



2018 FESTIVAL FUNDRAISER

Dear Team Captain:

Thank you again for your help in making the 2018 Charlotte Dragon Boat Race and Asian Festival the best yet. We appreciate your efforts. This year we are launching a fundraiser, and we encourage everyone to get involved. A portion of the proceeds benefits Charlotte Rescue Mission, who for over 80 years has been serving people struggling with addiction, poverty, or hopelessness with the goal of returning them to society as productive, self-sufficient citizens.

We are hoping each team will set a fundraising goal. The suggested goal is \$2,000, though you may set your own team's goal higher or lower. When a team member signs the online waiver, he or she will be added to the online peer-to-peer fundraising effort and receive an email from QGiv.com, our online fundraising provider.

Please note that this is a voluntary effort. Paddlers are under no obligation to raise any money, and choosing not to participate in the fundraiser will not affect their ability to race in any way.

That said, we hope many will choose to do so.

As Team Captain, you can set up your team's page in addition to your own individual page. General instructions on how to manage fundraising pages are included on a separate sheet. The instructions for the team page are similar. There, you can add a team logo, set your team goal, and keep track of how your team's fundraising effort is progressing. If you need help send an email to fundraiser@charlottedragonboat.com, and we'll do our best to assist.

We hope that you will get excited about this new initiative. In addition to helping to offset the increasing costs of holding this wonderful event, the funds that are directed to Charlotte Rescue Mission will help people who have been struggling with addiction and homelessness to put their lives back together.

Thanks, and happy paddling!

John Chen



FUNDRAISING AWARDS

The Official Cutoff for determining who receives a fundraising medal is **May 31, 2018 at 11:59 p.m.**

Medal and award determinations will be made based on actual dollars contributed for each individual and each team at that time.

Awards Levels

Individual Medals

Fundraising Medal: \$100

Each individual who raises a minimum of \$100 by the Official Cutoff date will receive a medal.

Team Awards

Fundraising Medals: \$2,000

Each team that raises \$2,000 or more will receive a commemorative plaque.

Most Overall Donations

The team that raises the most overall donations at the time of the Official Cutoff will receive a special trophy.



CHARLOTTE RESCUE MISSION

First, learn about our charity partner. Founded in 1938, the Charlotte Rescue Mission has a long history of reaching out to the homeless and those battling addictions.

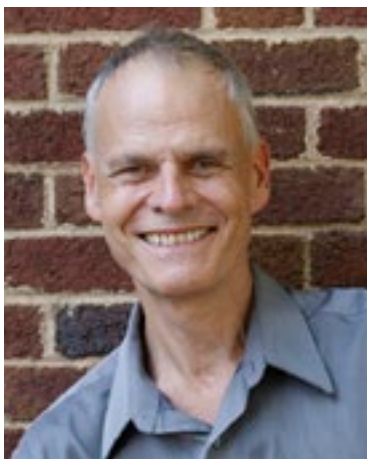
Rebound for Men

Rebound provides free Christian residential drug and recovery services for men who would not otherwise be able to afford such services. The program is modeled after the 12-Step Alcoholics Anonymous curriculum, but with one significant

difference; by providing clinical substance abuse counseling within a Christian context, **our program completion rates are twice the national average.**



CHARLOTTE RESCUE MISSION
REBOUND & DOVE'S NEST



While we provide food, clothing and shelter, it's always integrated within a minimum 120-day program. This multi-faceted approach ensures that our residents develop a deep understanding of their problems, including the root causes. In doing so, they learn not only how to cope with the pressures of staying drug and alcohol free, but how to manage the life scenarios that can trigger relapse. The 120-day program begins with 30 days of intense counseling and education, followed by 90 days of continued group and individual counseling, instruction and training.

Dove's Nest

Dove's Nest, Charlotte Rescue Mission's cost-free women's recovery program, opened its doors in 1992 with a 12-bed residential home in the heart of historic Dilworth. Now, a new 120-bed facility on the city's west side provides a structured yet loving and stable living environment, with a dedicated staff aimed at helping women understand and deal with the core issues of addiction as a disease. The program welcomes mothers with their children and focuses on spiritual, physical, social and psychological recovery, to help women understand and deal with the core issues of their alcohol and/or drug addiction.



