



5K Walk/Hike for Mesothelioma-Sunday, October 23, 2016

Fundraising Tools and Tips

- **Set a Goal:** Each walker is encouraged to raise at least \$100 towards the 5K Walk/Hike for Mesothelioma. Teams that raise above this may qualify for walk prizes.
- **Tell Your Personal Story:** Sharing your personal story / connection to mesothelioma or the Pacific Mesothelioma Center's mission is the most effective way to fundraise. Explain to people why you are asking them to support you. For example, if you are walking for a loved one affected by mesothelioma share how the disease affected your loved one and how the money raised will go to fund important mesothelioma research. Upload photos of your team or the individual you are walking for so people can connect more with your story.
- **Ask for support:** Don't be afraid to ask for contributions. You are not asking for a contribution for yourself rather you are asking on behalf of the Pacific Mesothelioma Center. Let family, friends, neighbors, and co-workers know that you are walking in the 5K Walk/Hike for Mesothelioma, why you are walking, educate them about the disease, and list how they can support you.
- **Use social media:** Share your fundraising page with potential donors using the share tools on your fundraising page. Link the page to your Facebook wall, Twitter page, or Instagram profile.
- **Use Email:** Email friends, co-workers, and family members so they know you are raising money for your team and can visit your personal fundraising page to make a donation.
- **Send a personal handwritten letter:** Many of us use email so frequently that we forget that writing to someone, especially someone who rarely communicates via email, is a more personal approach and can produce greater fundraising results. Make a list of people you want to send a letter to know what your message is.
- **Ask friends and family in person:** Asking donor for support in person is the most effective way to raise money. Share with people about the cause, your connection, and your goal and you will be surprised how many people are more than happy to help you reach your goal.

- **Ask friends and family early:** People give because they are asked. No one ever regrets starting too early, they only regret starting too late. The sooner you start reaching out to people to raise money the sooner you'll start to see your donations accumulate.
- **Check to see if your employer or any potential donors have a matching gift program:** Many companies sponsor matching gift programs, check with the company's HR department to see if they have a matching gift program.

Recruit Friends, Family and Co-workers to Join your Team

- Explain to people why you walk. What purpose drives you to walk and raise funds for mesothelioma? Do you know someone who had it or who is currently battling it? Do you want to bring greater awareness to this disease? Are you an ardent supporter of veterans and see how mesothelioma affects a disproportionate number of vets and want to do something about it? Or are you someone who sees the strides PMC has made in its research and want to raise money so that this research can reach greater heights? Whatever your reason for walking, SHARE IT! Potential donors will be most swayed by your message so make sure they know why you are walking
- Recruit: Ask family members, friends, co-workers, neighbors, and classmates to join you at the walk in October. In addition, ask family members or friends with children in college/high school to recruit their friends to join the walk. If you have participated in the walk before set a goal for yourself of recruiting two new individuals for your team that do not know about the Pacific Mesothelioma Center. The more people know about PMC, the greater awareness is brought to the cause
- How do you recruit? Send out an email to all of the contacts in your address book. Give a brief snapshot of the PMC, detail why you walk, and make the appeal to others to join you

Team Recruitment and Fundraising Timeline

- Send out your first email. Recruit people to walk with you, if not walk than help you by donating money. Ask them to share your message on Facebook, Twitter, or Instagram
- Post on social media about the walk and appeal to your followers to join you or donate to the cause. Remember to share your reason for walking. Let people connect to your message so that they want to help you
- Write letters and call friends and families to donate: There are certain individuals who respond to a personalized approach. Call or send a handwritten note asking them to join you or donate
- Ask local businesses to sponsor you or distribute flyers at their location
- Keep people updated with your progress by once a week posting on Facebook about the walk

- Two weeks before the walk call and email friends and family for a second appeal. Reiterate why you are walking and the importance of our mission

Five Easy Ways to Raise \$150

- Ask five people that you feel the most confident would donate to your cause for \$30 each
- Have a Garage Sale
- Offer to cook a meal or do a drawing for friends, family members, and colleagues if they make a donation
- Have a book sale
- Ask friends on social media platforms to donate \$10, then you just need 15 friends to donate

Seven Ways to Raise \$500

- Ask three family members for \$25
- Sponsor yourself for \$25
- Ask 5 friends for \$15
- Ask five co-workers to sponsor you for \$10. (also ask your company if they match charitable donations)
- Email 15 contacts and ask for a \$10 donation
- Ask two businesses you frequent for a \$25 donation
- Ask your company for a \$75 donation

5K Walk/Hike for Mesothelioma Fundraising Ideas

Here are a few event ideas that can help invigorate your fundraising efforts leading up to the walk.

Babysit	Host a Fashion Show
Bake Sale	Have a Garage Sale
Host a Bingo Night	Ice Cream Social
Car Wash	Lawn Service
Coin Drive	Host a Movie Night
Sell Crafts	Pancake Breakfast
Dog Walk	Host a Zumba-a-thon
Errand Service	Yard Sale

Fundraising Incentives

Do you need a little push to help you meet your fundraising goal!? What if we told you that the more money raised means the more free swag you get....



Raise \$150 for a PMC Drawstring Backpack



Raise \$500 for a PMC Baseball Cap



Raise \$1,000 for a Fabulous PMC Tote Bag

Top Fundraising Team

This year the team that raises the most money gets the exclusive bragging rights and as well as a TROPHY!

