



10 Tips for Successful Fundraising

10. Have FUN!

What are the first 3 letters of fundraising? F-U-N! The more fun you have asking people for support, the more successful you will be.

9. Register Online and set up your Team Page

The best way to register for the run is online. By registering online, you can sign up for a team page where friends, family and coworkers can donate to you directly online or join your Team.

8. Customize your Team Page photo & story

After registering online, take a few minutes to customize your team page with a photo and story. Participants who update these pages with their own photos and messages raise more than those who leave the provided images and messages.

7. Set team & personal goals

How much money do you hope to raise? How much will your team raise? How many walkers would you like to have as part of the team? Setting goals gives you and your supporters something to strive for.

6. Launch an email campaign

One of the easiest and most effective ways to raise money is to launch an email Campaign. Simply draft a "Dear family and friends" email explaining why you are participating in The Gift of Life and Breath asking them to join your team, encouraging them to visit the website and support you, you can reach many potential supporters. Participants who send letters/emails to their contacts raise on average of 5 to 10 times more money than those who fundraise alternative ways.

5. Host a shindig at home or work

Everyone loves a party! Host a part at home or work and ask for contributions from guests when they arrive. Try a barbeque, pizza party, luau, ice cream social, movie or bingo night, progressive dinner...whatever you desire.

4. Encourage online donations

The average check or cash donation a walker receives is \$25, while the average online donation is over \$60. Ask your supporters to make donations directly online by visiting your Team Page and quickly surpass your fundraising goal. Another perk? Donors receive instant acknowledgement letters for tax purposes via email when they contribute online.

3. Ask 10 people for \$20 = \$200

You can easily raise \$200 by asking 10 people for \$20 each. Or try asking 8 people for \$25 each. You will be shocked how quickly you can meet this goal!

2. Use matching gifts

Matching Gifts programs are company sponsored programs that match employee contributions in support of efforts like the Gift of Life and Breath. Corporate matching gifts are a great way for donors to maximize personal contributions to and increase the impact of their gifts - quickly turning a \$50 donation into \$100, \$150 or more! Ask your company if they have a Matching Gifts program.

1. Again, Launch a Letter-Writing Campaign!!!

This is the #1 way to fundraise! All participants should plan send their own letters/emails to friends and family asking for support and contributions.



Email Campaigns

One of the easiest and most effective ways to raise money for the Gift of life and Breath and early detection of lung cancer research is to launch an Email Campaign. By simply drafting a “Dear family and friends” email explaining why you are participating in the run, you can reach many potential supporters. If you would like additional assistance in writing your own letter/email, simply call us.

Steps for a Successful Email Campaign

Step 1: Develop Your Mailing List

Who will you send your email to? Remember, larger list = larger results. Suggested lists and people to include on your emailing list: Outlook Address Book, Rolodex, Holiday Card List, Church/Club Directories, Vendors, Suppliers, Classmates, Roommates, Teachers, Neighbors, Co-Workers, Teammates, Fraternal/Alumni Groups, Businesses You Frequent, Business Colleagues & anyone else you can think of!

Step 2: Write Your Personal Email

The most effective letter will come directly from your heart. Personal stories and experience have the greatest impact on your reader and will raise more money.

Suggested things to include:

- _ Your story (Why are you involved in the event?)
- _ Your fundraising goal
- _ A deadline for donations (We suggest before the run)
- _ A reminder that donations are tax-deductible
- _ A link to your team web page to make donations
- _ A reminder that checks should be made out to AMC Cancer Fund with your name on the memo line

Step 3: Send Your Email

Ideally, your emails should go out 6-8 weeks before Race Day. We strongly suggest sending your message by email!

Step 4: Collect the Money

Encourage your contacts to donate online via your Personal web page or collect cash or check donations offline (in person, by mail, at home, in the office, etc.)

Step 5: Turn In Your Money

You can turn in your money prior to the walk by putting it in the mail to us at:

AMC Cancer Fund

Attn: Gift of Life and Breath

3401 Quebec St. Ste.3200

Denver, CO 80207

or dropping it off at our office. If you need to turn in your money on Walk Day, registration is the place.

Step 6: Send Thank You Notes

Be sure to send out thank you notes (or letters) to all of your supporters announcing your success. A “thank you” this year = support for years to come!