After the free 120-day intensive program, residents may opt for an eight-month extension in our continuing care division. The program is women-specific, with a staff dealing with all women's issues including mental, emotional, physical and sexual abuse, and a special team to assist with issues unique to mothers and their children. Our residents come to Dove's Nest to rest, mend, heal and gain a new direction in their lives.

charlotterescuemission.org



PERSONAL EDIT PAGE

The screenshot shows the 'My Fundraising Dashboard' interface. On the left is a sidebar menu with options: Dashboard, Share Event, My Donations, Resources, My Registration, Manage Registrations, Our Team, and Edit My Page. The main content area displays fundraising progress: a total raised of \$100.00, with \$100.00 from online and \$0.00 from offline. A thermometer graphic shows 40% progress towards a \$250.00 goal. Below this is a section titled 'Get the Word Out' with buttons for sending emails, adding registrants, viewing the page, and sharing on Facebook. Callouts point to specific features: 'Upload Your Avatar Here' points to the profile picture; 'Share on social media and a custom email campaign.' points to the 'Share Event' button; 'Shows you who has donated and how much (Donors can choose to remain anonymous.)' points to 'My Donations'; 'Change your registration information.' points to 'My Registration'; 'This is where you edit the copy on your fundraising page.' points to 'Edit My Page'; and 'You can update your personal goal here.' points to the 'Update My Goal' button.

Click on the link in the email from QGiv to get started with your fundraiser.

Choose a password and set up your personal fundraising page. Above is a sample of what that page will look like. On this page, you can:

- Upload your avatar.
- Share this page on social media, or create a custom email campaign for your fundraiser.
- Visit your team page.
- Add and edit your fundraising pitch.
- Monitor the progress of your fundraising effort.

You don't have to set up a personal fundraising page, but we highly recommend it.

If you do not receive an email from QGiv (check your SPAM folder first!), or are having trouble with your page, email us at fundraiser@charlottedragonboat.com, and we will assist you as best we can.



PERSONAL PUBLIC PAGE

Find your inner dragon. And help others conquer addiction.

Charlotte Dragon Boat & Asian Festival • CDBA

May 19, 2018

My Personal Fundraising Page

I am helping raise money on behalf of the Charlotte Dragon Boat Race and Asian Festival to support the Charlotte Rescue Mission. The Asian Festival launched in 2005, and the Dragon Boat Race has been an annual event since 2006. Together, they form the signature event for the Asian-American community in the greater Charlotte region.

This year's proceeds also benefit Charlotte Rescue Mission, who for over 80 years has been serving people struggling with addiction, poverty, or homelessness with the goal of returning them to society as productive, self-sufficient citizens. Charlotte Rescue Mission provides free Christian residential drug and recovery services for men at Redound and women and families at Dove's Nest. This 120-day multi-program ensures its residents develop a deep understanding of their problems, including the root causes of addiction, and in doing so, they learn not only how to cope with staying drug and alcohol free, but also how to manage the life scenarios that can trigger relapses. The program completion rates are below the national average.

Give early and give often!

\$100.00 goal

\$250.00 goal

40% of your goal reached

34 days 13 hours 6 mins 46 secs

Donate Now

Share on Facebook Share on Twitter

This is what your page will look like to others.

This is a sample of the your personal page that your family, friends, and coworkers will see when they go to make a donation on your personal fundraising page. They can donate directly from this page.

From this page, they (and you) can also link to your team page by clicking on your team logo, and to the main fundraising page by clicking on the fundraising logo.



MAIN FUNDRAISING PAGE

Find your inner dragon. And help others conquer addiction.

Charlotte Dragon Boat & Asian Festival
May 18-19, 2018

Share on Facebook
Share on Twitter

Sponsors
Bank of America

Our Newest Participants
View All

Event Leaderboard
View Full Leaderboard

Event
The Charlotte Dragon Boat Race and Asian Festival celebrates the common heritage and the dramatic diversity of Asian cultures. This family-friendly event features something for everyone:

- Charlotte Dragon Boat Race
- Cultural Dance Program and Showcase
- Asian Market and Culinary Fest
- Games, Vendors, and Delicious Food

The Asian Festival launched in 2006, and the Dragon Boat Race has been an annual event since 2008. Together they form the signature event for the Asian-American community in the greater Charlotte region. This is the first year we are holding a public fundraiser, and we encourage everyone to get involved!

The year proceeds will benefit Charlotte Rescue Mission, who for over 60 years has been serving people struggling with addiction, poverty, or homelessness with the goal of returning them to society as productive, self-sufficient citizens.

Charlotte Rescue Mission provides free 24-hour residential drug and recovery services for men at Poochard and women and families at Dove's Nest. The 120-day mark program assists its residents develop a deep understanding of their problems, including the root causes of addiction, and is doing so. They learn not only how to stop using drugs and alcohol free, but also how to manage the life scenarios that can trigger relapses. The program completion rates are twice the national average.

We encourage you to help us help others.
Thank you for your support!

All donations for this fundraiser go directly to the Charlotte Dragon Boat Association. Charlotte Dragon Boat Association is a registered, tax-exempt 501(c)(3) nonprofit organization. Donations are tax-deductible as allowed by law.

100%
\$100.00
per person
\$30,000.00
goal
0%
of your goal reached

34
days
12
hours
30
mins
31
secs

Donate Now

Here's the main fundraising page.

