

TRIED & TRUE FUNDRAISING TIPS

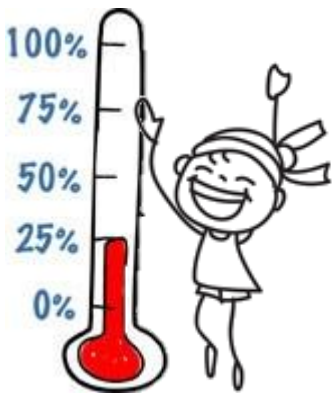
Power of 10 – Ask 10 friends for 10 dollars and you'll already be at \$100!

Throw a Party! – Host a potluck, barbeque, wine tasting, movie night or happy hour after work and ask your family and friends to donate \$10 per person to attend.

Restaurant Night Out – Ask local restaurants to contribute a percentage of the day's sales to help reach your goal. Restaurants in Orange County are often pleased to host a fundraising night out.

Involve Your Kids – Have your kids get involved in their own way with a bake sale or lemonade stand. Let them use their imagination!

10 STEPS TO RAISE \$500



- | | |
|--|-------|
| 1. Show your commitment and contribute to yourself | \$25 |
| 2. Ask your family members to match your donation | \$75 |
| 3. Ask your coworkers to donate (5 people give \$5) | \$25 |
| 4. Ask a vendor or supplier from your company | \$50 |
| 5. Ask 5 friends to sponsor you for \$5 each | \$25 |
| 6. Ask everyone in a club/group (10 people give \$10) | \$100 |
| 7. Send out a letter to your holiday card mailing list | \$100 |
| 8. Ask a business that you visit often for a donation | \$40 |
| 9. Ask someone who has asked you for a donation | \$10 |
| 10. Ask your boss for a company contribution | \$50 |

TOTAL \$500

More Ideas

- Car washes
- Bake sales
- **50/50 raffle**
- Dress down day
- Pot luck lunches at work
- Pancake breakfasts
- **Matching gifts or Employee giving**
- Sell company t-shirts or sweatshirts
- Sell unique team shirts in advance
- Candy grams for kids at school
- **Rummage sales or Garage Sales**
- **Donation jars at work or in classrooms**
- Host a tournament (golf, tennis, bowling)
- Game night, Bunco night or Poker night
- Jog-a-thon donations during your training for the race.
- **Host an Ice Cream social or Happy Hour at work or with friends**
- No-Coffee day, friends donate what they would have spent on coffee
- Envelopes, posters, postcards at restaurants and businesses

Get started at ReachingfortheCure.org

TOOLS & RESOURCES

GOAL!

The most successful fundraisers use a combination of the 6 channels below.

You can feel proud of the work you're doing by reminding your supporters that over 80% of every donation goes directly to research that is saving lives today.

Online

Join your team at reachingfortheCure.org and use the online tools to send emails, follow-up messages and thank-you notes. You can even keep track of your donations in real time through email notifications and your team page.

Social Media

Reach out to your friends on Facebook, Twitter, LinkedIn and Instagram for support and for help spreading the word. **Another smart strategy: thank donors by tagging them publicly on social media.** It's the right thing to do, and a great reminder to those who haven't yet donated.

In Person

Not everyone reads email. You may have more success asking for donations from local merchants and service providers in person. For family teams, get your children involved, too. Most people are happy to donate directly to kids.

Letters

A letter shows you've made an effort and also **serves as a physical reminder.** Ask for the check donation when reaching out to people who may not be comfortable making their donation online.

Supporters

Think of all the people you do business with and ask them to support your team. Include your dry cleaner, dentist, hair stylist and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal.

Matching Gifts

Many companies will match donations given by employees. Check with your donors to see if their company offers matching gifts that will help double or triple their impact.

WE ARE HERE TO HELP

If you ever need assistance: website questions, recruitment support or fundraising tips, we are here for you. Just give us a call in the office, (949) 859-6312.

Download guides, posters and other resources from the team captain toolkit are available on the race website. You will also find team customizable posters, and flyers to help tell your unique story to your donors.

Get started at ReachingfortheCure.org

SPEAKING POINTS



WHAT DOES THE REACHING FOR THE CURE MEAN TO YOU?

For many of us, asking for donations is something new and it helps to be prepared. Telling a short story about

- why you are participating,
- why funding pediatric cancer research is important to you,
- or why this race is your way to give back to the community

The more personal you make your asks, the more people will relate. Everyone has been touched by cancer.

ABOUT PEDIATRIC CANCER RESEARCH & PCRF

Worldwide, a child is diagnosed with cancer every 2 minutes. With over 270,000 survivors alive in the U.S. today, two-thirds will have long lasting chronic conditions as a result of their treatment. Our team at PCRF is inspired by all of these children and families affected by cancer, and they are what drives our urgent mission:

*To improve the **care, quality of life, and survival rate** of children with malignant diseases.*

As a top rated charity we are wholly dedicated to transparency and good governance of the precious dollars received by our organization. More than 80% of funds raised goes directly to research and we operate in the top 14% of charities across the country.

MESSAGING ABOUT THE REACHING FOR THE CURE EVENT

At the Reaching for the Cure, your race becomes a cause greater than the miles ahead of you. Take the first step and let's work together to make a difference!

Need a reason to walk with us? How about the 270,000 reasons: that's how many survivors are alive in the U.S. today because of research.

Walking in the Reaching for the Cure races is a great way to raise awareness about the thousands of children diagnosed with cancer each year. But to make a real impact on saving lives, we need to first raise money.

Right now less than 4% of government funding is directed to pediatrics. Thanks to you, we're helping support research to find answers and develop better treatments so more families can have hope for a cancer-free future.

Get started at ReachingfortheCure.org

POWER OF SOCIAL MEDIA



Facebook and Twitter are powerful fundraising tools at your fingertips. You can spread awareness, share links to your Fundraising page and in just one click – your friends and family can support your efforts!

FACEBOOK

I'm walking in the #ReachingfortheCure 5K to raise money for kids with cancer. I can't do it without you. You can help by making a donation to help me reach my goals! [link]

#ReachingfortheCure #PCRFKids

I'm Reaching for the Cure with PCRF! Join me and together we can kick cancer's butt!

www.reachingfortheCure.org #ReachingfortheCure #PCRFKids

Let the countdown begin! I'm training for a half marathon in support of little kids fighting cancer! Want to be my training buddy? Let's do this!! www.reachingfortheCure.org

#ReachingfortheCure #PCRFKids

TWITTER

I'm #ReachingfortheCure for @PCRF_Kids! Join me at the starting line, Register now reachingfortheCure.org #HalfMarathon #10K #5K #KidsRun

Join me in #ReachingfortheCure and put an end to pediatric cancer. I'm in for the 10k! ReachingfortheCure.org #GetRegistered!

I'm training for the #ReachingfortheCure #HalfMarathon! Help support me by making a donation to my page: [link]

INSTAGRAM

Post a photo of your fundraising event supplies. In your caption, share that every 2 minutes a child is diagnosed with cancer and let friends know they can make a difference by visiting the link in your profile.

After receiving a donation, share a screenshot of your progress bar on your fundraising page. In your caption explain why you are walking and tag your friends and family who have already donated.

When someone donates to your page or joins your team, tag them in the comments to give them a shout out! It's the right thing to do, and a great reminder to those who haven't yet donated.

Get started at ReachingfortheCure.org