Steps for SUCCESSFUL FUNDRAISING

- Fundraising CHECKLIST
- Collecting Donations MADE EASY
- Learn more about FUNDRAISING INCENTIVES

FUNDRAISING GUIDEBOOK

SUNDAY JUNE 25

INFO & REGISTRATION AT DEFEATMYELOMA.ORG
SET YOUR FUNDRAISING GOAL
We recommend a minimum of $100 and reward for hitting goals starting at $250.

GET EXCITED AND HAVE FUN
The more excited and committed you are about fundraising for Defeat Multiple Myeloma, the more excitement you will generate amongst your support network. Remember that even the most successful fundraisers hear the word no repeatedly; they are successful simply because they keep on going when the going gets tough. Keep going! Only together can we save lives and end multiple myeloma!

POSSIBLE DONORS/SUPPORTERS
Simply write out a list of everyone you know. You may be asking yourself “Everyone?!” Yes, everyone. Once you start jotting names down it will be much easier than expected. Start with friends, family, neighbors, classmates, coworkers, fellow volunteers, etc. Go ahead, grab a piece of paper and start making a list. Allow this list to serve as your list of potential donors. You may be thinking that specific people on your list may not donate, but you never know who has a connection to the cause, without asking. So, don’t be shy to ask everyone you know to support multiple myeloma research at Fred Hutchinson Cancer Research Center!

YOUR PERSONAL PAGE & PARTICIPANT CENTER
Consider your Participant Center your personal headquarters for online fundraising. Login to your Participant Center and personalize the look and feel of your Personal Page. Add photos, video and your personal story about why you are passionate about finding a cure for multiple myeloma. Your Personal Page online fundraising page will appear to supporters when they search for you by name, team name or click through links in your emails send from your Participant Center.

SEND COMPELLING EMAILS AND LETTERS REQUESTING SUPPORT
We’ve done the work for you! Pre-written emails are available for download at www.defeatmyeloma.org. Add a personal touch to the template emails or craft a heartfelt email with your personal story and reasons for fundraising for Defeat Multiple Myeloma benefitting Fred Hutch.

OFFLINE DONATIONS (CHECKS & CASH)
Flip through the Collecting Donations section of this guide to learn how to quickly and easily collect online donations through your Participant Center as well as offline donations such as checks and cash.

SHARE YOUR EXCITEMENT ON SOCIAL MEDIA
Don’t have emails and addresses for ALL of your friends? Let them know on Facebook, Twitter and your blog how excited you are to be raising funds and awareness for multiple myeloma research at Fred Hutch!

FOLLOW UP
Loop back with friends and family that you have sent letters and emails to. Most of them had probably intended to support you and may have simply forgotten. A quick, friendly reminder may be all they need!

THANK – THANK – THANK YOUR SUPPORTERS!
Use pre-written thank you emails found in your Participant Center to thank your supporters for their generous and thoughtful donations.

HOST A FUNDRAISING EVENT
Consider hosting a simple and fun fundraising party for family and friends. Ask for donations at the door, for special beverages or give a short toast including why you are fundraising and where the dollars go, followed by an opportunity to support your efforts with a donation.
FUNDRAISING CHECKLIST

- Set your fundraising goal (Aim high!) $___________
- Get excited and have fun
- Make a list of possible supporters
- Jazz up your Personal Page in your Participant Center
- Send emails to friends and family asking for their support
- Send letters via the mail to friends and family asking for their support
- Download the Offline Donation Form (and get ready for the checks to roll in)
- Share with friends on Facebook, Twitter and on your blog that you signed up for Defeat Multiple Myeloma
- Follow Up and send thank you emails and notes to your supporters (make sure you tell them how close you are to reaching your goal)
- Reach your fundraising goal, check out cool fundraising rewards and send another round of thanks to supporters letting them know together you reached your goal!

COLLECTING DONATIONS

ONLINE FUNDRAISING
Supporters donate online through your Personal Page.

Perks to Fundraising Online: Your Participant Center and Personal Pages will play a vital role in the success of your fundraising. The Participant Center offers several great tools to quickly and easily connect with friends and family as well as keep track of your fundraising progress. Most participants who utilize the online fundraising tools are surprised just how easy it is to use and meet their fundraising goals (plus it helps cut down on costs associated with our staff’s data entry)! Check out your Participant Center and experience how to easily use online fundraising to your advantage!

OFFLINE FUNDRAISING
Supporters give YOU checks and cash for YOU to submit with an Offline Donations Submission Form.

I Have Been Given Checks or Cash Donations. Now What?
1. Print out the Offline Donation Form and follow the instructions.
2. Fill out form with fundraiser, donor and donation info
3. Submit the form by mailing to the address listed on the form or submit on Race Day
4. Do not enter your offline donation into the personal fundraising page, Defeat Multiple Myeloma staff or volunteers will do this for you.
INSTRUCTIONS & INFORMATION

This form must be submitted with any donation made offline (cash or check). Submit any offline fundraising with this Offline Donation Submission Form.

All checks should be made out to Fred Hutch.

Donations cannot be split amongst participants or teams.

WAYS TO SUBMIT OFFLINE DONATIONS:

1. Mail form and checks to:
   Attn: Defeat Multiple Myeloma
   Fred Hutch J5-200
   1100 Fairview Ave N
   Seattle, WA 98109

2. Submit form and donations on event day.

OFFLINE FUNDRAISING DEADLINE

If you mail in offline donations (checks only), they must be postmarked by June 21, 2017 to count toward participant/team fundraising efforts.

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<th>First Name</th>
<th>Last Name</th>
<th>Team Name (if applicable)</th>
<th>Email</th>
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**1 FUNDRAISER INFO**

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<th>Total Fundraising from Checks $</th>
<th>Total Fundraising from Cash $</th>
<th>TOTAL FUNDRAISING $</th>
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**2 DONOR INFO**

An electronic receipt will be emailed to the donor if a valid email address is provided.

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<th>DONATION AMOUNT</th>
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