



## Fundraising Tip Sheet – The Road to \$500 and beyond!

1. **Set a goal.** Set a fundraising goal on your profile page. We recommend a fundraising minimum goal of \$500 and hope you will be pleasantly surprised by the outpouring of support from your network!
2. **Tell your story and upload a picture.** Personalize your fundraising page. Tell your story. Share a story of who may have inspired you to do the Cancer Crush; a loved one, a doctor or nurse or even a caretaker. Upload your photo, and update it frequently so your friends, family and other supporters can follow your journey to help raise money for lifesaving cancer research!
3. **Make the first donation.** Show your friends and family how important cancer research is to you and make the first donation.
4. **Ask everyone and anyone.** Reach out to friends and family directly by sending them a link to your fundraising page via email or text message, or just give them a call! After all, people can't donate if you never ask. Tell your friends, family and co-workers why you are fundraising and doing the summer challenge and why it matters so much to you. Share a story about who inspires you to want to crush cancer. See pages 2 and 3 for a generic and personalized example of an email to send to friends and family. And remember to include a link to your fundraising page or [mcwcancercrush.com](http://mcwcancercrush.com).
5. **Share, share and share some more.** After emailing, texting and calling your close friends and family, share on all the social-media platforms you use; Facebook, Twitter, Instagram and LinkedIn. Thank people who donated and ask others to donate. If you and your bff ("best friend forever") just walked along the lakefront, post a photo on Instagram to spread the word and find additional supporters. Remember to always include a link to your fundraising page and use the hashtag #mcwcancercrush. Here are some simple ways to use your social-media accounts for your challenge:
  - **Personalize your profile.** Upload new header and profile photos, and even update your "About You" description to tell everyone about your challenge to crush cancer!
  - **Post at least every week.** Update your mileage and fundraising progress, post some new pics and continue to let your friends and family know that you are crushing cancer.
  - **Send a message.** Reach out to people who follow you and ask for their support with a direct message. It never hurts to ask directly and they may have missed your posts.
6. **Update your progress.** Update your fundraising page by logging into the fundraiser dashboard. Click on "manage" on top right of fundraiser page, personalize your story and include updates on your fundraising and mileage goals.
7. **Send Follow-up emails.** Emails are easy to overlook, and people often open them up quickly and then forget to go back to them. Use follow-up messages to update people as you hit milestones for your mileage and fundraising goal (50% raised, 500 miles biked, etc.), and ask supporters to help you hit the next milestone.
8. **Remember to thank early and often.** As more people support you, **keep thanking them** on social media and share your progress toward your goal. Tell them how you're crushing it! Know that all your fundraising efforts will make a significant difference, and together we'll help science crush cancer. **THANK YOU!**



## Sample Fundraising Letter

*We recommend personalizing this letter - share your story on why you want to raise money for cancer research*

Dear Friends and Family Members:

Please help me crush cancer by joining me or making a donation on my page [\(include link to your donation page\)](#). Cancer has or will affect all of us in one way or another - raising money for cancer research is one way to make a difference. I have accepted the challenge and set a personal goal to walk, run or bike this summer to raise money for life-saving cancer research. Research cures cancer. Cancer Crush proceeds will fund lifesaving cancer research focused on discovering effective and innovative ways to prevent, diagnose and treat cancer in Milwaukee and beyond.

With your donation, you are helping science crush cancer by fueling the best science at the Medical College of Wisconsin in partnership with the Froedtert & MCW health network.

The process is fast, easy and secure ... and please don't forget to share this page with any friends you think might be interested in donating!

Thanks so much for your support. Together, we are helping science crush cancer!

**NAME**





## Sample Personalized Fundraising Letter

Dear Friends and Family Members:

430.3 miles. That is the distance from my little hometown in northwest Iowa to my current home here in Milwaukee. It's a journey I made often from the winter of 1993, when my mom was diagnosed with lung cancer, to December of 1994, when she died from this horrible disease. I made this trip again in late 2012, when my father had lung cancer surgery and, gratefully, despite several "touch and go" episodes, he recovered and continues to be a part of our lives today.

In honor of my parents, I have decided to "Crush Cancer" by walking the equivalent of this distance over the course of the summer. While I will walk the distance in small increments at a time, it is a lofty goal for me. As all of you know, I don't get up early to exercise because I am not a morning person and then when the end of the day rolls around, I usually find that I'm not really an evening person either. But I am committed to walk every mile. For my mom. For my dad. And for all the others who have lived with and died from cancer.

I hope to raise \$1,000 for cancer research from this journey, both in personal contributions and with support from you. Please consider joining me on this journey or making a donation on my page ([insert link to your fundraising page here](#)) by giving what you can at any point as I walk toward my goal. Every dollar you donate will inspire me to "keep on walking." Messages to cheer me on toward my goal also are appreciated. Cancer has or will affect all of us in one way or another - raising money for cancer research is one way to make a difference. Research cures cancer. Cancer Crush proceeds will fund lifesaving cancer research at the Medical College of Wisconsin in partnership with the Froedtert & MCW health network. The process is fast, easy and secure.

Check back here to watch my progress and follow my journey through photos on my Facebook page. On September 22, I will join others as I walk the final five miles beginning and ending on the Medical College of Wisconsin campus. You are welcome to join the celebration!

Let's Crush Cancer!

Peggy