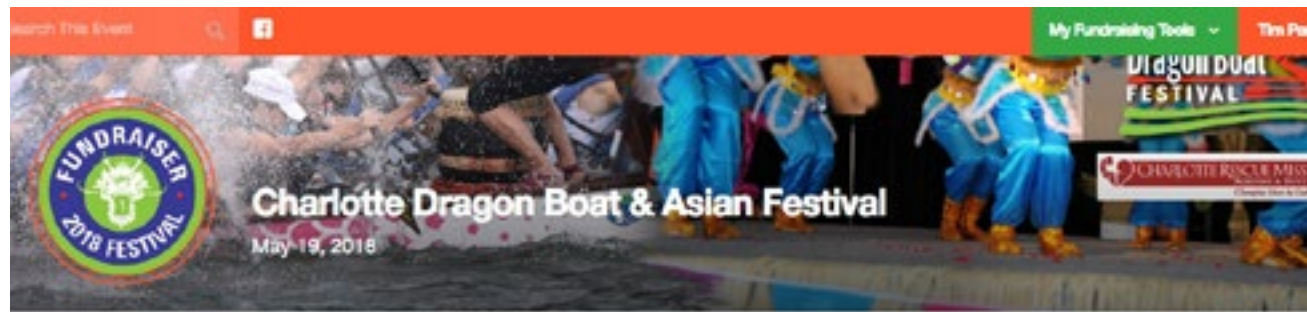
<https://secure.qgiv.com/event/cltdragon/>

Even if you don't have time to customize your personal page, you can still direct family, friends, and coworkers to the main festival fundraising page. This page provides a description of the Dragon Boat Race and Asian Festival, Charlotte Rescue Mission, a scroll of our sponsors, and a slide show from last year's festival.

They can still donate in your name from this page without ever visiting your personal page. When they click on "Donate Now", they will be taken to the Donation page, where they can search for and select your name.



DONATION PAGE



Donate Today!

The Charlotte Dragon Boat Race and Asian Festival celebrates the common heritage and the dynamic diversity of Asian cultures. The Asian Festival launched in 2000, and the Dragon Boat Race has been an annual event since 2006. Together, they form the largest Asian festival in the Charlotte region. This year, proceeds also benefit Charlotte Rescue Mission, who for over 80 years has helped the homeless and hopeless with the goal of returning them to society as productive, self-sufficient citizens.

We thank you for your support!

We have included suggested donation amounts, or people can enter their own amount. Below on the form (not shown here), donors may opt to make their name or amount of donation anonymous (or both). If they donate on your behalf, their anonymous donation will still show up on your personal and team pages and be counted towards your fundraising goal.

This is where your family, friends and coworkers can donate in your name. If you send them the link to the main fundraising page, be sure to give them the name you used on your online waiver form. All donation activity on your behalf will show up on both your personal and your team page.

Participant or Team fundraising goal

Search for a Participant or Team

Donation Amounts

\$10	\$25	\$50	\$75
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Finally, the donation page!

This is the top portion of the Donation Page. The donation process is straightforward. Donors can choose to apply the donation on a participant's behalf. They can make a dedication. They can choose to make their name and their donation amount either public or anonymous. QGiv accepts VISA, MasterCard, and the Discover Card. If someone would like to write a check, they may do so and send it to:

If they write your name in the memo line, the amount will be added to your fundraising total when the funds have been deposited in the CDBA account. If a donor prefers to make a donation via PayPal, they may also do so.



SAMPLE FUNDRAISING PITCH

This is the copy from the main fundraising page. Feel free to add it to your personal fundraising page. You may customize your personal pitch, but you may not materially change the details or in anyway misrepresent the nature of any elements related to the festival, Charlotte Rescue Mission, or this fundraiser.

The Charlotte Dragon Boat Race and Asian Festival celebrates the common heritage and the dynamic diversity of Asian cultures. This family-friendly event features something for everyone:

- Charlotte Dragon Boat Race • Cultural Stage Program and Showcase
- Asian Music and Dance Fest • Exhibits, Vendors, and Delicious Food

The Asian Festival launched in 2000, and the Dragon Boat Race has been an annual event since 2006. Together, they form the signature event for the Asian-American community in the greater Charlotte region. This is the first year we are holding a public fundraiser, and we encourage to everyone to get involved!

In addition to helping offset the rising costs of holding this marvelous event, proceeds also benefit Charlotte Rescue Mission, who for over 80 years has been serving people struggling with addiction, poverty, or hopelessness with the goal of returning them to society as productive, self-sufficient citizens.

Charlotte Rescue Mission provides free Christian residential drug and recovery services for men at Rebound and women and families at Dove's Nest. This 120-day multi-program ensures its residents develop a deep understanding of their problems, including the root causes of addiction, and in doing so, they learn not only how to cope with staying drug and alcohol free, but also how to manage the life scenarios that can trigger relapse. The program completion rates are twice the national average.

We encourage you to help us help others.

Thank you for your support!

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