



# Fundraising Tool Kit

## One-to-One Funds

At The Bone Marrow & Cancer Foundation, we want the primary focus for our families to be on the health of their loved ones. That's where the Bone Marrow & Cancer Foundation comes in to help. We have compiled some tips to help you get started on fundraising for your One-to-One profile. We're also here to help with any questions you may have along the way.

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# How to Enhance Your Message

- Think about your personal message and turn it into a story
- Ask yourself ...

1. What will interest people in your story?
2. How and when did you come to know of your diagnosis? Describe any incident that led you to receiving a diagnosis or any prior symptoms that led you to believe something may be occurring. How old were you at the time?
3. What steps did you take after receiving the diagnosis?
4. What has this journey been like for you and your family?
5. How will this financial support assist you?
6. How will the support of your friends and family make a difference during your treatment journey?

- Add photos or videos to your fundraising page to keep people coming back for updates
- Strategize your message and be creative
- Make a call to action!
- Let people know your treatment schedule as well as other milestone dates, the urgency can motivate people to help you reach your goal

**“On July 15th I am scheduled for my chemotherapy. I have four months to reach my fundraising goal and know that I can do it with the help of my friends and family”**

- Get Social. Post updates on your health, challenges you’re facing, and thank you posts to those who donated on Facebook, Twitter, Instagram, etc!

- ✓ After your personal page is complete, share your page’s link on Facebook and twitter

The 3 Ps to Perfecting Your Asks:

Personalize

Promote

Promptly Acknowledge

# Strategize Your Ask

- Create a list of donors and approach them for support
  - This list could be coworkers, friends, family, local businesses
  - Think strategically; send personal emails around pay day
  - Send fun reminder emails asking people to donate
  - Update your page frequently to share your journey with your supporters
  - While Social Media is an important medium, fundraisers who email directly to friends & family will raise more since it's a direct ask
  - Make sure to thank people that gave with a handwritten card, and/or shout them out on Facebook – make them feel good and acknowledged about giving!
  
- Try call to action posts like ...
  - ❖ “Who wants to donate the last \$25 to put me over \$3,000!”
  - ❖ “\$10 until I reach \$7,000! Please help me reach my goal!”
  - ❖ “If 60 people give \$30 I will reach my goal of \$3,000!”

## Follow up!

Most people are willing to give, even just a small amount, but need the reminder. Just because they didn't initially respond doesn't mean that they don't want to support you!

## \$\$ MATCHING GIFTS \$\$

Matching gifts are a great way to double, and sometimes even triple your donations! Make sure that your donors check with their respective Human Resources Departments to see if their company will match.

# Beyond Your Personal Webpage

**Bake Sale** | Have a friend or family member hold a bake sale at your home, office, or anywhere with heavy foot traffic! Everyone loves a treat, especially when the money goes to a good cause.

**Church Announcement** | Ask to make an announcement at your church or another group meeting. Tell your story and how donations would help support your cancer journey.

**Old Fashioned Letters** | Send out hand written letters the old fashioned way. Often times, fundraising emails are lost among the junk mail/spam. Make sure your letter stands out and has your personal message.

**Restaurant Giving** | Ask a local restaurant to donate a portion of their sales from one night.

**Raffle** | Hold a 50/50 raffle where half the money raised goes towards your fundraising and the other half goes to the winner.

**Gift Cards** | Ask local businesses to donate gift card donations and use those in a drawing for those who donated towards your fundraising.

**Host a Party** | Have guests over and ask them to make a donation towards your fundraising goal

**Have Someone Throw a Party with a Purpose!**

- Wine Tasting Night
- Holiday theme Party
- Casino/Card Night
- Weekend Pancake Brunch

**ASK ASK ASK!**

Donations don't always come from where you expect them, so cast a wide net and make each ask personal!

# Final Tips for Successful Fundraising

**Make a fundraising plan** – Start with your fundraising goal, create a timeline, and start breaking the plan down into small steps. It will also help to have a close friend or family member serve as your fundraising coordinator.

**Create a great fundraising page** – Make sure to tell a compelling story. Let people know what you will be going through during your diagnosis and treatment, and all of the costs associated with it that they may not have realized.

**Be proactive** – Communicate early and often. It's very common for people to put things off. We all live busy lives. A little reminder nudge never hurt anyone.

**Plan an event that works for you** – What are you already doing? Build on your current hobbies, clubs and interests. Tie into seasonal themes, holidays and annual events that people already plan around.

**Send hand written letters first, not emails** – Email is faster and can return instant results, but good old-fashioned hand written letters show a personal touch. It is unlikely that your friends will toss your snail-mail before they read it. Even friends with the best intentions can easily lose or forget your email in the overcrowded "inbox." Use email as a follow-up to those who didn't respond to your letter.

**Be more social** – Take advantage of social media and its multiplier effect to reach friends of friends. Try thanking your donors by name in a post or tweet to encourage others to donate. *Thank you Sara! Your donation just put me over \$500! Now, who else will help me reach my goal?*

**Meet the press** – Contact the editor of your local paper, company newsletter – or both! Ask them to interview you about what you are going through, and include a request for support. Be sure to include instructions in the story on how readers can make a donation to your page.

**Sign with a purpose** – Include a link to your fundraising page in your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

**Say Thank You!** – It's a simple thing to do, and also one of the most powerful. Make sure you thank everyone who supported your fundraising efforts as if they donated a million dollars! Send emails, write personal notes and thank them in person.

*Sources: JustGiving, Eventbrite, and Kintera*