

RUN THROUGH HISTORY 5k & 1-Mile Walk

a fundraiser to benefit the
Historic Wilmington Foundation



WHO WE ARE

In 1966, a small group of citizens determined to save local built history united to form the Historic Wilmington Foundation (HWF).

Today we are a member-supported 501(c)(3) historic preservation nonprofit with a mission to preserve and protect the irreplaceable in New Hanover, Pender, and Brunswick counties.

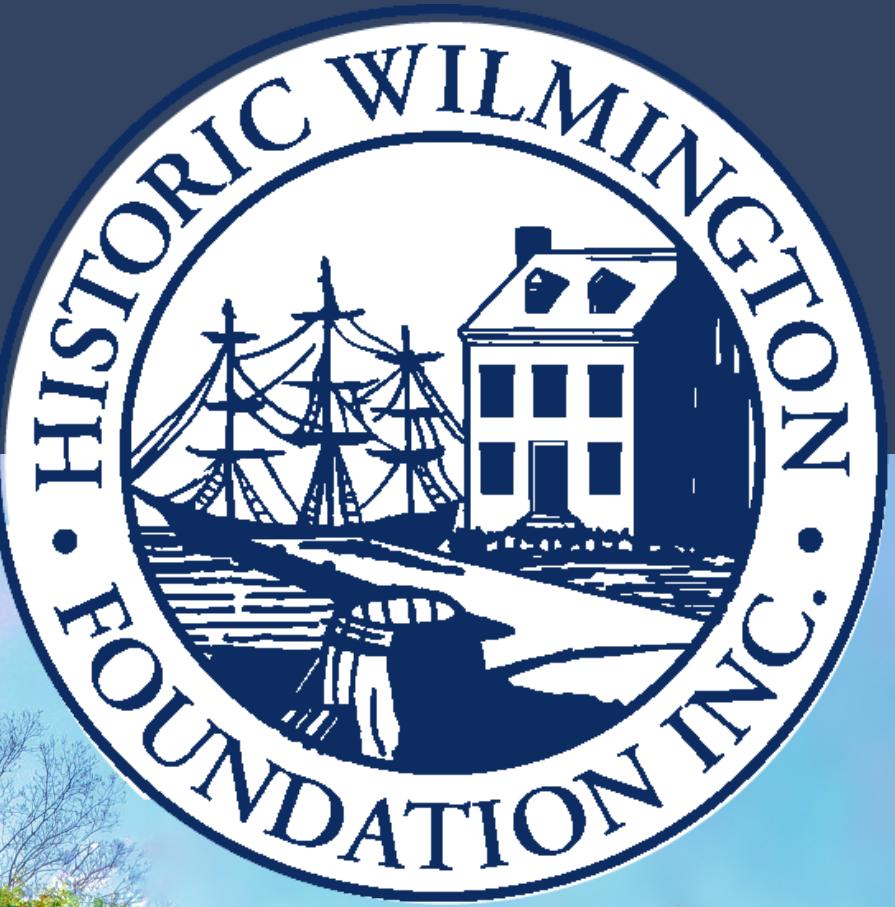
HWF helps heritage properties and places thrive through advocacy, education, engagement, house rehabbing/relocating, preservation easements, Legacy Architectural Salvage, and so much more!



WHAT WE DO

For over 50 years, the Historic Wilmington Foundation has purchased and rehabbed distressed old houses, selling them with protective covenants (easements) in place. Such deed restrictions contractually protect properties in perpetuity, and HWF holds preservation easements on over 100 area houses.

Today, owners of old houses and buildings choose to have HWF hold preservation easements so that those structures cannot be torn down or altered to the point of losing their historic integrity.



