

CLIMB *FOR A* CURE

FIGHT COLORECTAL CANCER



FUNDRAISING GUIDE

INTRODUCTION

Climb for a Cure isn't just about climbing mountains, it's about raising money to support Fight CRC's mission to end colorectal cancer. Peer-to-peer fundraising continues to be one of the most effective means of raising money by utilizing your personal networks and sharing your story.

We've made fundraising even easier this year by working with a new online platform that allows you to create Facebook fundraisers, gives you the ability to text friends and family with a link to your fundraising page, and track your efforts to keep your supporters up to date.

See below for everything you need to know about setting up your fundraising page, access to email and social media templates for outreach to your donors, and ways to build excitement for the Climb!

FUN FACT: THE #1 REASON PEOPLE DONATE IS BECAUSE THEY ARE ASKED!

WHERE THE MONEY GOES AND WHY IT'S IMPORTANT:

All funds raised from Climb for a Cure support Fight CRC's mission. With your support Fight CRC will continue to:

- Fund groundbreaking research.
- Empower thousands of colorectal cancer patients, families, and providers throughout the U.S. with educational resources.
- Provide a platform for advocates to safely share their personal stories.
- Increase the number of advocates on Capitol Hill year after year, advocating for changes to colorectal cancer policy.

GETTING STARTED

STEP 1: PERSONALIZE YOUR FUNDRAISING PAGE

- Create a personalized web address for your fundraising page
- Create a unique fundraising page name/team name
- Share your story in the description section and tell your audience why you are participating in Climb for a Cure
- Add a photo/video (this could also be a team logo)

STEP 2: SET YOUR FUNDRAISING GOAL

Fight CRC has not set a required fundraising goal, but you can set your goal as high as you'd like. Climbers often surpass their goals - choose an amount that will motivate you and your donors!

STEP 3: MAKE A DONATION!

Get the ball rolling by donating to your own page! This shows your donors that you mean business and YOU are invested in the cause.

STEP 4: SEND EMAILS TO FAMILY, FRIENDS, AND COWORKERS

Don't be shy! Generally, a donor needs to be asked seven or more times to donate before a donation is actually made.

FUNDRAISING TEMPLATES

ANNOUNCEMENT #1: CAMPAIGN

WHEN TO SEND: Right after you've completed setting up your peer-to-peer fundraising page.

The purpose of this announcement is to let your online network (friends, family, peers, colleagues, neighbors) know that you've signed up to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goal. The idea is to share, share, share!

EMAIL:

Subject Line: Let's raise some dough together for a good cause

Body:

Hey, **[FRIEND'S NAME]**! I've got great news. I've signed up to become support Fight Colorectal Cancer and could really use your help. Fight CRC is the nation's leading colorectal cancer advocacy organization and you can learn more about them at www.FightCRC.org.

I'm committed to helping raise \$100,000 by participating in the 5th annual Climb for a Cure. Every donation, large or small, makes a difference and moves Fight CRC closer to their fundraising goal.

Do you want to make a lasting impact? Please visit my fundraising page at **[URL]** and make a donation today!

If you want to make an even larger impact, you can sign up to join us in Squaw Valley, or create your own climb by creating a fundraising site **[Link to Campaign Site Landing Page]** of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to help me reach my goal.

Thanks so much for your support!

Sincerely,

[YOUR NAME]

TWITTER:

Hey friends, I've signed up to help @fightcrc raise funds for Climb for a Cure. Make a lasting impact by donating today:

[shortlink] #inserthashtaghere

FACEBOOK:

Hey friends, I've signed up to help @fightcrc raise funds for Climb for a Cure. Will you join me in making a lasting impact? Please share with your friends and family and donate today: **[shortlink] #inserthashtaghere**

TEXT MESSAGE:

[Name], I've signed up to help Fight Colorectal Cancer raise \$100,000 by participating in the 5th annual Climb for a Cure. Please help by donating today: **[shortlink]**

ANNOUNCEMENT #2: MIDWAY GOAL

WHEN TO SEND: When you've met 50% of your fundraising goal

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goal and need help getting to the finish line. The tone should be excited in nature and motivate your network to help you reach your goal.

EMAIL:

Subject Line: Ohhh, we're halfway there! Only **[\$AMOUNT]** more to go!

