



FUNDRAISING 101

www.racetobeatcancer5k.com

SATURDAY, SEPTEMBER 15, 2018

Cancer is the second leading cause of death in the United States. Between 2008 and 2016, the District of Columbia ranked 6th highest in the nation for cancer deaths, third highest in the nation for colorectal cancer deaths, and first in the nation for deaths due to prostate, cervical, and breast cancers.

MedStar Washington Hospital Center, Washington Cancer Institute (WCI) is a regional leader and national model for patient-focused cancer diagnosis and treatment that provides the highest quality, and latest medical advances in cancer diagnosis and treatment.

Together, we can raise awareness for cancer research and rally the community to **#BeatCancer**.

HELP US MEET OUR GOAL OF \$400,000 THIS YEAR!

Follow these easy steps and suggested social media prompts to help you meet your goal and raise awareness for the Race To Beat Cancer 5K and cancer research at Washington Cancer Institute.

We want to reward our individual fundraisers who go the extra mile with some special gifts to remember the day and the race. In partnership with our sponsors, we're excited to offer benchmark prizes for individual fundraisers. The top three fundraising teams will receive recognition and awards.

INDIVIDUALS

Platinum Fundraiser (\$2,500+)

Race to Beat Cancer 5K Sweatshirt

Gold Fundraiser (\$1,000+)

Race to Beat Cancer 5K Backpack

Silver Fundraiser (\$500+)

Race to Beat Cancer 5K Water Bottle

Bronze Fundraiser (\$250+)

Race to Beat Cancer 5K Visor

TEAMS

1st Place – Top Fundraising Team

2nd Place – Second Highest Fundraising Team

3rd Place – Third Highest Fundraising Team



100% of funds raised go to cancer research at MedStar Washington Hospital Center, Washington Cancer Institute.

JOIN US IN THE FIGHT TO BEAT CANCER.
#BEATCANCER



RAISING MONEY & HAVING FUN

SATURDAY, SEPTEMBER 15, 2018

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STEP 1: SET AN ATTAINABLE GOAL

Set a fundraising goal that is reasonable for you to attain.

Set a deadline and make sure you share this deadline with your network so they can donate on time and you get credit for hitting your goal. Your goal can be an individual goal, a team goal OR a combination of your goal and your team's.

STEP 2: MAKE A LIST OF POTENTIAL SUPPORTERS

Make a list of everyone in your network (friends, family, co-workers, social circles, etc.). Think about the people who you have supported in the past and who share your spirit for raising money for great causes.

STEP 3: SHARE THE CAUSE, YOUR GOAL, AND YOUR DEADLINE



SHARE information about the event and why it's important to you! Print off donation forms and the brochure off the website to hand out.

Keep a few handy for those unexpected opportunities and conversations!



PROVIDE stories, videos, statistics, and photos from the event website so people know the impact that this race has on patients in DC and around the US through leading-edge treatment and cancer research.



GIVE people ways to support YOU: Ask for a donation, invite them to join your team, LIKE our Facebook page, share monthly emails and updates, register to volunteer, become a sponsor or in-kind donor, etc.

STEP 4: ASK FOR DONATIONS

Asking people to donate to a cause is something to be proud of. But, not everyone is comfortable asking for money. If you're feeling nervous or anxious about asking for money, take a moment to recognize that you are doing this for everyone fighting cancer.

Remember that the #1 reason most people don't donate is because no one has asked them. Don't be shy! **Encourage people to visit www.racetobeatcancer5k.com to support you and learn more about the race.**

STEP 5: SAY THANK YOU!

Everyone likes to receive gratitude for giving their hard-earned money. Don't forget to follow up with people after they've donated. While we will send donors tax receipts and acknowledgment letters, **a personal thank you from YOU goes a long way!**

Remember to keep your supporters up-to-date on your fundraising and training progress. Let them know that their donation(s) matter and are going towards a great cause that you are working hard for.

WHY SUPPORT THE RACE TO BEAT CANCER 5K?

- **It supports** Washington Cancer Institute (WCI) which treats more cases of cancer than any other cancer institute in the region and is the largest outpatient cancer center in the District of Columbia.
- **It educates** our community and promotes awareness for cancer research and how collaboration amongst doctors improves the quality of patient care.
- **It unites** friends, families, communities and co-workers to support each other and those battling or affected by cancer.
- **It raises critical funds** needed for clinical trials for patients. These trials provide innovative treatment options and new ways to detect, diagnose, and reduce the risk of disease.
- **Cancer research SAVES LIVES!**

SOCIAL MEDIA PROMPT IDEAS:

- I'm <insert running/walking> for the Race To Beat Cancer 5K on September 15! Help me raise <insert goal amount> for cancer research and Washington Cancer Institute. **Read more at www.racetobeatcancer5k.com**
- Did you know that cancer is the second leading cause of death in the United States? I'm helping make an impact to **#BeatCancer** on September 15 with a goal to raise <insert amount>. Message me for details on how YOU can help me! <insert/link your fundraising page>
- Who wants to run/walk with me September 15 to **#Beat Cancer?!?!?** Check out www.racetobeatcancer5k.com and let's raise some money for cancer research and **SAVE LIVES!**