Run Through History 5k & One-Mile Walk

HWF's Run Through History is a self-guided fundraising fun run! Four unique maps created by HWF encourage you to experience the past and present of Wilmington, and your registration and pledges help ensure our future! Along the routes, you'll pass by lesser-known locales and some of Wilmington's most legendary places. As you sprint, saunter, or stroll (we don't judge, we're just glad you're participating!), you'll see houses saved by the Historic Wilmington Foundation, buildings bearing HWF plaques, and structures that HWF is advocating for every day. As part of HWF's commitment to honor and share our community's complete, diverse past, at least one-half of our maps' featured sites are related to local Black history. You'll also pass by notable places demolished and lost, a reminder of the importance of protecting and preserving the *irreplaceable*.

Current Initiatives

Putting Your Donations to Work!

1772 GRANT

Thanks to a grant from 1772 Foundation, HWF is assisting homeowners with repairs, to save their historic houses, which are currently on the City's Demolition by Neglect list.

MAIDES CEMETERY

HWF has partnered with community advocate Kathy King to find a permanent solution for perpetual care at Maides Cemetery, as well as the county's other rural graveyards and African American cemeteries.

REAVES CHAPEL

Reaves Chapel is a pillar in the Black community. To preserve this historic site, HWF has donated \$10,000, and continues to work with community partners to save this local landmark.

ADVOCACY

HWF is advocating every day for our built history, including the Cape Fear Memorial Bridge replacement, historic districts, historic tax credits, Project Grace, and rail realignment.

Choose Your Journey: 4 Maps

NORTHSIDE 5K

This 5k route starts and ends at 1898 Memorial Park. You'll pass by St. Stephen AME Church (a 2020 Preservation Award winner!), the former and present location of 310 Bladen (saved by HWF!), and Snipes-Taylor House (preserved after Hurricane Florence, thanks to a Florence Fix-It grant from HWF, and former home of Robert Robinson Taylor, the first Black student enrolled at the Massachusetts Institute of Technology, and the first accredited Black architect when he graduated in 1892).

SOUTHSIDE 1-MILE WALK

Explore the Southside of downtown by traversing this path, starting south of Market Street and ending north of Wooster.

CEMETERY 1-MILE WALK

This reflective stroll will guide you to five Wilmington cemeteries, starting at Wilmington National Cemetery and ending at Oakdale.

FOREST HILLS 1-MILE WALK

Follow our route through Forest Hills, starting and ending at Colonial Drive. *The Nir Family YMCA (2710 Market Street) is graciously allowing participants to park in their front parking lot.*

Fundraising Levels



- Level 1: \$0-99**
Commemorative Drawstring Bag
- Level 2: \$100-249**
Commemorative Drawstring Bag and T-Shirt
- Level 3: \$250-499**
Commemorative Drawstring Bag, T-Shirt, and Legacy Architectural Salvage Baseball Cap
- Level 4: \$500 and up**
Commemorative Drawstring Bag, T-Shirt, Legacy Architectural Salvage Baseball Cap, and Frame Made with Reclaimed Wood from Legacy Architectural Salvage

Keep Your Eyes on the Prize



Since the Run Through History 5k & 1-Mile Walk will not be timed, we're awarding 1st, 2nd, and 3rd place prizes to participants who raise the most funds for the Historic Wilmington Foundation!

We've made it a snap for friends and family to donate toward your "race." Here's how to get ahead on your fundraising (or should we call it fund-racing?):

1. Start off your 5k campaign with a bang! Donate a little extra when you register.
2. Create a campaign page for your "race" so friends and family can donate online to support you (and HWF)!
3. If one of your supporters would prefer to cheer you on with cash or check, turn in these donations by noon on Monday, August 23.

Run Through History Prizes



gift cards to Seabird (\$75), Gravity Records (\$75), The Plant Outpost (\$50), Legacy Architectural Salvage (\$30), as well as a gift basket from Swahili Coast (\$75 value)



gift cards to The Green House (\$50), Gravity Records (\$50), The Plant Outpost (\$30), Legacy Architectural Salvage (\$20), as well as a gift basket from Swahili Coast (\$50 value)



gift cards to The Kitchen Sink (\$25), Gravity Records (\$25), The Plant Outpost (\$20), Legacy Architectural Salvage (\$10), as well as a gift basket from Swahili Coast (\$25 value)

Set up your fundraising page.

