



CANCER  
RESEARCH  
INSTITUTE

# FUNDRAISING TOOLKIT



# Welcome to **TEAM CRI**

Team CRI is a community of grassroots fundraisers who leverage their personal networks of friends, family, colleagues, and others to support CRI's mission to **save more lives** by fueling the discovery and development of powerful immunotherapies for all types of cancer.

From bake sales and video game live streams to marathons and memorials, Team CRI fundraisers are always discovering new and creative ways to raise critical funds for CRI's high-impact research programs. Every Team CRI fundraiser brings us closer to curing all cancers with immunotherapy.

**Thank you for fundraising with the Cancer Research Institute!**

*Ariella Chivil was treated with immunotherapy in a clinical trial and is healthy and cancer-free today.*



## **OUR IMPACT**

Generous contributions from donors and fundraisers like you enable our global network of scientists and doctors to advance understanding of the immune system and how it interacts with cancer, resulting in new treatments that improve patient outcomes.

**\$10** Helps pay for essential laboratory supplies researchers require.

**\$25** Helps pay for storage of important tumor tissue samples to help determine whether patients are likely to respond to immunotherapy.

**\$50** Helps pay for equipment scientists need for their laboratories.

**\$100** Helps pay for a day of a young postdoctoral fellow's research and training.

# 5 STEPS FOR SUCCESSFUL FUNDRAISING

## Start Off Strong

It is often hard to generate those first few dollars and a contribution from you will encourage others to get involved! And remember that fundraising, like most things in life, is better with a plan.



## Tell Your Story

Customize your fundraising page so people know why fundraising for cures is important to you, including photos, goals, and more.

*"As many of you know, my mother fought breast cancer and Jim's brother fought melanoma. That's why I'm raising money to support the Cancer Research Institute, which funds immunotherapy research that can create new treatments for all types of cancer."*



## Spread the Word

Get out there and ask for support. Email, social media, water cooler chats—it doesn't matter how, it just matters that you do.

**Tip:** People are more likely to respond if you ask them one-on-one. And don't forget to broaden your reach to include extended family, co-workers, school friends, and anyone else in your life who might support your fundraising.

## Follow Up

People are busy, but don't let that hinder your success. Send reminders to potential donors and **don't be afraid to ask again.**

## Thank Your Supporters!

- As soon as they've made a donation
- Whenever they refer a new donor to your campaign
- When you've reached important campaign milestones like 50%, 75%, and 100% of goal met

A happy donor is a repeat donor. Take a minute to convey your appreciation for someone's support and you may find they support you again!

*THANKS!*



# CUSTOMIZE YOUR PAGE

Start by giving your fundraiser a name.

## Upload a Photo

Fundraisers with photos raise more money.



## Set a Goal

People will be motivated to help you meet it.

Fundraiser

### Gunner's 4th Birthday

\$1,601 Raised \$1,500 [DONATE](#)

Another year for Gunner and many more for cancer warriors

STORY UPDATES

### Celebrate and Give!

Gunner is turning 4!! This year, rather than asking for toys and gifts, Gunny is asking for donations to be made to cancer research to help find a cure for those in need.

Unfortunately, our family has been touched by cancer, as have too many others. Gunny is beyond lucky to have 2 loving daddies - one in heaven and one here on Earth. His daddy in heaven, Josh, fought a brave battle against cancer so this cause is near and dear to our heart. We are also approaching what would have been Josh's 33rd birthday on Feb 4th...which happens to be World Cancer Day. We would be more than humbled for anyone to honor this great cause in Josh's name as well. If you are unable to contribute monetarily (we totally get it! no pressure), please do something kind for someone in these upcoming weeks to share the spirit that both Gunny and Josh embody.

### Thank you all so much!!

Instead of a traditional gift registry or wish list, I'm asking friends and family to give back. On this special day, I'm fundraising for a cure by raising money for the Cancer Research Institute. Their mission is to save more lives by fueling discovery and development of powerful immunotherapies for all types of cancers.

Support us by making a donation, or click the join button to become a fundraiser and help us accomplish more than we could alone.

## Share your Story

It can inspire others to give even more.

## Say "Thanks"

Take as many opportunities as you can to thank your donors.

