

Six Easy Steps to Raising \$1,000

This may be the first time you've participated in a fundraising event. We'd like to show you just how simple it can be. Follow these six easy steps, and you'll be well on your way.

Have you set a higher goal for yourself than \$1,000? Great! Simply adjust the minimum donation amount you're asking of each potential donor, and/or increase the number of people you're going to ask. ***Not sure how to ask these people for support?*** Don't worry! We've provided sample email templates and other information for your use below!

1. Donate to yourself. It all begins with you!	\$50
2. Ask 4 family members to donate \$50 each.	\$200
3. Ask 14 friends (and other family members) to donate \$25 each.	\$350
4. Ask 10 co-workers to donate \$25 each.	\$250
5. Ask your boss for a company contribution of \$60.	\$60
6. Ask 6 neighbors to donate \$15 each.	\$90
TOTAL	\$1,000

Add just 4 more steps to reach \$1,500!

Now that you've raised \$1,000, you know just how easy it is. So, why not increase your goal? Here are four easy steps to raise an additional \$500.

7. Ask 5 local businesses you frequent to donate \$25 each.	\$125
8. Ask 5 members of an organization to which you belong to donate \$10 each.	\$50
9. Host a community fundraising event (book sale, garage sale, car wash, etc.).	\$200
10. Ask your doctor, lawyer, etc. to donate \$25 each.	\$125
TOTAL	\$1,500

Add ONE more step to raise another \$500 to reach \$2,000!

Use Social Media like Facebook, Instagram, Twitter, etc. Send a blast and share what you are doing. Ask 25 friends for \$20! It's that easy...\$500 more in fundraising. Try choosing a different group of friends to target each week.

TOTAL	\$2,000
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How to Ask for Support and Recruit for Your Team

Your participation on Team **LIVESTRONG** is one more powerful weapon in the global fight against cancer. By supporting **LIVESTRONG**, you've chosen to stand up for the 28 million survivors around the world by helping us provide vital services and resources which are designed to address the unmet needs of cancer survivors. Recruiting a team to participate alongside you and gaining support from those around you only amplifies the effects of your hard work and dedication; after all, unity is strength.

Historically, individuals who tap into their many outlets of support raise more money. Additionally, those who work in teams towards fundraising goals tend to push one another to achieve. Fundraising as a group is an enjoyable and effective way to involve those around you and reach new levels of fundraising. The camaraderie built throughout the process leads to lasting relationships and sustained excitement for what you're doing together.

So how do you recruit for a team?

Use the following suggestions to get others to join you in your efforts for Team LIVESTRONG:

- *Get your family to participate with you.* Attacking fitness goals is an enjoyable way to spend time with one another and improve everyone's health. All of our events are family-friendly, regardless of age. **Minors (18 years of age or younger) must be accompanied at the event by a registered adult participant who also agrees to the fundraising commitment.
- *Offer our Virtual Participant option* to those of your relatives who might be interested in supporting your team but can't physically attend the event.
- *Does your office have a regular cycling, running, or fitness group?* Talk to them, too and get your coworkers involved!
- *Approach your manager about the Challenge as a corporate involvement opportunity.* Open participation up to the office, look into office-sponsored registration fees for employees or extra vacation time for those who sign up, explore the options of matching gifts, or see if your office would come out to volunteer.
- *Use the 6-foot rule:* anyone who comes within six feet of you hears about your participation and team.

Tap into ALL of your networks. Neighbors, church groups, book clubs, exercise groups, fantasy leagues, poker tables, etc. are all wonderful people and places to recruit. We've all been touched by the effects of this disease. By letting those around you know what you're doing, why you're doing it, and how they can support the cause, you may very well inspire big things in someone.

So how do I ask people for financial support?

We encourage you to consider your family members, friends, and members of your community that may not be able to join your team for participation in the event, but might be willing to make a financial donation to your fundraising goal. Remember, there are so many people willing to help if you are willing to ask in a way that educates them and empowers them to get involved.

Using an email template is an effective and easy way to communicate the cause and provide all of the steps for making a donation. Please see the examples below, and feel free to add personal touches! Be sure to edit the text to reflect the appropriate information about the event that you have chosen to participate in. Make sure you use an eye-catching subject line to grab their attention!

LIVESTRONG®

Dear Family and Friends,

I hope this email finds you enjoying the summer and doing well! I am writing to you today for your support of my fight against cancer in partnership with the LIVESTRONG Foundation. Working to improve the lives of people affected by cancer now, the Foundation fights for the more than 32.5 million people living with cancer in the world today. At LIVESTRONG, the focus is on survivorship. Every day they work to provide patients with free support services, connect people and communities with the information they need, and call state, national, and world leaders to help fight this disease.

In my own life, I am inspired to join the fight against cancer by [\[insert personal story or connection to the cause here...feel free to make it as detailed as you'd like\]](#).

By supporting me and my efforts with the LIVESTRONG Foundation, your commitment will offset the costs of programs such as LIVESTRONG at the YMCA, LIVESTRONG Fertility, and LIVESTRONG at School, to name a few. To learn more about all of the services offered, please visit <https://www.livestrong.org/>. You can also get support for every step of the cancer journey at <https://www.livestrong.org/wecanhelp/>.

Cancer has undoubtedly affected each and every one of our lives. Whether it is our own battle, or the fight of a close family member or friend, it touches all of us. I know it is a lot to ask, but any amount of support would be greatly appreciated and each dollar will move us one step closer to eradicating cancer from our lives and supporting survivors around the world.

To donate towards my fundraising goal, please visit [\[insert personal fundraising dashboard link here\]](#) and follow the prompts that will take you through the process. Be sure to follow the LIVESTRONG Foundation on social media to stay up to date on their work and events!

Thank you so much for taking the time out of your day to read this email and help this amazing cause. Your generosity is so appreciated by myself and everyone at the LIVESTRONG Foundation. Enjoy the rest of your day and please consider aiding me in this cause.

With most sincere thanks,

[\[Insert your name here\]](#)

How do I follow up after receiving donations?

Following the receipt of a donation in your name, it is crucial to thank those that made a financial commitment and let them know how much you appreciate their support! Please see a sample email template below that is a useful tool for reaching out to donors.

Dear Family & Friends,

On behalf of myself and the entire Team LIVESTRONG family, I would like to sincerely thank you for your contributions towards our fundraising efforts this year. With your help, we were able to raise more than \$XXXX for the [insert event or program here]. Thank you for helping us surpass my initial fundraising goal by more than \$XXXX!

Please know that I greatly appreciate your willingness to support such a great cause and the efforts of my team. Because of your generosity, we are one step closer to eradicating cancer from all of our lives and changing the way the world fights cancer. Your donation will help with [insert allocation of fundraising efforts here]. Thank you for helping the LIVESTRONG Foundation continue to lead the way in improving the lives of those affected by cancer now. Whether you offered a monetary donation or participated in an event, each bit makes a huge difference.

Again, I thank you from the bottom of my heart. I hope that you will join me in future fundraising efforts with the LIVESTRONG family. For more information and updates, please visit <https://www.livestrong.org/>. I hope you have a fantastic day!

With most sincere thanks,

[Insert your name here]

Thank you for your participation with Team LIVESTRONG and for your efforts in fundraising with us! We appreciate your support and wish you the best of luck! If you have any further questions or need additional advice on fundraising, please see our other resources on your fundraising dashboard or contact us at teamlivestrong@livestrong.org.