Keep your eye on the prize—and spread the word!

Your page is where people can donate to your fundraiser, so save the link and share it often via email and social media!

Personalize your page to explain to your friends and family why historic preservation (and HWF!) is important to you.

Make it personal with your own photos, stories, and don't forget to post updates along the way!

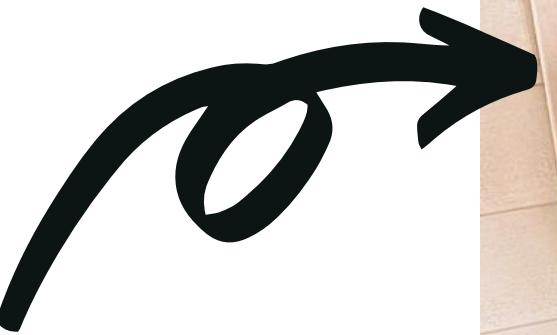
Donate first! Being the first one to donate to your campaign shows others how dedicated you are to your challenge.

Step 1

Start by going to
tinyurl.com/runthroughhistorycampaign
to create an account in our system and set up
your fundraising page.

Having technical difficulties?
Give us a call: 910.762.2511!

(Before you start, find a photograph of
yourself to put on your fundraiser page!)
A fun selfie, a photo of your historic home, or
—for those of you who participated last year—
a pic in your 2020 Run Through History swag!



Step 2

When you reach the log-in screen, you will see 3 options: create a new account, sign in to an existing account, reset your password.

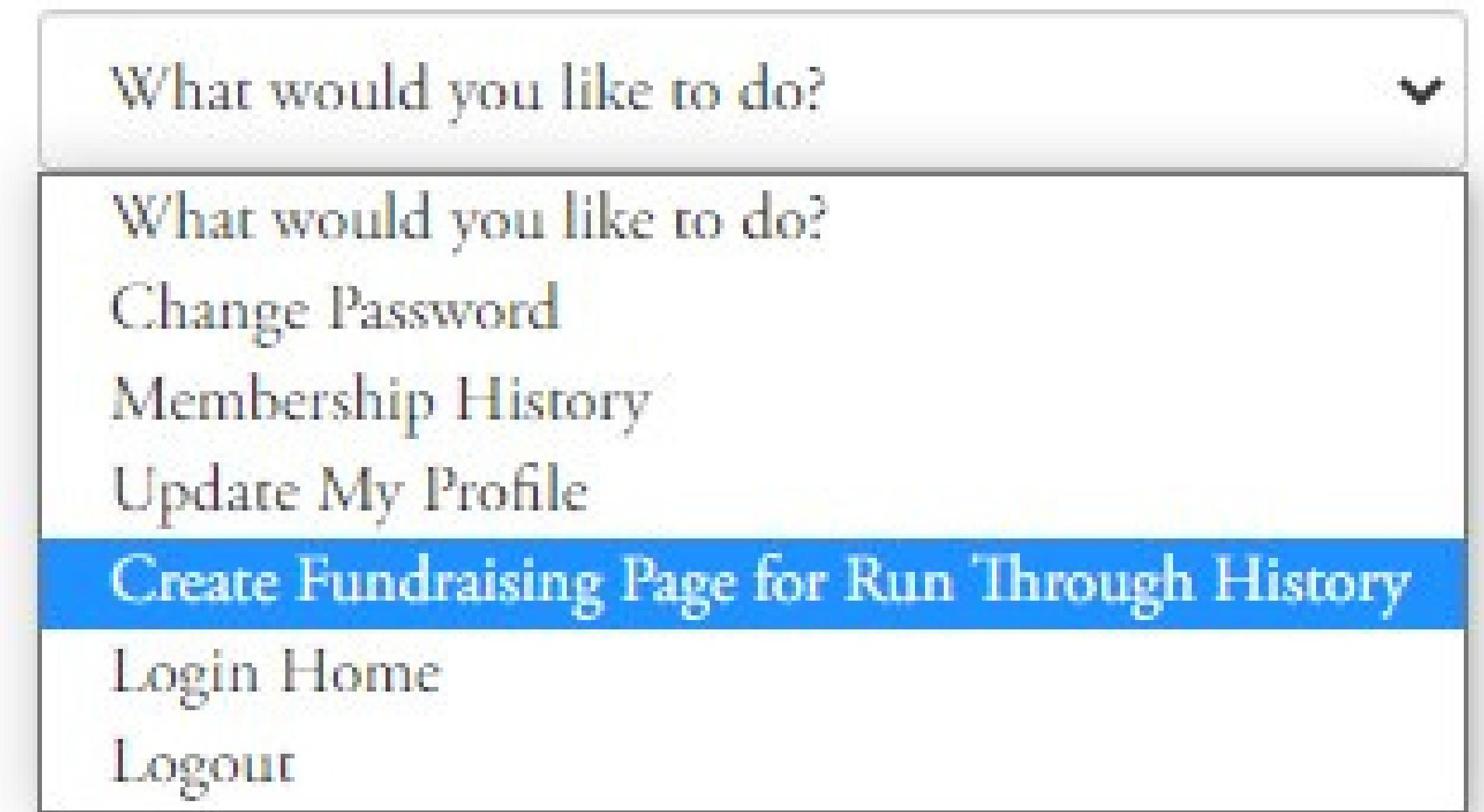
OPTION 1: If you are new to HWF (or not sure whether or not you have an account), click on "Create New Account."