ALL COMMENTS DONORS

- J** Jessica Trombetta donated \$100.00  
2 months ago
- A** Allie, Skye & Baillie Campbell donated \$5.26  
Woof, woof Happy Birthday,  
2 months ago
- G** Gandpa, Gandma Etsuko Campbell donated \$33.66  
Happy Birthday Gunny, we are so proud of you!  
2 months ago
- A** Angelica Williams donated \$26.30  
2 months ago
- J** Jaclyn Weiss donated \$50.00  
Happy Birthday Gun! We miss you!!! Love, Charlotte and Olivia Weiss  
2 months ago

Show more



Cancer Research Institute  
29 Broadway, Floor 4  
New York, NY 10006-3111  
(800) 992-2523

Back to top

Donor Support  
donations@cancerresearch.org

# WAYS TO ASK

Asking someone for a donation can be intimidating, but asking someone to support a noble cause can be inspiring. Don't let fear stop you. Cancer touches everyone and you never know who will connect with your story. Remember, the sooner you start, the more money you will raise. Consider all the different methods at your fingertips, and try to use at least three different ways.

## Ask Directly

If you can, approach a potential donor in person or over the phone. It's hard to say no to someone's face or voice, especially when the money is for something as important as cancer research. One-on-one interaction is more likely to yield results because it removes the possibility for someone to anonymously shy away from a request.

## Ask Socially

Don't be afraid to tap into your social networks to let people know about your fundraiser. On social media, you can use the tagging method and get all of your followers involved. Even if they are unable to donate, urge them to share your page as they may have followers willing to contribute to your cause.

## Ask Repeatedly

Sometimes the first ask doesn't work. Don't be discouraged. People may forget, get distracted, or were busy. Ask again with a reminder about your progress or other updates. For example, if you're running for a marathon, you can give an update on your training.



*Hi Jill. Thanks for taking the time. I'm calling about my upcoming New York City Marathon run. As you know, my sister was recently diagnosed with breast cancer, the same disease that our mother fought 20 years ago, so I've decided to raise money for cancer research during my run.*

*Please donate to my fundraiser with the Cancer Research Institute at [fundraise.cancerresearch.org/LloydFightsBack](https://fundraise.cancerresearch.org/LloydFightsBack)*

*I chose them as a top-rated charity, funding promising immunotherapy research. I hope that you'll support me as I work toward my fundraising goal of \$5,000.*

*Thank you.*

*Sample phone conversation*

# SAMPLE MESSAGES

Finding the right words to use can be hard. Take a look at some of our sample messages for inspiration!



