

5 Fundraising Ideas to Get You Started for Run Mag Mile!

1

“Why I’m Running” Personal Appeals

Whether you choose e-mail or snail mail, sharing your personal story is your most powerful tool. Sharing your story (whether long or brief) of why you are fundraising for the American Cancer Society is impactful and often, inspires others. If you need help doing this, feel free to contact Christopher.bowles@cancer.org!

Important Success Booster:
Instead of sending a mass “Dear Friends and Family” letter, take two minutes a day to send the note to one person in your address book. Your basic message asking for their support will be the same, but this one-a-day approach allows you to add a sentence or two that makes your request more personal and hard to ignore. If you’re mailing letters, include a self-addressed, stamped envelope for quicker replies.

2

“Carry-Them-On-Your-Back” Campaign

DetermiNation runners tell us over and over that the hard work of training is much easier when they compare it to fighting cancer, and they find it especially meaningful to cross the finish line carrying the names of loved ones on their back. Offering to wear ribbons honoring cancer survivors or remembering those who lost their battle in exchange for donations is a powerful way to get people involved in your experience.

Important Success Booster:
Setting a specific, significant dollar amount (like \$25 or \$50 apiece) for ribbon donations underscores the value of what you’re doing. After your race, including the ribbon with a thank you note to your donor makes a solid connection.

Chris, DetermiNation athlete

“E-mails and online fundraising are a great way to reach your goals, but writing letters to family and friends really had an impact on my fundraising. Taking the time to send a letter to someone, asking them to support you can really display your passion for the American Cancer Society.”

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3

Party with a Purpose

Pick your favorite pub/bar/restaurant (or two or three), and ask if they'll donate or offer discounts to help you put together a fundraising party. Add a fun theme and sell tickets, making sure people know all or most of the ticket price will be a Determination donation. Or throw your own birthday bash and ask for donations instead of presents.

Important Success Booster:
Ask if you can work as a guest bartender and remember to put out a Determination tip jar. Or get a great prize donated and add a raffle to your event.

4

Take Determination to Work

Organize a casual Friday where anyone who donates can wear jeans. Cook lunch for your colleagues. Or package and sell your signature recipe (anything from chili to chocolate cake). The possibilities are endless and every workplace has a different "personality," so figure out what will work—and be sure to run the idea past your Human Resources department to avoid an unexpected roadblock.

Important Success Booster:
Another easy way to raise some funds is to leave a coin can in your company's break room or common area. Encourage co-workers to donate their unwanted change to your coin can after purchasing lunch!

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5

Raise \$500 in 10 Days

When you make your own donation first, it's suddenly easy to get others to jump on board, and momentum builds naturally. Try it and see.

Important Success Booster:

Be sure to thank those who donate to you! Whether it's on social media, a phone call, a letter, or a text – be sure to show appreciation to those who are helping you make a difference in the fight against cancer.

Day 1 , you donate \$50.....	\$ 50
Day 2 , ask your roommate, spouse or parent for \$50	\$100
Day 3 , ask two co-workers for \$25 each.....	\$150
Day 4 , ask your closest friend for \$50	\$200
Day 5 , ask a grandparent or relative for \$50.....	\$250
Day 6 , ask your neighbors on each side for \$25 each.....	\$300
Day 7 , ask two people from church/temple/club for \$25 each.....	\$350
Day 8 , ask your boss for \$50.....	\$400
Day 9 , ask two more friends for \$25 each.....	\$450
Day 10 , ask another relative for \$50.....	\$500