OPTION 2: If you already have your username and password, click "Sign In To An Existing Account" to log in.

OPTION 3: If you know you have an account but forget your password, use the "Reset Your Password" link.

Step 3

Once you've logged into your (existing or new) account, you will see "2021 Run Through History" in the drop down menu.



Click on "Create Page."

Step 4

Set up your page! Make sure you:

- Decide whether you want to give your fundraising page a name other than your name, which is selected by default.
 - For example, "Support Isabelle Shepherd's Fundraising Fun Run!"
- Set up your personal goal.
- Upload a picture.
- Add 2-3 sentences about why you are participating and what Historic Wilmington Foundation means to you.
- Click Save!

Example Fundraising Page

SUPPORT ISABELLE SHEPHERD'S FUNDRAISING FUN RUN

If you know me, you know I hate running. Or, more specifically, my knees hate running. But! For a good cause, I will certainly do a fast-paced walk any day, especially when the routes guide me through our city's irreplaceable built history, including fun tidbits and stories about highlighted locations. Please support me as I race (figuratively!) to meet my goal of raising \$500 to support Historic Wilmington Foundation. Many, many thanks in advance!!

ABOUT 2021 RUN THROUGH HISTORY

HWF's Run Through History is a self-guided fundraising fun run. Four unique maps created by HWF encourage participants to experience the past and present of Wilmington, and both registration fees and pledges help ensure our future! Participants register, raise funds to support HWF, and then complete the route(s) anytime between the morning of Friday, August 20 and the evening of Sunday, August 22! Since the Run Through History 5k & 1-Mile Walk will not be timed, we're awarding 1st, 2nd, and 3rd place prizes to participants who raise the most funds for the Historic Wilmington Foundation!

SUPPORTERS

Name	Date	Amount	Comments
Isabelle Shepherd	07/21/2021	\$5.46	
Total		\$5.46	



> Donate

Fundraising progress:

1%

\$5.46
Raised

\$500.00
Goal

+ Create a page

All fundraisers



Step 5

Go to the Share My Page option and copy the Donation Link to send out to your friends and family.

If you would like to post on social media, please use the social media links at the bottom! Be sure to tag #HWFrundthroughhistory.

