



2021 NYC Marathon Team - Runner Information Packet

Thank you for your interest in running for Zara's Center in the 2021 TCS NYC Marathon on November 7th, 2021. This packet includes all of the information you need to apply to run on Zara's team, as well as registration information should you be offered a spot on the team. For more information about Zara's Center and the children we serve, please visit our website: www.ZarasCenter.org.

If you have any questions about the application process or Zara's Center in general, please contact our US Program Director, Jessica Briggs, at (443) 804-3467 or JessicaSBriggs@gmail.com.

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I. NYRR Charity Team Information

A. What is a Charity Team?

- a. A charity team is made up of runners who receive guaranteed entry into the NYC Marathon without having to enter the drawing. In exchange, runners raise money for the given charity (in our case, Zara's Center).

B. How Does it Work?

- a. For 2021, the fundraising goal is \$3,000 per runner. Each runner will set up an account on Haku (NYRR's fundraising platform) where friends, family, and colleagues can donate easily to your fundraiser. [Click here](#) for the how-to guide for Haku.

C. Accepting Donations

- a. NYRR requires that runners set up their own Zara's Center fundraising page via Haku to accept and track donations. However, your donors can also make donations via check or PayPal. When one of your donors gives via check or PayPal, we will simply input their donation as an "offline donation" on your fundraising page and it will be added to your fundraising total.
 - i. See page six for a comparison of donation methods.
- b. In the event that runners are unable to meet the \$3,000 minimum by the deadline (November 8, 2021 - the day after the marathon), they will be charged the difference.
 - i. For example, if a runner raises \$2,500, their credit card will be charged \$500. You will be contacted for your credit card details via phone or voluntarily provide your credit card information via Haku.
- c. We provide a form letter template (see page five) to help runners get the word out and are happy to provide additional help if needed. We also encourage runners to engage with Zara's Center on social media.

D. Entry Fee:

- a. Runners are not responsible for paying for their spot, but are responsible for paying the entry fee, outlined below:
 - i. U.S. residents (those who live in the 50 United States or the District of Columbia):
 - 1. NYRR members: US \$255
 - 2. Non-members: US \$295
 - ii. Non-U.S. residents (including Puerto Rico and other U.S. territories):
 - 1. US \$358



II. Application & Screening Process

A. Application

1. The first step in the process is to complete the runner application (included on page four) and send it to our US Program Director, Jessica Briggs, at JessicaSBriggs@gmail.com.

B. Interview

1. Once your application has been received, Jessica will contact you to schedule a brief informal interview via phone. The purpose of the interview is to make sure you are committed to raising funds for Zara's and to answer any questions you may have.

C. Contract

1. If you are offered a spot on the 2021 team, you will receive a welcome email that outlines runner expectations and includes a contract, which indicates that you commit to raising \$3,000 for Zara's Center and understand that you will be responsible for the difference if you do not meet the minimum.
2. Once you complete the contract you will be all set to formally register for the team.

D. Registration

1. We will formally invite you to join the team on the New York Road Runners' site (NYRR). You will receive an email from NYRR, which will outline how to complete your registration for the Marathon.
2. To ensure your spot on the team, we kindly ask that you complete the registration process as soon as possible once you receive the email.
3. Once you've registered with NYRR, we will invite you to create your personal fundraising page for Zara's Center on Haku. Our Program Director will guide you through this process - it's very simple.

E. Fundraising

1. Once you've created your page, you'll be all set to start fundraising. You will be provided with a fundraising letter template (see page 5) to send to your contacts to help you solicit donations.
2. Throughout this time, Jessica Briggs will serve as the team's liaison, offering individualized fundraising support and frequent email updates.



III. Zara's Center - 2021 Runner Application

Thank you for your interest in running for Zara's Center in the 2021 TCS New York City Marathon. Please complete the application, scan the completed form, and send it to JessicaSBriggs@gmail.com with "2021 Team Application" in the subject line. We will notify you if/when there are spots available to set up a brief interview.

Contact Information

Last Name: _____ First Name: _____

Birth Date: ____/____/____ Gender: _____ Email: _____

Home Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Home Phone: _____ Cell Phone: _____

Employer: _____ Title: _____

Work Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Running Experience

Are you a member of the New York Road Runners Club? Yes ____ No ____

Have you ever run in a marathon before? Yes ____ No ____

If so, which marathon(s)/date(s)? : _____

How often do you run? 5-7 times/week ____ 3-5 times/week ____ Less than 3 times/week ____

How did you hear about Zara's Center's Team?: _____

Are you able to commit to raising \$3,000 for Zara's Center? Yes ____ No ____

What size team t-shirt would you like? (S-XXL) _____



Sample Fundraising Letter Template

Below is a sample letter that runners have sent to their contacts via email in past years. Our Program Director will tailor a similar letter to fit your needs and link to your fundraising page.

Hi _____,

I'm thrilled to announce that I've been selected to run in the 2021 NYC Marathon as part of a charity team this fall.

The NYC Marathon's 300+ charity teams each raise funds for a given cause or organization, which in my case is a youth center for AIDS orphans in Bulawayo, Zimbabwe. Zara's Center provides daily nourishment, academic enrichment, medical care, work training, recreation, and artistic development to AIDS orphans and vulnerable children in community-based and home-centered initiatives.

As a charity team member, I'll be raising money on Haku through donations from family, friends, and colleagues. If you're interested in supporting this important organization, you can donate directly to my fundraiser by clicking [here](#). (this will link to your personal fundraising page). Donations are tax-deductible.

Thank you in advance for your support, and wish me luck as I represent Zara's Center and run the NYC Marathon on November 7th!

Thanks!

Suggested Donation Amounts

Below are some suggested donation amounts to share with your contacts.

- \$20.00 provides food for a child for two months.
- \$30.00 provides yearly school supplies and school fees for one child.
- \$50.00 provides a month of daily meals for five children
- \$150.00 provides one year of school fees and supplies for 5 children



IV. Donation Method Comparison

TEAM ZARA 2021 DONATION METHOD COMPARISON				
PLATFORM	CREDIT CARD FEES	ADDITIONAL FEES	Notes	EXAMPLE
Haku - NYRR Fundraising Platform Via Stripe[1]	2.9% + \$0.30	\$0 - \$100: 3.5% \$101 - \$500: 3% \$501 - \$2,000: 2.5% \$2,001+: 2%	Donors can opt to cover the fees or choose not to. If the donor covers the fees, Zara's Center gets 100% of the donation amount.	If a donor gives \$100 and covers the fees.... <i>Zara's Center gets \$100</i> If a donor gives \$100 and does not cover the fees.... <i>Zara's Center gets \$93.30</i>
PAYPAL [2]	2.2% + \$0.30 International Donations Vary Approx. 3.5%	None	If your donor wants to give via Paypal, please have them write your name in the notes section when donating so we know which runner the funds should be applied to.	If a donor gives \$100... Within the US <i>Zara's Center gets \$97.50</i> From another country, <i>Zara's Center gets \$96.50</i>
CHECK	N/A	N/A	None	If a donor gives via check, 100% of the funds are received by Zara's Center

[1] Stripe has been audited by a PCI-certified auditor and is certified to PCI Service Provider Level 1. This is the most stringent level of certification available in the payments industry. ([more info](#))

[2] To donate via PayPal or check, please visit www.ZarasCenter.org/make-a-donation