

5K FUNDRAISING GUIDE



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GENERAL INFORMATION

About Birch Family Services:

Founded in 1975, Birch Family Services is a leading provider of education, employment, and community support services for individuals with autism and developmental disabilities and their families in New York City. Every year, the organization supports more than 2,000 people across various locations in Manhattan, Queens, Brooklyn, and the Bronx. From preschool to graduation, employment, housing and beyond, Birch Family Services provides fully integrated programs and services to support individuals in achieving their goals across their lifetime.

Education

LEARNING SKILLS TO REACH ONE'S POTENTIAL

Education programs for 1000+ students ages 3-21 across NYC.



Providing a quality education experience that is individualized and strengths-based allowing each student to thrive in preschool, school-age, and in preparation for adulthood.

Eight Early Childhood Programs.
Three School-Age Programs.



Community Services

EMPOWERING LIVES AND GROWTH

Supporting children and adults through residential, day/community habilitation, and other support services.



In-home and site-based person-centered services focused on social, communication, self-care, and community inclusion throughout NYC.

173 individuals in residences with 24-hr support in Manhattan, Brooklyn, and Queens. Two supported living programs in the Bronx.



New Frontier

BUILDING SKILLS FOR THE WORKPLACE. AND LIFE.

Supporting young adults with autism and developmental disabilities after graduation.



Customized vocational preparation and job acquisition to ensure a successful transition into the workplace.

Supports in job preparation, independent living skills, health, and social connections.



ABOUT THE EVENT

Join Birch Family Services at the **14th Annual 5K Forward: Fast Track to Empowerment!** Participate as a runner, walker, or side lines cheerer and raise funds to provide services to individuals with developmental disabilities and autism. Be a part of the Birch Family mission and empower people to lead fulfilling lives.

Day of Agenda

8:00am - Check In Opens

9:30am - Race Kickoff and Start

11:00am - Awards Ceremony

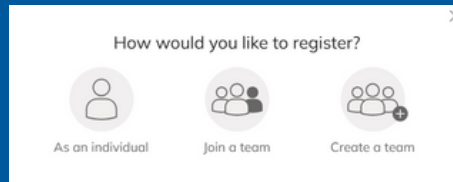


FUNDRAISING TOOLS

How to Get Started:

1. Visit <https://give.birchfamilyservices.org/5K26>

2. Select Register



3. Select your registration type

- Individual - Allows you to register yourself, family members or friends.
- Join a Team - Search for an existing team such as a Company or Group. This option also allows Birch Family Services staff, families or friends to join an established team.
- Create a Team - Anyone can create a team! Your team can be as simple as the "Smith Family" or a group of friends who want to support our cause.

4. Select the number of tickets to purchase (up to 25 per transaction)

- This is your event registration! Ticket Options include Adult, Virtual, Under 18 years old, Birch Staff, Birch Parent, Birch Student and Program Members.

5. Enter participant information (name, address, email, date of birth, gender, etc.)

6. Sign Event Waiver*

**Minors must have their parent or guardian complete the waiver section.*

7. Process your payment and check your email to start fundraising.

Please note race shirts and bibs will be available for pickup at check in on the day of the event.
Shirt sizes are subject to availability.

SETTING UP YOUR FUNDRAISING PAGE

Once registered, a confirmation email and Claim Your Fundraising Page email will be sent to the email address provided.

1. Select Claim Your Fundraising Page button in the email
 - If you already have a Classy account, you will receive an email to view your fundraising page and enter your username and password.
 - The email you used during registration will already be pre-populated. Enter a password to create your account.
2. Select Sign Up
3. Select Continue
4. To view your profile, select View Page
5. To share your page via Email, Text, or Social Media then select Share
6. Follow prompts to personalize your Fundraising Page

Templates have been provided on Page 7 for you to use when sharing via email, text, or on social media. Please feel free to use the templates OR craft your own message that explains why you support Birch Family Services and want others to join you!



Questions?

**Please contact us at
events@birchfamilyservices.org**

SOCIAL MEDIA & TIPS

Ways to Get Involved:

Follow Birch Family Services on Social Media!



@BIRCHFAMILYSERVICES



@BIRCHFAMILYSERV



@BIRCHFAMILYSERVICESNYC



@BIRCHFAMILYSERVICES



Like, Comment, Share, and Tag your friends on our posts.

Tips for the 5K:

- Post photos or videos of how you are gearing up for this year's 5K.
- Optional: Make your social media page public on the day of the event so Birch Family Services can share and repost your content!
- Use #WhyIm5KForward and tag Birch Family Services.
- If you are taking a video, make sure to hold your camera horizontally for the best capture.



SAMPLE POSTS



Facebook:

Join me as I raise funds for @BirchFamilyServices at the 14th Annual #WhyIm5KForward: Fast Track to Empowerment! With your contribution, we can help provide services across the lifespan to New Yorkers with developmental disabilities and autism.

[INSERT LINK TO PERSONAL FUNDRAISING PAGE]



Instagram:

Please join me in supporting

@BirchFamilyServicesNYC at the 14th Annual 5K Forward: Fast Track to Empowerment on May 17, 2026. Join my team or donate today!

#WhyIm5KForward

[INSERT LINK TO PERSONAL FUNDRAISING PAGE]

**Instagram allows you to add links directly to your story*

** You can also add links to your Instagram bio*



X:

@BirchFamilyServ is hosting their 14th Annual 5K Forward: Fast Track to Empowerment on May 17, 2026. Help me raise funds and donate to a great cause today! ##WhyIm5KForward

[INSERT LINK TO PERSONAL FUNDRAISING PAGE]



LinkedIn:

@BirchFamilyServices will be hosting their 14th Annual 5K Forward: Fast Track to Empowerment on May 17, 2026, at Pier 45 in Hudson River Park.

Join me as I raise funds to support Birch's critical mission to empower individuals with developmental disabilities and autism to lead fulfilling lives. Any contribution is greatly appreciated and don't forget to ask your employer if they match donations!

[INSERT LINK TO PERSONAL FUNDRAISING PAGE]



Email/Text:

Hi there! I am helping raise funds for Birch Family Services' 14th Annual 5K Forward: Fast Track to Empowerment! Join me in participating by registering or donating today!

[INSERT LINK TO PERSONAL FUNDRAISING PAGE]

Remember these are only templates and we encourage you to personalize your message to potential donors! Showcase your WHY and add a picture to your post to help engage supporters.

*Don't forget to thank your donors, too!
Tag @BirchFamilyServices and use #WhyIm5KForward.*

THANK YOU!

We are excited to partner with you in this great event to help empower the individuals with autism and developmental disabilities supported by Birch Family Services. We thank you for your participation and interest.

See you at the Start Line!

Follow us!

