



# RUN FOR RAY

## Fundraising Toolkit for the Colfax Marathon or Other Races and/or Events

Thank you for your participation in the Colfax Marathon and for selecting Ray of Hope Cancer Foundation as your Charity Partner! As a runner or walker you will be supporting Colorado cancer patients who struggle each day to pay for basic needs by helping to provide them with funds and enduring hope. *Thank you for running for Ray and making your miles truly matter!*

### Your Role as a Runner, Rider or Walker for Ray

When you Run for Ray your role is to communicate with your networks of family and friends to raise funds and awareness on behalf of Ray of Hope Cancer Foundation.

We would like to encourage you to raise \$250, or another personally significant amount, that will help to support and grow our grant-giving efforts to cancer patients. Below are some guided steps to help you meet your fundraising goals.

#### 1. Develop your personal fundraising goal

- Setting a goal helps both to inspire you to reach out to your supporters, as well as encourage your supporters to help you meet your goal.
- Make your goal challenging, but also realistic.
- We are encouraging our fundraisers to raise at least \$250 to support our efforts, but you may also choose to pick a more personally significant amount that is higher or lower.
- Other benchmarks you might keep in mind: \$500 = 1 grant for an adult cancer patient, \$1000 = 1 grant for a pediatric cancer patient and their family

#### 2. Consider building a fundraising page

- You may choose to fundraise on your own by collecting checks and cash donations or directing your supporters to our donation page on our website.



RAY OF HOPE  
CANCER FOUNDATION

1385 S. Colorado Blvd., Suite 714  
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[www.rayofhopecolorado.org](http://www.rayofhopecolorado.org)

- However, we recommend using a fundraising page so you and your supporters can see the visual progress you are making towards your goal.
- We suggest creating a page either through Colorado Gives or our Willa's Wheels site. (See below for support in creating these pages)

### **3. Reach out to your network of supporters**

- Supporters can be found amongst your family, friends, colleagues, club members, neighbors, and sometimes even strangers. *If you don't ask, they can't say yes!*
- Create a message to post on social media sites, send out personal emails, make personal phone calls, send out a text message appeal, ask people in person, forward an email to everyone in your network (see sample email below).



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#### **4. Communicate regularly with your supporters**

- Send out and share weekly or bi-weekly updates to show your progress towards your goal.
- Post regular updates about your training and progress on social media sites. (See samples below)

#### **5. Personally thank supporters who make a donation**

- Make sure every supporter feels valued for his or her involvement and donation.
- Tell them what it means to you that they have supported you.
- Consider sending them a hand written thank you note or personalized e-mail thank you.

## **How to Create a Fundraising Page**

### **Willa's Wheels, the Signature Fundraising Portal, for Ray of Hope Cancer Foundation:**

Willa's Wheels is a group of runners, walkers and riders who race in support of Ray of Hope Cancer Foundation in memory of Willa Fischer. Led by her parents Henry and Stacy Fischer, Willa's Wheels is a great way to start your own team or join an existing team of active people dedicated to helping Coloradans with cancer. To learn more about the Willa's Wheels team visit: <http://rayofhopecolorado.org/get-involved/willas-wheels> or the direct website, <http://willaswheels.org>

You may want to consider joining the Willa's Wheels team for races in addition to the Colfax Marathon; the team participates in several rides and races across Colorado throughout the summer.

To set up a fundraising page through the Willa's Wheels page go to: <https://willaswheels.org>

1. Go to the Join Team page found in the navigation options.
2. Fill out the form to create an account and start your fundraising page. On this section you can choose your preference to Join as an Individual, Set up a Willa's Wheels team, or Join an existing Willa's Wheels team.
3. After you have created this account you will have access to update your fundraising page through your Participant Control Panel.



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4. Under the My Page tab you can update your URL link, your fundraising goal, your personal statement, your pictures and videos, and a thank you message that gets automatically sent to your supporters.
5. Under the Email tab you can create an email appeal to easily send out to your networks.
6. Under the Instructions tab there is a FAQ section for how to update your fundraising page. You may also contact Shaylee if you have more questions or need support in setting up your fundraising page.
7. See the sample fundraising page below for ideas of what to include.

