,000+ by March 31

Pick 1: Unisex Sweatpants or Women's Leggings



Raise \$1,000 OVER your commitment by April 30

Pick 1: Sherpa blanket or any previous incentive



Raise \$3,000 OVER your commitment by April 30

Pick 1: Custom Sweatshirt or Finishers Shadow Box





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Fundraising Challenge

Marathon Madness!

Date	Fundraising Challenge	Prize	Winners
January 1 – 31	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
February 1 – 28	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
March 1 – 31	Marathon Madness: Raise the most money OR receive the most donations on TeamRaiser	Custom Stepping Strong Swag	Two (2) winners
April 1	Marathon Madness Championship: Top fundraiser and runner who receives the most donations during the three-month challenge	Official Boston Marathon jacket	Two (2) winners



Leaderboard

\$8,000+ raised

- Lesley Beznos
- Melissa Cooney
- Amy Mikhail
- Vanessa Welton

\$4,000+ raised

- Reg Chow
- James Helman
- Tim Hobert
- John Renkosik
- Elizabeth Saoud
- Katie Treadwell
- Nicole White



Leaderboard: \$2,000+ raised

- Shelby Aseltine
- Jen Bleakney
- Ashley Bohn
- Sabrina Boniface
- Emelie Burgess
- Haley Ciriello
- Devin Collins
- Catherine Corbo
- Neal Dannenberg
- Celeste Fetter
- Dan Greco
- Meg Hyde
- Sarah Jolley
- Rachael Lindblom
- Katherine Loughran
- Erica Lunn
- Emma Luster
- Julia MacDonald
- Catherine Manning
- Nikki Margaretos
- Sophia Marsden
- Jo Ann Moore
- Sophie Oliver
- Elizabeth Pachus
- Shelby Piekarczyk
- Rebecca Pion
- Will Relle
- Abraham Rubin
- Jessica Schiff
- Emilie Schlitt
- Lisha Spring
- Kirk Stuart
- Scott Swetz
- Cassie Thomson
- Stacey Zarling



Questions?

Put them in the chat box or email
marathonteam@bwh.harvard.edu!