CURESEARCH WALK
UNITING TO END CHILDREN'S CANCER

Welcome!

Thank you for registering for the 2022 CureSearch Walk and activating your personal fundraising webpage. We hope that you'll encourage your friends, family and colleagues to join you in the fight to end children's cancer by registering for the walk and/or making a donation through your webpage.

Here are a couple of easy fundraising tips to get you started:

1. Post your fundraising webpage link on your social media, letting people know how they can support this important cause. You can even create your own CureSearch Walk Facebook Fundraiser that links directly to your CureSearch Walk fundraising page! Click here for easy instructions.

2. Send an email to your contacts providing information about the cause and asking them to make a donation! Feel free to customize our sample letters in this packet. Send your letter or email to EVERYONE you know. You never know who's been touched by childhood cancer, and *people appreciate being given the opportunity to make an impact!*

Remember, your fundraising efforts will directly impact our mission to end children's cancer by helping to accelerate the development of the most promising new treatments for the kids who are depending on us.

Let us know how we can help! We're happy to assist with setting up your webpage, creating a personalized fundraising plan, or just sharing a few tips.

With Gratitude,

Jennifer Murphy – National Director, Campaign Development
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Fundraising Basics – Getting Ready!

Personalize your fundraising webpage. You should have received an email with instructions for accessing your page – if not, let us know and we can help. Your page will automatically include general information about the walk and the cause; be sure personalize it as much as possible! Add a photo, tell people why this cause is important to you, and encourage them to support your efforts. If you're walking in honor or memory of someone, tell their story. You'll also want to set your fundraising goal on your page – aim high! Take a look at the Sample Fundraising Plans provided and use them as a guide to set your fundraising goal. Let us know if you need help!

Create a list of your potential donors. The number one rule of fundraising is simple – **ASK**! People can't support your fundraising efforts you don't ask them. Go through your phone contacts, holiday card list, old address book, etc., and pull together a list of people to include in your fundraising letters, emails or calls. Here are a few brainstorming ideas to help create your contact list:

Who is my:	Where Do I Buy My:	I Know People At My Neighborhood:	My Other Networks:
Immediate family, extended family, in-laws, accountant, appraiser, architect, attorney, babysitter, baker, bartender, boss, caterer, chiropractor, contractor, dentist, doctor, financial planner, hairdresser, interior decorator, mail carrier, masseuse, nutritionist, optometrist, pharmacist	Advertising, antiques, boat, paint, bicycle, bed, books, bridal gown, cabinets, computer, cosmetics, dry cleaning, eye glasses, flowers, furniture, sports equipment, hot tub, condo, insurance, investments, jewelry, mortgage, real estate, motorcycle, picture framing, stereo, storage, television, tools	Restaurants, shops, coffee shops, supermarket, bowling alley, day care, church, golf course, hardware store, college, health club, high school, hospital, hotel, kennel, library, museum, night club, pharmacy, post office, gallery, deli, grocery store	Facebook, LinkedIn, Twitter, blogs, wedding party, children's teachers, college friends, fraternity, sorority, alumni association, military friends, current colleagues, former colleagues, childhood friends, sports leagues, family of close friends, places I volunteer, book club

Fundraising Basics – Spread the Word!

Write a letter and/or email. Letter writing and email communications are among the most successful fundraising strategies. Draft a letter or email (or both!) to send to your entire contact list. Make it personal; tell your network why you're fundraising and ask them directly for their support. Share information about CureSearch's mission. Let them know that their donation will help fund the most innovative children's cancer research and ultimately, save lives. **Click here to view sample letters.**

- Be sure to include a link to your fundraising web page in every communication.
- Consider segmenting your contact list and sending the type of communication each group might most likely respond to. Your aunt may appreciate a letter in the mail, while your work colleagues might be more likely to respond to an email.
- Follow-up is key! Plan to send at least 2-3 letter or emails to your contact list. A couple weeks after your initial letter/email, send an update with fundraising progress, additional info about the cause, and a reminder to donate. People appreciate the reminder! As the walk draws near, send a final reminder and/or a post-event recap.

Post to your social media accounts. Get the word out by posting a link to your fundraising webpage on Facebook, Instagram and Twitter. Include a short note about why the cause is important to you and ask people to support you. You can even create a simple Facebook Fundraiser that links directly to your CureSearch Walk donation page! Learn more **here.**

- Keep posting! Thank and tag your donors, update your network on your progress, and share information about the cause.
- Get creative! Post a short video of yourself talking about your efforts, thanking your donors, and encouraging others to donate. Create a contest and giveaway a gift certificate to a local restaurant – every donation gets one entry!
- Go viral! Ask your close contacts to post your webpage link on their own social media accounts in order to give others a chance to donate. You never know who's been impacted by brain cancer – people will want to help!

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Sample Plans for Achieving your Fundraising Goals:

Goal: $1,000		
Donate	● Donate $25 to get the momentum started	$25
Email	● Send an email to 25 people ○ Receive (15) donations X $30 average	$450
Social Media	● Create a Facebook fundraiser or post to your page ○ Receive (17) donations X $25 average	$425
Corporate Involvement	● Hold a dress-down day at your office ○ 20 employees X $5 each to dress down	$100
		Total: $1,000

Goal: $2,500		
Donate	● Donate $50 to get the momentum started	$50
Email	● Send an email to 40 people ○ Receive (20) donations X $50 average	$1000
Social Media	● Create a Facebook fundraiser or post to your page. Post weekly updates including donor acknowledgments ○ Receive (30) donations X $25 average	$750

Corporate Involvement	● Hold a dress-down day at work
	  ○ 20 employees X $5 each to dress down
	  ○ Ask your company to match the donation
		$200

Events	● Host an event for your friends (dinner party, BBQ, etc.)	$500
		Total: $2,500

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Fundraising to end Children's Cancer – About the Cause

Your fundraising efforts directly benefit CureSearch in support of our mission to end children's cancer. We encourage you to share information about our impact, our research programs, and the resources we provide to families. Here are a few stats and documents that you can share with your supporters.

An Urgent Need
Despite advancement in survival rates of some types of cancer, it remains the number one cause of death by disease in children and current treatments continue to cause toxic side effects in young patients.

- Every day, 47 children are diagnosed with cancer. 1 in 10 will not survive.
- Most children who survive their cancer will suffer long term side-effects from treatments.

CureSearch Mission
Our mission is to end childhood cancer by driving targeted and innovative research with measurable results in an accelerated time frame. We do this by:

- **Catapulting strong medical research** through the research pipeline to advance better, less-toxic children's cancer treatments
- **Breaking down barriers and convening the right players** to focus on our shared goal: saving kids NOW
- **Providing resources and education**, so no child faces a cancer diagnosis without a fully-equipped support team