



RACE AGAINST KIDS' CANCER

August 4-5, 2018 • www.raceagainstkidscancer.org

GOING BIG

Tips and Best Practices to Achieve our "BIG" Fundraising Goal:

Our 2018 fundraising goal is "GOING BIG" —\$200,000. We can do this, but we need everyone's help!

- Set your goal!** Give yourself a goal that you can commit to and are very confident of achieving, as well as a higher stretch goal to work towards. Remember, there will be opportunities to participate in the ProAm race for top fundraisers!
- Make a list** of all the people you will approach to request sponsorship (friends, family, co-workers, acquaintances, social media contacts, etc.), including the company they work for if known.
 - Best practice: Think about each contact and how much you will ask them to donate. Your request should be for a specific dollar amount rather than "I'm hoping you will sponsor me."
 - Extra Credit: Research their employers and identify which ones have matching gift programs!
- Approach your contacts** for sponsorship. Approach your potentially larger donation contacts first and get them pledged early. Then, expand to your broader group of contacts, including social media.
 - Tip: Make your own donation first! Doing so allows you to say "Join me in supporting MAF!"
 - Best practice: Ask for sponsorship directly and face-to-face whenever possible.
 - Best practice: Personalize the sample letter to reflect your style and the relationship with your contact. Keep in mind that they are donating to MAF because of their relationship to you.
 - Tip: If they donated last year, personalize the letter to include a statement like "Last year, you sponsored me with a generous donation of \$50 to support pediatric cancer research. I'm hoping that this year you can match or even increase your donation to help me achieve my goal."
 - Tip: If you are meeting your contact face-to-face, bring the personalized letter and sponsorship form with you. They may donate on the spot!
 - Tip: If you are sending out letters via mail, include:
 - Personalized sponsorship letter
 - Donation form already filled out as much as possible
 - "Who is MAF" sheet
 - Stamped envelope addressed to MAF
 - Tip: If sending out letters via email, include:
 - Personalized sponsorship letter
 - Link to your personal online donation page
 - Link to "Who is MAF"
 - Tip: **Remember to ask them if their employer matches charitable contributions!!!!**
- Follow-up!** If your contact made a donation, follow-up and personally thank them! If they haven't donated yet, follow-up with a call or email to remind them.