

GARR FUNDRAISING TOOLKIT

Great American Road Rally 2026

Race Face Driver Development Program

INTRODUCTION

Thank you for participating in the 2026 Great American Road Rally benefiting the Friends of Jaclyn Foundation.

Over the next 50 days, you have an opportunity to raise awareness and donations for children battling pediatric cancer while creating exposure for your race team, sponsors, and personal brand.

Remember:

People don't donate because they see a link.

People donate because they connect with a mission.

Your job is to share the story, build awareness, and make it easy for people to help.

PHONE SCRIPT

Current Sponsor

Hello [Sponsor Name],

This is [Driver Name].

I wanted to personally reach out because I am participating in the 2026 Great American Road Rally benefiting the Friends of Jaclyn Foundation.

Friends of Jaclyn supports children battling pediatric cancer through their Adopt-A-Child Program and other incredible initiatives.

As one of my valued partners, I wanted to see if your company would be interested in supporting this effort through a donation.

Every dollar raised helps create awareness and support for children and families facing challenges no family should ever have to face alone.

I'd love to send you my donation link and QR code if you'd like to learn more.

Thank you for your continued support.

PHONE SCRIPT

Family, Friends & Supporters

Hi [Name],

I hope you're doing well.

I'm participating in the Great American Road Rally benefiting the Friends of Jaclyn Foundation.

The mission is to raise awareness and support for children battling pediatric cancer.

I'm reaching out because your support would mean a lot to me and to the families this organization serves.

Would you consider making a donation?

Any amount helps make a difference.

I'd be happy to send you my donation link and QR code.

Thank you for your support.

TEXT MESSAGE TEMPLATE #1

Hi [Name],

I'm participating in the 2026 Great American Road Rally benefiting the Friends of Jaclyn Foundation, which supports children battling pediatric cancer.

Would you consider making a donation to help support this amazing cause?

[Insert Donation Link]

Thank you for your support!

TEXT MESSAGE TEMPLATE #2

Hi [Name],

Over the next few months I'll be participating in the Great American Road Rally to help raise awareness and donations for children battling pediatric cancer through the Friends of Jaclyn Foundation.

If you'd like to support the cause, you can donate here:

[Insert Donation Link]

Thank you for helping make a difference.

EMAIL TEMPLATE

Subject: Join Me in Supporting Children Battling Pediatric Cancer

Hello [Name],

I wanted to personally reach out and ask for your support.

This year, I am participating in the Great American Road Rally benefiting the Friends of Jaclyn Foundation.

The Friends of Jaclyn Foundation supports children battling pediatric cancer and their families through life-changing programs that provide hope, support, and unforgettable experiences.

My goal is to raise awareness and donations for this incredible mission.

If you would like to support my efforts, you can donate using the link below:

[Insert Donation Link]

Every donation, regardless of size, makes a difference.

Thank you for your consideration and support.

Sincerely,

[Driver Name]

SOCIAL MEDIA POST #1

Why I'm Participating

This year I'll be participating in the Great American Road Rally benefiting the Friends of Jaclyn Foundation.

The mission is simple: help children battling pediatric cancer and provide hope to families who need it most.

Over the next several weeks, I'll be raising awareness and donations to support this incredible cause.

If you'd like to help, you can donate here:

[Insert Donation Link]

#FuelTheRally #FriendsOfJaclyn #GreatAmericanRoadRally

SOCIAL MEDIA POST #2

Donation Request

Every donation matters.

Every share matters.

Every conversation matters.

I'm proud to be supporting the Friends of Jaclyn Foundation through the Great American Road Rally.

Together we can make a difference for children battling pediatric cancer.

Donate here:

[Insert Donation Link]

#FuelTheRally #FriendsOfJaclyn #GreatAmericanRoadRally

QR CODE PROMOTION IDEAS

Place your QR Code:

- ✓ Facebook Posts
- ✓ Facebook Cover Photo
- ✓ Instagram Stories
- ✓ Instagram Bio
- ✓ Team Website
- ✓ Email Signature
- ✓ Sponsor Presentations
- ✓ Business Cards
- ✓ Hero Cards
- ✓ Trailer Signage
- ✓ Race Car Display Area
- ✓ Team T-Shirts
- ✓ Text Messages
- ✓ Driver Appearances
- ✓ Autograph Sessions
- ✓ Sponsor Meetings

The easier you make it to donate, the more donations you'll receive.

WEEKLY FUNDRAISING CHECKLIST

Every Week:

- ☐ Contact 10 Potential Donors
- ☐ Call 3 Sponsors
- ☐ Send 10 Personal Text Messages
- ☐ Make 3 Social Media Posts
- ☐ Share QR Code Daily

- ☐ Send 1 Email Campaign
 - ☐ Thank Every Donor Personally
 - ☐ Track Donations and Follow Up
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FINAL THOUGHT

The drivers who raise the most money are not always the drivers with the biggest social media following.

They are the drivers who consistently ask, consistently share, and consistently follow up.

Start today.

One call.

One text.

One post.

One donation.

Then repeat tomorrow.

Small actions create big results.

- Rod Wortham Race Face Driver Development