Page Content Share My Page Donations Event Registrations Comments Team

My Fundraising Page
Share your fundraising page by copying this direct link.
Donation Link: <https://historicwilmington.z2systems.com/iheartoldhouses>

Social Media
Use these links to share your page with your personal network.

Sample Facebook Post



Isabelle Shepherd

21 hrs ·

...

I'm kicking off my Run Through History fundraising (or perhaps I should say fund-RACING?) campaign, to raise as much as possible for local preservation efforts!

I'm so proud of the work the [Historic Wilmington Foundation](#) is doing in our community, from preserving and protecting Giblem Lodge No. 2 (the second oldest Black Masonic lodge in the state) to saving homes on the City's Demolition By Neglect list. We're powerfully supporting our community's homes—and our neighbors who live within them—in new and unprecedented ways.

Please support my "run" through donating—no matter how large or small your donation may be, you're making an incredible difference in our historic community.

#HWFRunthroughhistory



HISTORICWILMINGTON.Z2SYSTEMS.COM

Support Isabelle Shepherd's Fundraising Fun Run

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Ready, Set, Go!

Once you have set up your page, you are good to go—literally!

Be sure to update your supporters via social media or email.

When donors see that you're working hard to complete your goal, they will be even more excited to donate and support you!

How to Raise Funds

- 1 DRAFT YOUR LIST: Think of people you can count on for support and make a list! It can be family, friends, neighbors, and coworkers.
- 2 START SMALL: Ask your closest friends and family to donate first. Then, when you reach out to your extended network, people will feel like they're donating to an already successful campaign.
- 3 CREATE MINI GOALS: Your goal of \$250, \$500, or more can seem like a lot. Set a goal every week to raise a small chunk. You will reach your overall fundraising goal in no time!



How to Raise Funds, cont.

- 4 POST ON SOCIAL MEDIA: Post photos of historic buildings, neighborhoods, cemeteries, or statues to Facebook, Twitter, Snapchat, and Instagram to update your friends and family and request support.
- 5 EMAIL SUPPORTERS: Email tends to produce more donations than social media since it is more personal and direct. If you need help crafting an email, we've provided an example in this toolkit!

EXAMPLE POST

I'm walking to support historic preservation because I love Wilmington. Share the love by donating today: [LINK]!

How to Raise Funds, cont.

- 6 KEEP ASKING: People have busy lives and your supporters may forget to make a gift! Follow up, provide them with updates, and send simple reminders to those who promised to donate and haven't followed through yet.
- 7 RAMP UP FUNDRAISING AT THE END: People will want to help you to that finish line! Sending an email or message saying you are so close to your goal can encourage supporters to give you that little bit more that you need.

EXAMPLE POST

I am so close to reaching my goal! With only \$300 left, will you help me to the finish line? The last day to donate is Sunday, August 22. (Link in bio!) #HWFrunthroughhistory

Sharing on Social Media

Social media is a powerful tool to get the word out! Be sure to use your social media channels to tell your friends and family why you are excited about this challenge and ask them to support you by donating to your fundraiser.

We suggest posting at least once a week, but post as often as you like! Most people won't see every single post you create, so don't worry about overwhelming your friends and family.

Be sure to always link your fundraising page so they know where to find you! And please tag Historic Wilmington Foundation in your posts (@historicwilmingtonfoundation) and use the #HWFRunthroughhistory hashtag so we can follow along with you!

EXAMPLE POST

Because I love Wilmington's historic community, I'm raising money to support Historic Wilmington Foundation's preservation efforts and advocacy! Won't you support me?

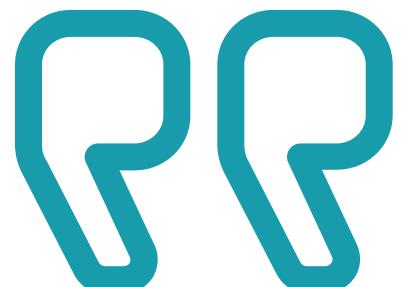
I'm trying to raise \$500 before Sunday, August 22 for their Run Through History 5k & 1-Mile Walk. Support me on my journey here: [LINK].

