



24 indianapolis
June 28-29, 2019

Fundraising Toolkit

24foundation.org

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Fundraising Commitments

24 Foundation isn't about miles or laps. It's about making strides toward providing cancer navigation and survivorship for all. When you sign up to participate in a 24 Foundation event, you are helping make an immediate impact in the cancer community!

We know fundraising can be a challenge – but we also know that people are almost always surprised by the success of their efforts! Use this Fundraising Tool Kit to meet your fundraising goal with ease, and remember that we're here to help!

Registration Type	Fundraising Commitment
Adult Riders (ages 18+)	\$200
Youth Rider (ages 12-17)	\$100
Child Rider (ages 8-11)	\$50
Adult Walker (ages 18+)	\$200
Youth Walker (ages 12-17)	\$100
Child Walker (ages 8-11)	\$50
Virtual Participant (all ages)	\$0

Getting Started

First things first, set your goal - whether it's to meet the \$200 requirement or to make the first incentive level of \$600. Then, adjust the minimum donation amount you're asking of each potential donor, and/or increase the number of people you're going to ask.

5 Steps to Meet Your Minimum

1. Donate \$25 to yourself. It all begins with you!
2. Ask 5 family members to donate \$15 each. Look, there's \$75, plus the \$25 you donated to yourself. You're halfway there!
3. Ask 10 friends, neighbors, and extended family members to donate \$5 each. Add \$50 to your \$100 total.
4. Ask 5 co-workers to donate \$10 each. Add \$50 to make your fundraising total \$200!
5. Just in case all of these asks did not follow through, ask your boss for a company contribution of \$100 or more to push you ahead of your \$200 minimum.

4 Steps to Hitting Incentive Levels

1. Ask 5 local businesses you frequently visit to donate \$50 each. That's another \$250.
2. Ask 5 members of an organization to which you belong to donate \$10 each. Add \$50 to your total amount.
3. Host a community fundraising event (bake sale, garage sale, car wash, etc.) That's another \$150 or more!
4. Ask your doctor, lawyer, trainer etc. to donate \$25 each.

Before you know it, you're over \$700! All you have to do is start asking.

Email Ask Template

To help you make your fundraising asks, we've created an email template for you to use to let others know you're riding or striding in a 24 Foundation event. Please copy the content below into your personal email account. Feel free to customize and highlight your specific asks and individual and/or team mileage and fundraising goals!

Dear Friends and Family,

I recently signed up to change the course of cancer with 24 Foundation by participating in 24 Indianapolis event June 28-29, 2019!

My goal this year is to help the Foundation make a difference in the cancer community by participating in 24 Indianapolis and fundraising \$----. Will you help me reach my personal fundraising goal by making a donation of \$----?

By donating, you will be helping Indiana University Health Simon Cancer Center and Franciscan Health support cancer patients in the Indianapolis area. You will help support, educate, connect and empower those in treatment, survivors and their families. You will also be supporting national patient navigation programs through the LIVESTRONG Foundation. Whether it's insurance issues, treatment options, fertility concerns or supporting family members, the LIVESTRONG Foundation ensures cancer patients and their families get all the information and resources they need for free.

I am asking you to help by supporting my fundraising efforts with a donation. Your tax-deductible gift of any amount will make a real difference in the cancer community. You can make your donation online by simply clicking on the link at the bottom of this message. If you would prefer, you can also send your tax-deductible contribution to the address listed below. If you mail your donation, please include my name so that I get credited as the fundraiser.

24 Foundation
801 E. Morehead St. Suite 308
Charlotte, NC 28202

By donating, you will be helping support cancer survivors in Indiana and nationwide. You will help fulfill 24 Foundation's mission to inspire and engage the local and national community to make an immediate impact on the lives of people affected by cancer!

Social Media Tips and Tricks

Social media can be a useful tool when it comes to fundraising. To help you get the most out of your social channels, we've included a few dos and don'ts below.

Dos

Post, Tag, Share

Take advantage of your broader audience by posting fundraising asks and tagging your teammates. Make sure to follow 24 Foundation on [Facebook](#), [Instagram](#), and [Twitter](#) so that you can share relevant posts and stay in the loop with fundraising tips and upcoming networking or fundraising events.

Link to Your Fundraising Page

When inviting people on social media to donate, make it easy for them by linking directly to your Classy fundraising page. People are more likely to give when they don't have to jump through hoops trying to figure out where to go.

Join the Team Captains Page

If you're a Team Captain, make sure we add you to the 24 Foundation Team Captains Facebook group. This is a closed group where Team Captains can share fundraising events, brainstorm ideas, and collaborate. Reach out to Nanci Bonfield at nanci@24foundation.org to get added.

