

Re: The ING NYC Marathon 2011

May I take this opportunity again to thank you for your interest and desire to run on Nick's team to raise money so we may continue Nick's legacy of helping others.

As per our conversation, enclosed you will find a tee shirt. This tee is the Memorial Tee we had made up for Nick right after 9/11/01. Use it to train, or for whatever you feel appropriate, we will be having tees made up to use for marathon race day.

You will also find a DVD called "A Tribute to Nicky Love". This DVD was created by Nick's brother Chris as a way of honoring him. I feel that it would be beneficial to you to view this before you even start fundraising. It will definitely give you a little insight into Nick, "the man."

Enclosed you will find a Donation Tally Sheet. Here you can keep track of all donations coming in, **especially the cash donations**. When a donor is making a cash donation, it is particularly wise to be sure that they or you write down all the information that is asked for on the Tally Sheet, and don't forget to send it to us along with your check that you used to substitute the cash you collected. It is this information that we will use to mail the donor their acknowledgement/receipt for tax purposes. If checks are used to make their donation, be sure that they make the check payable to **The Nicholas Rossomando 9/11 Memorial Scholarship Fund**. You might want to put this information into your fundraising material. You will also find copies of letters prior runners used in their fundraising endeavors. You will also find a list containing other fundraising ideas you may want to implement, aside from just reaching out to family, friends and co-workers. Remember, always direct them to Nick's website, [www.Nicks911collegefund.org](http://www.Nicks911collegefund.org), this in itself will give your potential donors a lot of information.

A very important point to make to donors is that their donation is tax deductible. Our scholarship fund is exempt from Federal income tax under section 501 (c) (3) of the Internal Revenue Code and any contributions to the fund are deductible under section 170 of the Code. Tell a potential donor that they will receive from the Fund, an acknowledgement they can use to substantiate their donation when tax season comes around.

Another good point you can make, is that any donation of \$ 100.00 or more automatically entitles a donor to a memorial tee. However, I would need their tee shirt size. There will be a place on the Tally Sheet for this. If paying by check, tell them to note their shirt size in the memo section of the check.

When you start to fundraise, I might suggest that as you accumulate cash, deposit it to your personal checking and write one of your checks in that amount. Send accumulated donations to me periodically, being sure to include the tally sheet filled in with the required information. Some people get ex-

cited when the check they use to make the donation is held onto and isn't deposited in a timely manner. Send the Tally Sheet and the checks to the address above. We will process the deposit and send you an e-mail account balance update. Please be sure to keep copies of the updates in case you have to refer to them in the future.

Enclosed also is a sheet entitled Crowdrise. Crowdrise is a fundraising site that is associated with the ING NYC Marathon. You can set up a fundraising page there for our charity is associated with Crowdrise as well. The Crowdrise sheet is informational. Please check it out. This website will be circulated to all the runners who got into the 2011 Marathon through the lottery. There will be a very strong chance that you could get donations from strangers.

Each year we have a Pre-Marathon Dinner. All on Nick's Team will be invited with a guest. It is held at Tony's DiNapoli, which is in the Times Square area of NYC. It is held on the Friday before Marathon Day. We do this each year and it is a great time. I hope that you will consider attending, for that will be the only opportunity for us to meet you. We certainly have time for that, however, look for information regarding the dinner down the line.

Another important item is our new donation process on Nick's website, [www.nicks911collegefund.org](http://www.nicks911collegefund.org). You can tell your donors that all they need to do to donate is log on to the website, and click on the donate now button. When they click on that button, a form will pop up. They need to input the information asked for, then they click submit. They are then directed to the Pay Pal, actually to the page where the donor can make their donation. Of course as stated above, checks or cash are accepted and the information as to their handling is in this literature.

Good Luck to you in your training and fundraising efforts! If you need anything, give a holler. You can reach me at the numbers and e-mail address listed above.

Sincerely,

Barbara Scaramuzzino, Director  
The Nicholas Rossomando Memorial Scholarship Fund