

FUNDRAISING TIPS

- 1) **Establish your goal.** Aim high! What is your personal goal? Does your team have a goal? The clearer you are about your goals, the more likely you are to reach them.
- 2) **Create your personalized fundraising page.** This is your chance to share your story and explain why raising funds to fight pancreatic cancer is so important to you.
- 3) **Create a list of everyone you know.** This can include family and friends, co-workers, doctors, or service providers. Decide if you want to ask them to join your team or simply request a donation. Never underestimate your donors and don't forget, if you don't ask, you won't receive!
- 4) **Reach Out.** Whether in-person or by e-mail, it's important to share your personal story and explain why you are asking for donations. Try to be as brief as possible.

- **Define pancreatic cancer and how you have been affected.**

For example: "Did you know pancreatic cancer is the fourth leading cause of cancer death in the United States? Over 43,000 Americans will be diagnosed this year. It has a five-year survival rate of just 6%. My father passed away from pancreatic cancer three years ago. I don't want to see others suffer like he did."

- **Tell people why you are participating and how it supports the Pancreatic Cancer Action Network.**

For example: "I am participating to help raise funds and awareness for the Pancreatic Cancer Action Network to help advance research, support patients and create hope. To learn more, you can go to www.pancan.org."

- **Finish by asking for their support.**

For example: "Can I count on you for a \$50 donation?"

- 5) **Keep track of your responses.** Follow up with those who haven't responded, then follow up again. Call or e-mail everyone who said they would donate and help them to follow through on their commitment to you.
- 6) **Thank everyone!** Big or small, every donation counts. Always remember to say thanks!

How to Raise \$300 in Six Easy Steps

- Invite ten friends over for movie night and ask them each to contribute \$10
- Ask three family members to sponsor you for \$25 each
- Ask your employer to contribute \$25
- Ask five co-workers to sponsor you for \$10 each
- Invite five neighbors over for food or wine-tasting and ask them each to contribute \$10

www.vineyardwalk.com