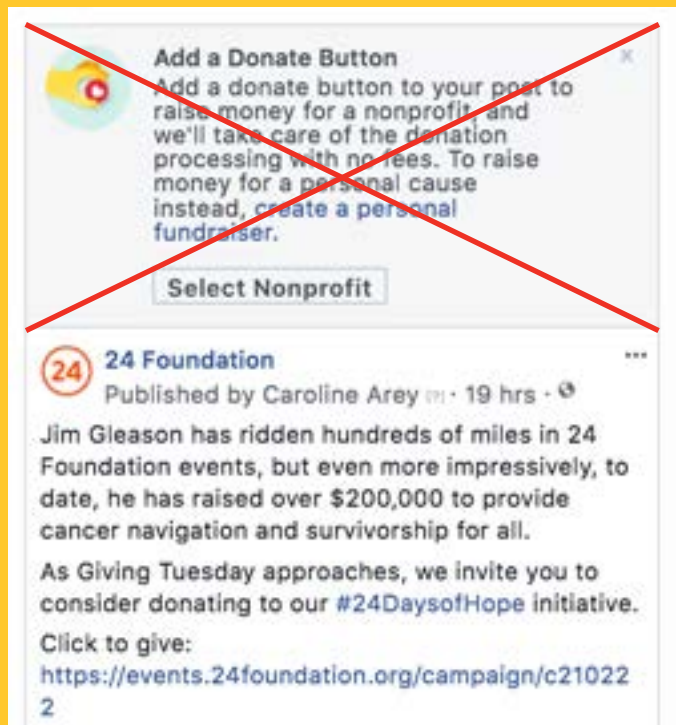
Don'ts

Overpost

No one wants to see a bunch of solicitations. Be sure to post often enough that people know why you're fundraising and how to donate, but not too much that they unfriend you!

Add a Donate Button

Facebook has a feature that allows you to add a Donate Button to your posts. It might seem like a good idea, but don't do it! By the time Facebook sends the money to 24 Foundation, we have no way of knowing who donated or which participant raised those funds. Aka we can't attribute those funds to you/your team and the amount will not count towards your fundraising minimum or incentive levels. Instead, link directly to your Classy fundraising page.



A-Z Fundraising Ideas

Go the extra mile and host a small or large scale fundraiser! We've put together a list of A-Z fundraising ideas. These can take place at your home, in your neighborhood, a school, or even at work! Don't forget that we are always here to help, so give us a call or email us so we can advise you throughout this fun process.

Auction – Recruit your team members to reach out to local businesses or places they visit often. Use your connections to get cool prizes and host an in-person or online auction!

Basket Raffle Bingo – This concept is the same as the bingo we all know and love except the prizes are themed baskets! Charge admission to the event and ask for basket donations from local businesses.

Carwash – The original fundraiser, right? Carwashes can be held at schools, churches, businesses, and even in your driveway!

Dog Walk – Get some exercise and raise money at the same time. Offer your services as a dog walker and charge per dog.

Envelope Fundraiser – Hand out or mail envelopes with a letter asking for a donation amount. Include a pre-stamped letter addressed to you so that the donor only has to stick it in the mail!

Fashion Show – Let local apparel shops know about your fashion fundraiser and ask them to donate clothes for the show. Set a venue, grab your friends to model and advertise the event well in advance.

Guess the Number – Put together a few jars filled with any given # of candy and charge a fee per guess. The person whose guess is closest will win the jar.

Host a pub crawl – Connect with 3 or 4 breweries and see if they are interested in partnering with you to host a pub crawl. Pick a theme and run with it!

Ice Cream Social – Get ice cream donated after lunch one day at the office and charge an entry fee for all you can eat ice cream.

Jump Rope – Ask friends, family, co-workers, etc. to donate a set amount for every jump. Depending on your stamina, this could amount to a good chunk of change!

Karaoke Competition – Host this event at home or at a local restaurant. Secure a night, invite everyone you know, and offer a prize for the best karaoke singer.

Lawn Mowing – Offer to mow lawns on your street or in your neighborhood and ask for donations to support your fundraising efforts.

Movie Night – Host a summer movie night outside and invite the whole neighborhood. Charge for entry and even have popcorn and drinks available for purchase.

Non-Uniform Day – Charge co-workers a fee for being able to wear something other than their everyday uniform.

Ornament Auction – This idea is for those crafty people! Make holiday ornaments and sell them online or on a social media site.

Potluck Dish – Task co-workers with making a dish for lunch and charge admission to the buffet.

Recipe Book – Ask all of your friends, team members, and coworkers for their favorite recipes to add to a recipe book. Brand it and print at the local printer and sell them to raise funds!

Skip It (lunch, coffee, desert) – Choose to skip something that you have on a regular basis. Whether this is lunch out or a cup of coffee from a local coffee shop, you will end up with extra cash to put toward your fundraising page.

Tee Shirts – Have team tee shirts made and order extra to sell to supporters who are interested. There are also websites that specialize in tee shirt fundraising.

Used Book Sale – Send an email to your friends and family. See if they have any used books they are willing to donate and host a used book sale.

Volleyball Tournament – This doesn't have to be volleyball if another sport suits you and your team better.

Wine Tasting – Contact a local wine distributor or grocery store to donate a couple bottle of wines for a small wine tasting event. Make this a weekly and/or monthly occasion to increase your fundraising efforts!

Xtreme Challenge – Challenge co-workers to raise a set amount of money to make you do something extreme!

