# **INDIVIDUAL FUND RAISERS**

# **FRIEND**

A **Friend** is an individual who raises as much as possible for an NGO of his choice, using the TSK25 2016 vehicle. Individuals with a wide social network or individuals who work or have seen the work of your organization can become ‘Friends’. Young adults too can be excellent ambassadors for your work and thereby effective fundraisers as Friends.A Friend can register to participate in any of the race categories on race day.

**Registration & Fundraising Process for a Friend**

* To register as a Friend, an individual needs to get in touch with 84203 87878 or info@unitedwaykolkata.org

# **CHANGE MAKER**

A **Change Maker**is an individual who makes a commitment to raise a minimum of INR 50,000 for his/her chosen charity/cause using the TSK25 2016 vehicle. Individuals with a wide social network or individuals who work or have seen the work of your organization can become ‘Change Makers’. Young adults too can be excellent ambassadors for your work and thereby effective fundraisers as Change Makers.

Privileges for Change Makers

Successful Change Makers, who raise the minimum fundraising threshold of INR 50,000 on or before 30th Nov, 2016, can look forward to the following privileges at the Event:

**⬩** Name and quote on the official event website

**⬩** Mention on branding at the Get Active Expo

**⬩** Kitting – official event tee

**⬩** Personalized running number bib

**⬩** Invitee car park sticker for race day

**⬩** Invite to the Procam Marquee on race day *(the invite is non-transferable)*

**⬩** Priority line-cup at Ananda Run (6 kms)

**⬩** Invite to TSK25 2016 Charity Awards ceremony (post event)

# **CHANGE LEADER**

A **Change Leader** is an individual who makes a commitment to raise a minimum of INR 1,00,000 for his/her chosen charity/cause using the TSK25 2016 vehicle. Individuals with a wide social network or individuals who work or have seen the work of your organization can become ‘Change Leaders’. Young adults too can be excellent ambassadors for your work and thereby effective fundraisers as Change Leaders. A Change Leader can register to participate in any of the race categories on race day.

Privileges for Change Leaders

Successful Change Leaders, who cross the minimum fundraising threshold of INR 1,00,000 on or before 30th Nov 2016, can look forward to the following privileges at TSK25 2016.

**⬩** Change Leader and his/her chosen cause will be featured on the official event website and the Event Facebook community

**⬩** Kitting – official event tee

**⬩** Featured at the Get Active Expo

**⬩** Personalized running number bib

**⬩** Invite (non-transferable) to pre event functions

**⬩** Invitee car park sticker for race day

**⬩** Invite to the Grand Stand on race day *(the invite is non-transferable)*

**⬩** Invite to the Procam Marquee on race day *(the invite is non-transferable)*

**⬩** Priority line-up for the Ananda Run (6 kms)

**⬩** Invite to TSK25 2016 Charity Awards ceremony (post event)