



## TEAM MEMBER FUNDRAISING GUIDE

**My name:** \_\_\_\_\_ **My individual goal:** \_\_\_\_\_

**My team name:** \_\_\_\_\_ **My team goal:** \_\_\_\_\_

**Incorporate Stepping Up to Wellness fundraising into your routine.** From meetings at the office to the gym or at your kid's school, think of all the different places and ways you interact with others. Is there a time you to make an announcement about your fundraising efforts at the end of a meeting? Can you leave behind some flyers in the gym locker room? Opportunities can be found everywhere.

**Matching gifts can help double your efforts.** Many employers offer matching gift programs. Your \$50 donation could turn into \$100 just by asking your Human Resources department. And don't forget to let your donors know about this opportunity as well.

**Provide a service.** Baby-sitting, car washes, lawn mowing, house cleaning. Ask others if they would be willing to give you a donation for providing these services. Or maybe you're a photographer, baker, musician, or artist. You can use your talents to raise money. Supporters will often give over and above, knowing that you are raising money for a worthwhile cause.

### Online Fundraising Tools

There are a variety of highly effective ways to fundraise using the event website and social media.

- Take 5 minutes to update your personal fundraising page with your reasons for supporting the Cancer Wellness Center and a picture of you at the event, or a photo of the person you are honoring for their fight against cancer. Let people know why it's so important to you.
- Send an email to your address book. Your team webpage has a pre-written email that you can send as is or customize it yourself. Participants who send emails raise on average 6 times more than those who don't.
- Add the link for your fundraising page to your email signature with an announcement about the event.
- As always, make sure to thank you donors publicly with a thank you email or shout out on social media.
- Share your fundraising link on social media. The word travels fast and places like Facebook, twitter, Instagram can be great places to promote the event, spur a friendly competition or recruit team members.

## Fundraiser Ideas

### Donate Your Birthday

Ask for donations in lieu of gifts. Consider pitching the age you're turning as the donation. People are amazed and inspired by your choice to turn a day about you into a day about the cause.

### Honor a Loved One

Dedicate your fundraiser to someone who has battled cancer and had a wonderfully positive impact on your life. Share the honest, heartfelt story of what this dear one means or meant to you. Celebrate them.

### Do Something Wacky

Grow a mustache or an epic beard. Bungee jump. Hang glide. Do a polar plunge. Dye your hair pink. Conquer your personal fear, be it skydiving or clowns. Set a fundraising goal and promise you'll do the wacky thing if you meet the goal.

### Have a Friendly Competition

Everybody loves a good competition. Challenge your best friend, sibling, or significant other to a fundraising duel. The best thing about it? There are no losers.

### Throw an Event

Consider hosting a kick-off event such as a pasta party, pizza night, garage sale, raffle, etc. to gather those in your network. This is an opportunity to get people involved. Often times local vendors such as grocery stores, sandwich shops, etc. will donate the food for your gathering.

Ask your employer if you can host a "casual day" at your office. Everyone donates a certain amount to be able to "dress down" for the day. Or host a bag lunch and ask everyone to bring their own lunch and donate what they would have spent had they gone out to lunch.

## Common Fears about Fundraising

### ***What if they say no?***

If you don't ask, it's already a no, so what do they have to lose? You never know who has been affected by cancer and maybe you asking will be the chance they've been waiting for to help fight back.

### ***I feel bad asking for money.***

The funds will truly help so many people get the support they need. Their donation may impact their own life or the lives of their loved ones someday. There's nothing to feel bad about.

### ***Everyone I know is strapped for cash.***

If someone you ask to donate can't, that's ok! Ask them to join your team or help you make cookies for a bake sale. There are plenty of other ways to help.

### ***\$100 is a lot of money! I don't think I can do it.***

\$100 is easy to raise if you break it down into small pieces. Give your team plenty of ideas to help inspire them to raise their \$100 a little bit at a time.

## How to Raise \$100 in 10 Days

Day	Action	Total
1	Put in your own \$10 donation.	\$10
2	Ask your significant other for \$10.	\$20
3	Place a canister at your place of employment.	\$30
4	Ask a coworker for \$10.	\$40
5	Ask a friend for \$10.	\$50
6	Ask a relative for \$10.	\$60
7	Ask a neighbor for \$10.	\$70
8	Ask another coworker for \$10.	\$80
9	Ask a supervisor for \$10.	\$90
10	Ask another neighbor for \$10.	\$100

## How to Raise \$500 in 10 Days

Day	Action	Total
1	Put in your own \$25 donation.	\$25
2	Ask your doctor and dentist to donate \$50 each.	\$125
3	Ask four family members to donate \$25 each.	\$225
4	Ask three friends to donate \$25 each.	\$300
5	Ask your supervisor to donate \$25.	\$325
6	Ask two local merchants to donate \$25 each.	\$375
7	Ask three neighbors to donate \$15 each.	\$420
8	Ask two coworkers to donate \$10 each.	\$440
9	Ask three people from church to donate \$10 each.	\$470
10	Ask three parents to donate \$10 each.	\$500