



Tips and Ideas for Successful Fundraising

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Get Your Rear in Gear event, a customizable fundraising page is set up in your name. A link to the page is emailed to you after the registration process is complete. Add photos and a personal message so that visitors to your page will understand why this cause is important to you.
- 3. Advertise the page.** Send emails to friends asking them to visit your site, post a message on CaringBridge, Facebook or Twitter, hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Customize the fundraising letter.** Use the attached letter to gather support and raise funds. Customize the letter with a card or flyer which includes personal information about why this issue is important to you.
- 5. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached pledge forms.
- 6. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of services or products for the event.
- 7. Approach business owners.** Local and national businesses are always looking for ways to promote themselves in the community. Local businesses, including your own workplace, may be willing to match funds or help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a 'donation day'.



Pledge form

Please accept my donation to the Colon Cancer Coalition in the amount of
(circle one) \$25 \$50 \$75 \$100 Other \$_____

Please make checks payable to the Colon Cancer Coalition

Your Name _____

Address _____

City/State/Zip _____

___ Yes, I would like to receive the Get Your Rear in Gear monthly newsletter.

Email _____

This gift is in support of:

Team Name _____

Team Captain _____

Individual _____

Please return your donation to the race participant or mail directly to:

Colon Cancer Coalition

8009 34th Ave., Suite 360

Bloomington, MN 55425

Tax ID # 30-0377727

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Receipt

Thank you for your donation to the Colon Cancer Coalition in the amount of
(circle one) \$25 \$50 \$75 \$100 Other \$_____

Your Name _____

Address _____

City/State/Zip _____

This gift is in support of:

Team Name _____

Team Captain _____

Individual _____

Your donation and pledge slip will be given to the Team Captain or mailed directly to:

Colon Cancer Coalition

8009 34th Ave., Suite 360

Bloomington, MN 55425

Tax ID # 30-0377727



Hello,

I am writing to you to ask for your support in helping me to improve awareness and screening for colon cancer. I will be participating in an upcoming Get Your Rear In Gear 5K Run/Walk to help increase awareness of the disease in my community. I am also raising funds to help the cause. Would you be willing to support me in this effort? There are several ways that you can help.

- 1. Contribute funds.** Donations to my fundraising account can be accepted online, in person, or through the mail. My online fundraising page is listed below. You may also fill out the attached form and return it to me. All funds go to the Colon Cancer Coalition, a non-profit organization. Contributions of all levels are greatly appreciated.
- 2. Join me at the race as a participant or volunteer.** Runners, walkers and volunteers of all ages are welcome. Get more information about the event or register for the race at getyourrearingear.com.
- 3. Contribute products or services.** The Get Your Rear In Gear 5K Run/Walk takes place with the generous support of local businesses. If you have a product or service that you would like to contribute, let me know.

The race I will be participating in is located in: _____

My online fundraising link is: _____

Thank you for your support.

