

# Journey to Conquer Cancer Run or Walk

## Sunday, June 18th, 2017



### 10 Tips for Fundraising Success

1. Share your 'why', tell your network why fundraising is so important to you. Updating the generic message on your personal fundraising page and changing your photo is a powerful tool to increase donations. Don't be afraid to share your story!
2. Make your personal pledge right away so that people see it on your webpage. People will follow your lead.
3. For an effective team, find 5-10 people who care about supporting your area of cancer research to recruit. New members help keep team passion fresh.
4. Choose people with large networks who are willing to ask for \$50 or even \$200+. Ask them to try to beat their number of donations and size of donations from last year. Every little increase adds up to a BIG difference!
5. Have each teammate set a goal for their webpage, plus a private goal as a stretch objective. Updating the page goal can be a strategic way of getting more donations.
6. Remember, # of pledges x average pledge = your goal.
7. Ask teammates to send emails and follow up by phone or in person. Help them to write the message or set up their webpage if they need help. Analyze each donor and tailor your approach— this will increase your success.
8. Ask teammates to help recruit new team members who will help meet or beat your team goal. The more the merrier!
9. Make teammates partners in your overall team goal. Coach them how to meet or beat that goal. You and your team are key players in our overall fundraising goal of \$1 million. We can't do it without you!
10. Always thank your donors. Tell them why their support is appreciated.