FUNDRAISING TIPS

Thank you for joining Fred’s Team in support of lifesaving research at Memorial Sloan-Kettering Cancer Center. Here are 15 simple ideas to help you reach – and surpass – your fundraising commitment. Be creative, have fun, and good luck!

1. **Customize your fundraising page.**
   Once you register for Fred’s Team, a personal fundraising page is automatically set up in your participant center. Customizing your page is a proven way to improve your fundraising success. Just log in and edit or replace the standard message with a personal message explaining why you are participating in the event. You can also add a photo or video clip if you wish. Please note that your Fred’s Team main page is customizable by you, but the individual event pages are not. Once you’re done, you can send e-mails to prospective donors that include a link to your page.

2. **Make a kickoff gift to yourself.**
   Show your commitment to the cause and give your fundraising thermometer an immediate boost by making a gift to yourself! Just log in to your participant center, navigate to your personal page and click the button to make a gift. Lead by example, and see how quickly others will follow your lead!

3. **Start early.**
   Remember, the earlier you start fundraising, the more time you have to reach -- and surpass -- your fundraising commitment.

4. **Personalize your fundraising communications.**
   Although the e-mail tool in your participant center includes a suggested “Support Me” message template, your appeal will sound more genuine if you add your own personal touch. If you are comfortable sharing your motivation for joining Fred’s Team, it will make your fundraising communications even more effective.

5. **Go viral.**
   Use social networking pages, including Facebook, Twitter, and LinkedIn, to raise funds and awareness for your run. Add the link to your fundraising page to your Facebook status, your tweets, your e-mail signature, and encourage friends to forward the link to their friends.

6. **Make news.**
   Contact your local newspaper, radio station, and cable television channel and tell them your story. See if they’ll run a feature story or conduct an on-air interview with you. Running a marathon for a worthy cause is a compelling story! Be sure to include the URL to the Fred’s Team Web site and let people know how to donate to you.

7. **Get a boost from local businesses.**
   As your local restaurant to specify a day when they will donate a percentage of their breakfast, lunch, or dinner checks to your Fred’s Team run. Publicize with flyers, and encourage friends and neighbors to enjoy a meal at that restaurant on your fundraising day. Or ask a local hair salon to donate a few dollars from each haircut on a specified day.

8. **Be creative.**
   Here are some other ways to spread the word about Fred’s Team:
   
   a. Create fundraising flyers and post them around the office. Include your story, a picture, your contact information, and the URL that links to your personal fundraising page.
   b. Hold a bake sale at your child’s school. Or hold a yard sale, book sale, arts & crafts sale or even a lemonade stand to raise funds for your Fred’s Team run.
   c. Use snail-mail. A personal, handwritten letter is a great way to ask for a donation. Be sure to include the URL that links to your fundraising page, as well as a donation form and stamped, self-addressed envelope for donors who wish to mail a gift to you.
   d. Host a fundraising cocktail party or dinner and charge guests an entry fee.
e. Change counts! Ask friends and family to collect spare change and donate the coins to your cause. It’s a fun way to get kids involved.

f. Think outside the office: Publicize your event to committees or boards on which you sit.

g. Raise funds the old-fashioned way: A face-to-face ask is often the most effective!

9. **Play games.**
   Invite a group to play softball, basketball, ping-pong, pool, darts, board games, or even video games. Charge an entry fee and donate all proceeds to your fundraising total.

10. **Schedule a performance.**
    Is there a musician, artist, comedian, dancer in your network? See if you can find a venue to donate a space for a benefit performance. Set a donation amount and designate Fred’s Team as your beneficiary.

11. **Don’t be shy.**
    Tell anyone and everyone you know why you’ve joined Fred’s Team. Remember, you’re not asking for people for a personal gift; you’re asking for contributions that benefit lifesaving cancer research at Memorial Sloan-Kettering.

12. **Show enthusiasm.**
    Enthusiasm can be contagious! If you’re passionate about raising funds for cancer research, you’ll inspire friends and family to support your cause. Running for a cause is an accomplishment you can be proud of, so be sure to communicate this to others.

13. **Explore matching gift opportunities.**
    Many companies will match charitable donations made by their employees. This is a fantastic way to double or even triple a donor’s gift. Be sure to remind your teammates and donors to explore this option. You can find out whether a company has a matching gift program [here](#). Please instruct donors to mail their completed matching gift forms to:

    Memorial Sloan-Kettering Cancer Center
    Development Services
    1275 York Avenue
    New York, NY 10065
    646-227-3546
    matchinggift@mskcc.org

14. **Follow up.**
    Your participant center features an e-mail tracking tool that enables you to view a list of the people you’ve contacted and includes details about who has responded with a gift. This makes it easy to follow up with people who have not yet responded, and to thank donors who have contributed. The follow-up is a great way to send updates about your fundraising progress. It’s a good idea to send follow-ups to friends and family you’ve contacted by mail, telephone, and face-to-face.

15. **Say thanks.**
    Be sure to send a prompt thank you to each of your donors. You can do this with a phone call, an e-mail, or a personal letter. Recognizing and thanking donors is an important part of the process and helps ensure that your first-time donors become repeat supporters. The thank-you note also gives you another opportunity to remind donors about corporate matching gifts. Memorial Sloan-Kettering will also send an acknowledgement letter to your donors for tax purposes.

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Thanks for joining Fred’s Team in the race against cancer, and good luck fundraising!

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