



FUNDRAISING TOOLKIT



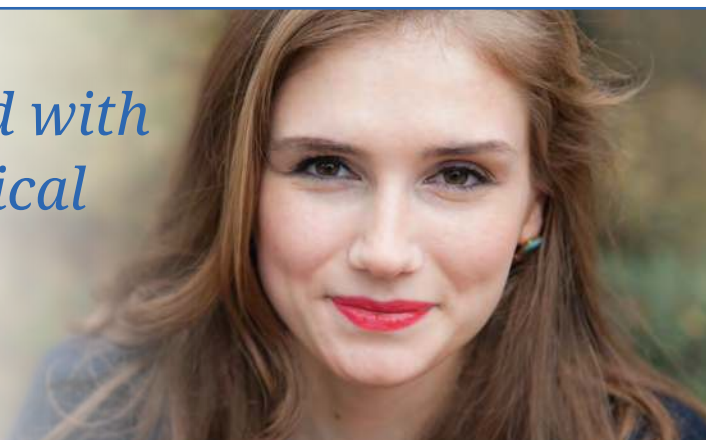
Welcome to **TEAM CRI**

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.

The screenshot shows a fundraiser page for 'Gunner's 4th Birthday' on the Cancer Research Institute website. The page features a header with the organization's logo, a search bar, and a 'LOGIN' button. Below the header is a large banner image of a young boy, Gunner, smiling. To the left of the banner is a smaller photo of the same boy. The main content area displays the fundraiser title, the amount raised (\$1,601), and the goal (\$1,500). A 'DONATE' button is visible. Below the goal bar is a description: 'Another year for Gunner and many more for cancer warriors'. The page has tabs for 'STORY' and 'UPDATES'. The 'STORY' tab is active, showing a celebratory message and a detailed story about Gunner's family and the fundraiser's purpose. Below the story is a 'Thank you all so much!!' section with a list of donors and their contribution amounts. The footer contains the Cancer Research Institute logo, contact information, and a 'Back to top' button.

Upload a Photo
Fundraisers with photos raise more money.

Set a Goal
People will be motivated to help you meet it.

Share your Story
It can inspire others to give even more.

Say "Thanks"
Take as many opportunities as you can to thank your donors.

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

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!



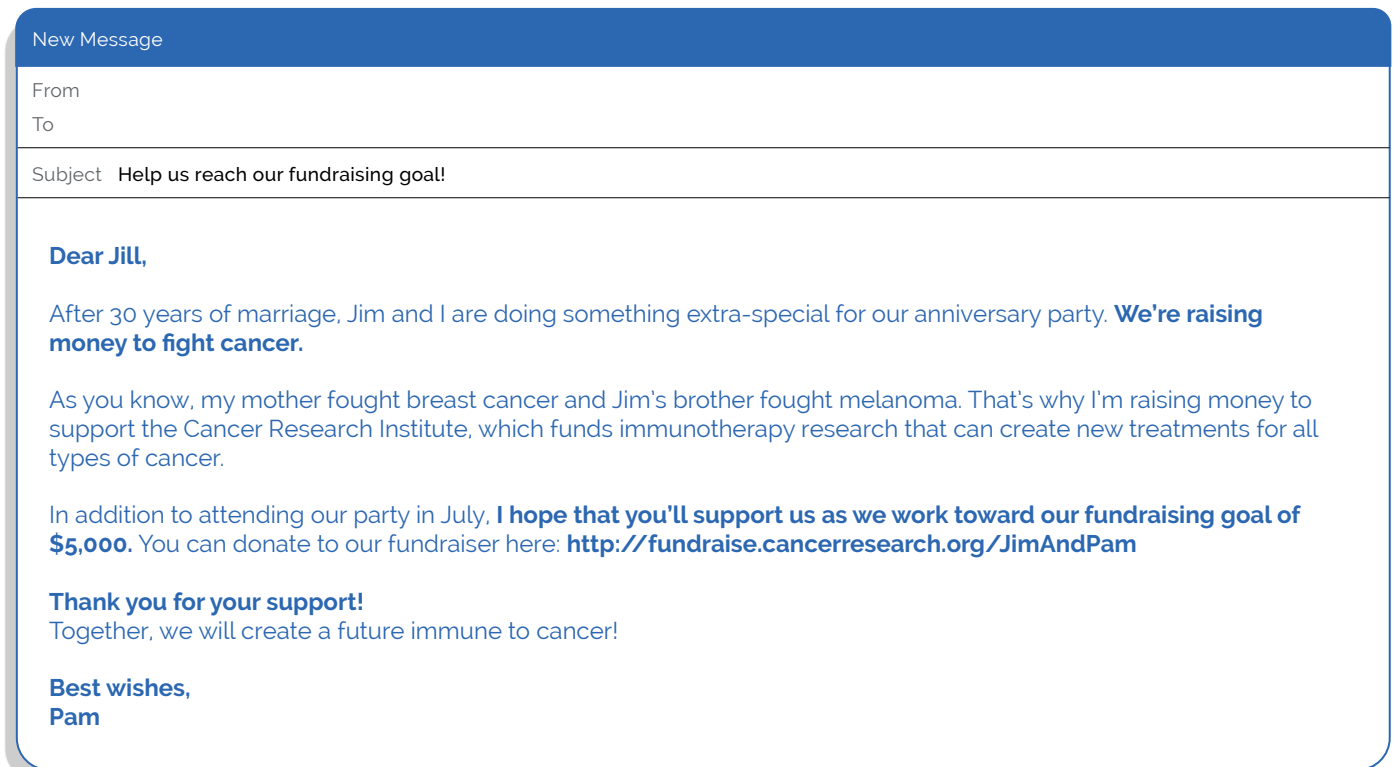
Sample Facebook Post



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.



Sample Facebook Post

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.

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>

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