Yard Sale – Do you have some stuff that you have been meaning to get rid of? Host a yard sale and invite your team members to contribute and use the funds raised toward your fundraising.

Zaxby's Restaurant Night – Connect with your local Zaxby's or another restaurant who might be interested in hosting monthly spirit nights!

Team Fundraising Tips



Raising funds together is something that the whole team can get excited about! Plus, it helps alleviate individual fundraising anxiety. Follow these six tips to ensure your team fundraising event is a success and leaves a smile on everyone's face!

Tip #1: Do what your team loves to do!

Think about your hobbies and things that you and your team do for fun. Some of our most popular ideas are backyard BBQs, brewery tours, yard sales, or even volunteering to be a guest bartender at a local bar or grill. Any connections you have can easily turn into an opportunity to host a unique fundraising event that gets the whole team involved. Combine your connections to create a multifaceted event with more than one fundraising element!

Tip #2: Make sure the whole team buys in!

Events are most successful when everyone on the team does their part! Brainstorm with your teammates so that everyone has a piece to plan. For example, have one member take care of event planning/logistics and another person handle the raffle items, while you handle promoting the event.

Tip #3: Network, network and then network some more!

Spend more time spreading the word than working out the details. The more people your team invites, the more funds you will raise to carry out the 24 Foundation mission. Reach out to your social circles and ask them to spread the word to ensure you have a good turnout at your community event!

Tip #4: Reach out for advice!

If you are thinking about doing a team event, call us at 704-365-4417! Chances are we've seen something similar and would be happy to help!

Tip #5: Start where you are!

Do what you can handle and have fun doing it! Don't feel pressure to throw a gala event if what you really want to do is hold a bake sale. Choose a fundraising avenue that relates to you and your team, then the fundraising is a bonus!

Tip #6: Don't forget about corporate matching gifts!

Taking advantage of your company's matching gifts program is an easy way to double your contribution to 24 Foundation! Contact us at mg@24foundation.org to get a comprehensive list of participating companies that match gifts. Just be aware, that verified matching gifts must be received 1 week before your city's event date in order to count toward your fundraising minimum.

Buzz24 Networking Events

In the months leading up to the event, 24 Foundation hosts several get-togethers to give you the most up-to-date buzz on how to make your 24 Indianapolis experience top notch! Mark your calendars with the dates below!

If you can't make it to a Buzz24 event, contact Nanci Bonfield at nanci@24foundation.org to set up a breakfast, lunch or happy hour for your team!

Save the Dates

Wednesday, February 20, 2019

Keep an eye on the 24 Foundation Community Events page for location and time.

Wednesday, March 20, 2019

Keep an eye on the 24 Foundation Community Events page for location and time.

Wednesday, April 17, 2019

Keep an eye on the 24 Foundation Community Events page for location and time.

Thursday, May 16, 2019

Keep an eye on the 24 Foundation Community Events page for location and time.

Thursday, June 6, 2019

Keep an eye on the 24 Foundation Community Events page for location and time.



Can we have riders and walkers on the same team?

Yes! A team can be one person or 50 and can be comprised of walkers, riders, and virtual participants. The more people you recruit to join you, the more fun it makes your event experience and the more you are doing to change the course of cancer! Make sure your whole team joins us for the last lap at 6:45 p.m. on Saturday in your team jerseys or tees for a chance to win the GOALden Spoke award!

Can we fundraise as a team?

Yes! In fact, we encourage you to do so. Team fundraisers are more fun, and often easier too! While most teams enjoy setting team fundraising goals, each member of your team is still responsible for reaching their individual fundraising minimum.

How do I recruit more team members?

Call us! We can help you come up with a recruitment plan, whether that includes hosting a party at your home or office, having a lunch and learn or even just an ice cream social. We will be happy to help you add members to your team!

I have completed the registration process and have received two emails. What's next?

Click on the email for your fundraising page and then click on the "Visit My Page" button. You will need to create a password the first time and the email/username is the email you used during registration. This process will activate your page.

I registered as an individual, but now I have decided that I want to create/join a team. What do I do?

On your personal fundraising "My Story" page, you will see a button that says "Create or Join a Team". This is where you will go if you wish to create or join a team after you have already registered.

How can I let my donors know about my fundraising progress?

Click on the option for "Updates" on your fundraising page. Clicking on this will send you to a screen where you can type updates and post them to your page for visitors to see. Make sure to click "Post Update" when you have typed your message.

How can I look at personal fundraising pages of other participants?

At the very top of your fundraising page, there is a search bar that can be used to search for other participants or groups. Type in the person's name you are looking for and they should show up on the next screen.

I have registered for an event and have activated my fundraising page. How do I get the word out about my participation in the event?

On your fundraising page there are options to share your page on Facebook, share it on Twitter and send out email notifications about your page.

How can I track emails I send through my personal fundraising page?

The email on your fundraising page does not track emails or save email addresses. If you are looking for either of these options you need to use a personal email and just copy the template from the fundraising page.

We're here to help you reach your fundraising goals in any way that we can! Feel free to reach out if you have any questions.

Contact

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