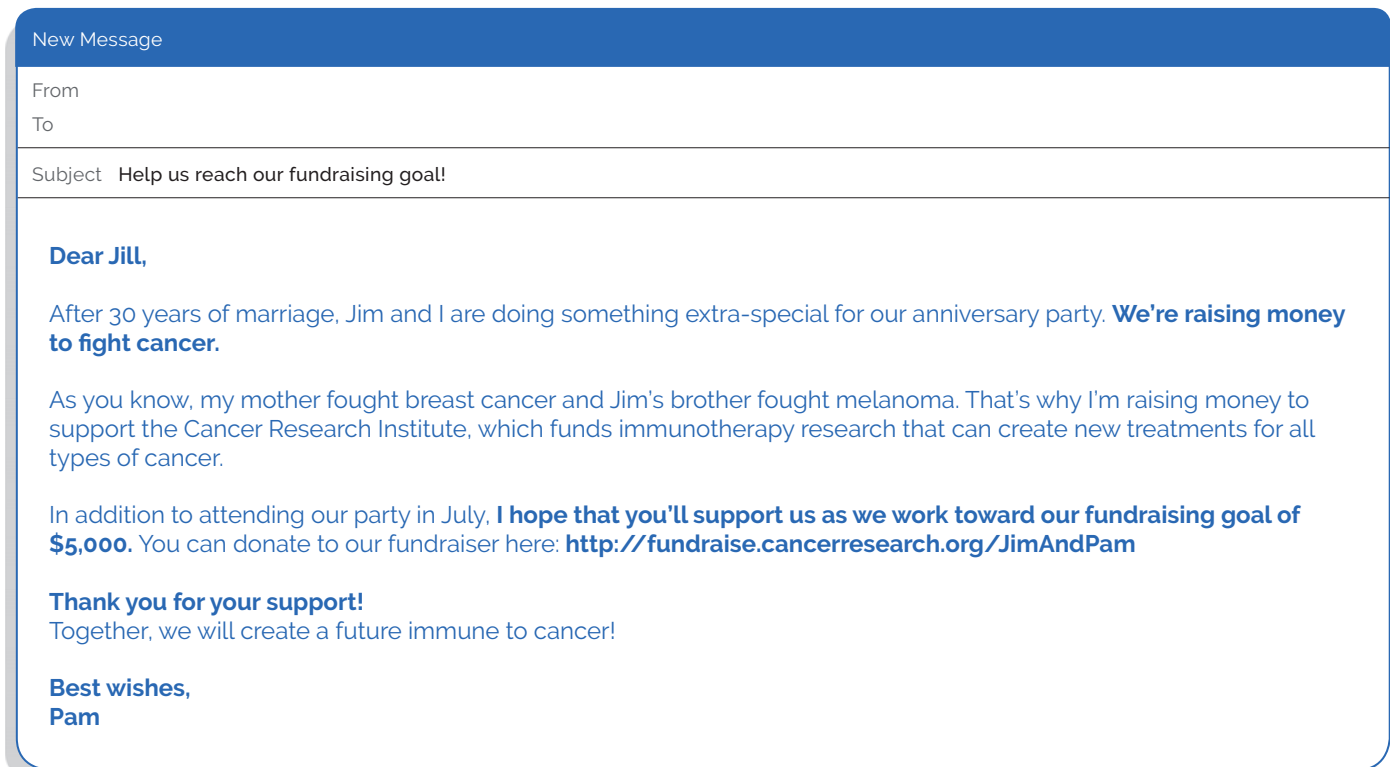
Sample Facebook Post



Sample Twitter Post



Sample Instagram Post



Sample email

# SAYING THANK YOU

You can never thank people enough for their generosity and support. It's better to thank people soon after they make their gift, so make sure you're set up to receive alerts when someone has donated to your page. The donor will receive an automated thank you with receipt, but it's always nicer to add that personal touch.

Personal phone calls and emails as well as public speeches or social media posts show people both privately and publicly how much you appreciate their support and motivate others to support it, too.

## Thank Your Donors

- As soon as they've made a donation
- Whenever they refer a new donor to your campaign
- When you've reached important campaign milestones like 50%, 75%, and 100% of goal met
- In an event update to let your donors know about event preparation or wrap-up
- On social media because shows them that you appreciate their support and encourages others to give (or give again)

## Don't Stop There

Don't just thank your donors. Show them the impact of their donations. Follow up with them in 3 or 6 months, sharing news from the Cancer Research Institute about how their donations are making lifesaving cancer research possible. Remind them of their support and you'll make it even more likely that they'll support you again for your next fundraiser.



Sample Facebook Post

**Thank you for fundraising with the Cancer Research Institute!**



# FUNDRAISING RESOURCES

We want your fundraising journey to be smooth and stress-free, so we've compiled the following resources to help you meet and beat your goal.

## How to Edit Your Personal Fundraising Page

Get more detailed instructions on managing your fundraiser by visiting:

- <https://support.classy.org/s/article/how-to-create-and-edit-a-personal-fundraising-page>

## Employer Matching Gifts

Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers this program. Remember to remind your supporters to do the same.

## CRI Resources

Follow along on social media and online and find inspiration with all the exciting progress being made in cancer research and treatment today.

- Facebook – [@cancerresearchinstituteinc](#)
- Twitter – [@CancerResearch](#)
- Instagram – [@cancerresearchinstitute](#)
- LinkedIn – <https://www.linkedin.com/company/the-cancer-research-institute/>
- YouTube – <https://www.youtube.com/user/CancerResearchInst>
- Immune to Cancer Blog – <http://www.cancerresearch.org/blog>

## Learn about Cancer Immunotherapy and CRI

- <https://www.cancerresearch.org/immunotherapy/what-is-immunotherapy>
- <https://www.cancerresearch.org/about-cri>

## Contact us



Cierra Howard  
choward@cancerresearch.org



Melinda Lopez  
mlopez@cancerresearch.org



Shasell Negron  
snegron@cancerresearch.org