

## Marketing Team

**About:** The Marketing Team is responsible for getting media exposure, support fundraising team and sourcing team.

### What we need you to do:

- 1) Recruit runners to register the 5K walk (help fundraising team)
- 2) Find professionals who would volunteer to provide construction skill class
- 3) Find donors: money, materials, power tools and work space (help sourcing team)
- 4) Write a pitch, reaching out to media.

### FAQ:

Q: How can we raise \$15,000?

A: Yvonne Shortt is committing to raise \$10,000 for the project, leaving the remaining group of volunteers with a smaller goal of only \$5,000. We can raise this money by participating in the Women Who Build-Artists Who Own 5K for \$5K, as well as contacting companies that may be interested in sponsoring the project.

Q: What is the Women Who Build-Artists Who Own 5K for \$5K?

A: On Saturday morning, May 6th 2017, RPGA Studio will be hosting a 5K walk/run race in Forest Park, Queens. Project volunteers & participants are expected to raise \$100 each. People who want to participate in the 5K can do so through one of two ways: paying the \$25 registration fee or committing to raise \$100.

Q. Where can people donate?

A. Participants must create an account through Crowdrise and join the Women Who Build-Artists Who Own campaign. Donors can support individual team members and pay directly through the website.

Q. What else can I do to raise money?

A. Do you have an expertise? Teach it to people for a modest donation! Do you have a TV? Host a movie night! Create some art or bake some cookies and sell them! There are plenty of creative ways to generate funding for a non-profit cause (all donations of which are tax deductible).