## Tips for Fundraising

- **Make things personal** – Tell your unique story. Why did you select Ray of Hope as a Charity Partner? Why is Ray of Hope important to you? What inspires you to run and to fundraise?
- **Consider creating a blog** – Document your journey in training for your race and fundraising for Ray of Hope. If donors feel more connected to your journey they may be more inclined to give.
- **Create a competition or distribute prizes** – Help build the excitement and momentum for your fundraising by providing incentives.
- **Spread the word** – Regular reminders are important. Often people have the intention to give but forget. Remind them that you are still in need of support.
- **Make it easy** – Share your fundraising page in every communication you share about your training or the race.
- **Make your communications visual** – Include pictures and video. These visual reminders of your goals are impactful and help personalize your story.
- **Thank your supporters** – Thank them personally and thank them often. Make every donor feel special no matter how big or small his or her gift might have been.



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## Information on How to Donate

The easiest way for your supporters to donate and contribute towards your goal will be through your personal fundraising page, however we can accept donations through these other methods:

Online\*: <http://rayofhopecolorado.org/donate>

Check\*\* or Cash – send gifts to:

Ray of Hope Cancer Foundation

1385 S. Colorado Blvd., #714

Denver, CO 80222

\*Let your donors know that if they make a donation directly on our site they should include you in the honoree section on the donation form.

\*\*Make checks out to Ray of Hope Cancer Foundation and have donors include your name or fundraising page title in the memo line.



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## Sample Fundraising Messages

### Sample Email:

Dear [friend],

I am supporting Coloradans with cancer by running a [race you are running] for Ray of Hope Cancer Foundation in the 2019 Colfax Marathon in Denver during the weekend of May 18-19, 2019.

[Share your personal story here of why you are participating as a runner for Ray of Hope.]

Ray of Hope Cancer Foundation provides emergency financial assistance to Coloradans with cancer by giving emergency financial assistance grants directly to cancer patients, allowing them the dignity and freedom to use the gift however they see fit.

My goal is to spread awareness of Ray of Hope Cancer Foundation and to raise [\$ - fundraising goal] through running in this race. Every donation will help to lift some of the financial burden off the backs of Coloradans struggling to meet their basic needs while in cancer treatment.

Like the act of giving, a ray has a starting point but no end point, continuing infinitely in one direction. Be that starting point for a Coloradan in need by helping me raise funds for Ray of Hope Cancer Foundation. Support me today by making a donation here: [link to your personal fundraising page]

Thank you for being the hope for a cancer patient in need.

With gratitude,



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### **Sample Facebook/Social Media Post:**

Friends and family, I am supporting Coloradans with cancer by running for \*\*\*Ray of Hope Cancer Foundation in the 2019 Colfax Marathon [race you are running]. I need your help to raise my goal of [\$ - fundraising goal] for cancer patients across Colorado. [Share why you are running for Ray of Hope]. Please help me by making a donation here: [link to your personal fundraising page].

\*\*\*Remember to tag the Ray of Hope Facebook page by typing in the tag “@Ray of Hope Cancer Foundation” which should appear for selection, especially if you have already liked the page.

### **Follow-up Facebook/Social Media Post:**

My training for the 2019 Colfax Marathon [insert race] is going well! Please consider sponsoring me and supporting \*\*\*Ray of Hope Cancer Foundation. Every gift impacts the lives of Colorado cancer patients. No gift is too small. Please support me by donating here: [link to your personal fundraising page]

### **Sample Tweets:**

Running a [insert race] in @runcolfax for Ray of Hope Cancer Foundation! Help me support cancer patients by donating! [insert link\*]

Training for the @runcolfax [insert race] is going well! Won't you support me and cancer patients by donating to Ray of Hope? [insert link\*]

I'm only [\$\$\$] away from my goal to support Ray of Hope Cancer Foundation before the @runcolfax [insert race]. Please help! [insert link\*]

*\*Save your 140 characters for your appeal by using the bit.ly site to shorten long fundraising page links.*



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