Example Posts & Emails

Feel free to copy and paste these template social media posts, emails, and thank you notes directly, use them as a general outline, or get creative and create your own!

DON'T FORGET!

Use the hashtag #HWFrundthroughhistory and tag us (@historicwilmingtonfoundation) on Facebook and Instagram!



Sample Social Media Posts

EXAMPLE 1: I am so excited to share that I am participating in Run Through History, a fundraiser to support the Historic Wilmington Foundation. From now until Sunday, August 22, I'll be raising funds to preserve the Lower Cape Fear's irreplaceable built history now and into the future. Go to [LINK] to support me!

EXAMPLE 2: Run Through History is just 2 weeks away! With [\$X] to go, I could really use your support! Please to go [LINK] to help me reach my goal!

EXAMPLE 3: This past year, more than ever, I have been able to explore our historic city. Wilmington's vintage landscape has been such a respite from the stresses of life and a great way for me to exercise safely. I am raising money for its continued preservation, but I need your support! Can you help me reach my goal of raising [\$X] by the end of the week? That will get me so much closer to my goal of [\$X] by Sunday, August 22nd! Go to [LINK] to donate now!

Sample Social Media Posts

EXAMPLE 4: Want to support a campaign that ***isn't*** political? Click here to give some dollars to support historic preservation: [LINK]!

EXAMPLE 5: If you love old buildings like I do, please consider donating to HWF's Run Through History fundraiser this month: [LINK]!

EXAMPLE 6: This August, I'll be exploring 4 neighborhoods in Wilmington to celebrate our local history. Join me by supporting the Historic Wilmington Foundation by clicking here: [LINK]!

EXAMPLE 7: One of my favorite parts about living in historic Wilmington is [insert your favorite part]. I'm walking in HWF's Run Through History on Aug 20-22 to show how much I love this city and our history. Please consider donating to support historic preservation with me: [LINK]!

Sample Email

Dear Family and Friends,

As some of you may know, historic preservation is a cause close to my heart—quite literally, close to home here in Wilmington! Our historic neighborhoods have been a place of refuge for me and my family this last year. Now, I have an opportunity to give back through the Historic Wilmington Foundation's Run Through History 5k & 1-Mile Walk (August 20-22)!

In addition to exploring Wilmington through HWF's custom maps, I'll be fundraising to support their mission of preserving and protecting the irreplaceable historic resources of Wilmington and the Lower Cape Fear region. HWF is a 501(c)(3), and the funds I raise will go directly to support their advocacy, education, and preservation efforts.

Will you help me reach my goal of [\$GOAL] by Sunday, August 22, 2021? Check out my fundraising page by clicking here: [LINK]. Any amount will help me reach my goal! Thank you for your support—I can't wait to update you on my progress!

With gratitude,
[NAME]

Sample Thank You Note

Dear [NAME],

I wanted to reach out to personally thank you for donating to my Run Through History fundraiser. With your help, we are contributing to the preservation and protection of Wilmington's irreplaceable built history!

I really enjoyed being able to give back to this incredible city, after I have spent so much time here. [Include details as to why you support historic preservation, whether that be sustainability, history, or personal connection!]

Check out the Historic Wilmington Foundation's website (historicwilmington.org) and social media platforms to keep up to date with how your gift is being used! Thanks again for your generosity.

Best,
[NAME]

Expressing gratitude is one of the most important parts of being a fundraiser!

Use the following template or find your own way to say thanks to your supporters.

THANK YOU FOR SUPPORTING HWF!

Questions? Email Blair Middleton, HWF Office Manager, at middleton@historicwilmington.org for help setting up your page, advice about social media, or any other support.