Body:

[Name],

I'm halfway to reaching my personal fundraising goal of **[\$Goal Amount]** for Fight Colorectal Cancer's Climb for a Cure! I'm so excited knowing all the funds raised will help drive Fight CRC's mission of advocacy, research, and awareness of colorectal cancer. Will you help me move the needle forward with a donation? Visit **[Campaign Site Link]** today.

If Fight CRC's mission is near and dear to your heart like it is mine, consider participating in Create Your Own Climb and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!).

Thank you for your support!

[YOUR NAME]

TWITTER:

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help @fightcrc and Climb for a Cure.. Please help me move the needle forward by donating today: **[shortlink] #inserthashtaghere**

FACEBOOK:

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help @fightcrc and Climb for a Cure. Help me get all the way there and share/donate today: **[shortlink] #inserthashtaghere**

TEXT MESSAGE:

[Name], guess what? I'm halfway to meeting my fundraising goals for Fight Colorectal Cancer's Climb for a Cure! Please help by donating today: **[shortlink]**

ANNOUNCEMENT #3: LAST PUSH

WHEN TO SEND: One day before the fundraiser ends

The purpose is to inform your network that time is running out and they can help you reach your goal by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL:

Subject Line: I'm close to my goal—will you help me reach it?

Body:

Hi **[NAME]**! Believe it or not, I've raised **[\$AMOUNT RAISED]** for Fight Colorectal Cancer's Climb for a Cure, and I'm only **[\$AMOUNT NEEDED]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, thank you! Consider one more gift: share this link **[CAMPAIGN SITE LINK]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

[YOUR NAME]

TWITTER:

I've already raised **\$XX** for Climb for a Cure to help @fightcrc reach its fundraising goals! There's only one day left and I need your help. Donate now! **[shortlink] #inserthashtaghere**

FACEBOOK:

I've already raised **\$XX** for Climb for a Cure to help @fightcrc reach its fundraising goals! There's only one day left and I need your help. Share/donate now! **[shortlink] #inserthashtaghere**

TEXT MESSAGE:

[NAME], I've already raised **\$XX** to help Fight Colorectal Cancer's Climb for a Cure and my goal is almost reached. There's one day left and I need your help. Donate now! **[shortlink]**

ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

WHEN TO SEND: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

EMAIL:

Subject Line: We did it!

Body:

[NAME], with your help and support, I raised [\$XX] for Fight Colorectal Cancer's Climb for a Cure! I can't thank you enough. Fight CRC will now have even more strength to achieve their mission of ending colorectal cancer—that's a huge deal. I hope you feel good about your contribution, because I sure appreciate it.

I hope we can continue to help organizations like Fight CRC reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Thanks again!

[NAME]

TWITTER:

We did it! Thank you all who helped me reach my fundraising goal of \$XX for Climb for a Cure and @fightcrc. I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #inserthashtaghere

FACEBOOK:

We did it! Thank you all who helped me reach my fundraising goal of \$XX for Climb for a Cure and @fightcrc. World change happens one person at a time, and I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #inserthashtaghere

TEXT MESSAGE:

[Name], thank you! I've reached my fundraising goal of \$XX for Fight Colorectal Cancer's Climb for a Cure. I'm thrilled we could make a difference together. Look what we did: [shortlink]

ANNOUNCEMENT #5: THANK YOU LETTER

WHEN TO SEND: One week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

LETTER:

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of \$XX for Fight Colorectal Cancer's Climb for a Cure. They're now one step closer to achieving their mission of ending colorectal cancer!

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together towards a common goal. I hope you feel great about your contribution, because I couldn't have done this without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

[NAME]

PROMOTION

In addition to raising critical funding for research and advocacy, another goal of Climb for a Cure is to raise awareness of colorectal cancer. Our hope is that you use these awareness tools to get the word out in your local community about what you are doing and why.

Inform your local news by completing the press release below and submitting it to news stations near you.

TIPS:

- Share your personal story and why you climb
- If you have attended the Climb previously, send those photos with the press release. If you have not attended the Climb, include photos of you in treatment or with your family.

PRESS RELEASE: For use leading up to the Climb

FOR IMMEDIATE RELEASE

Media Contact:

NAME

PHONE NUMBER

EMAIL

LOCAL CANCER SURVIVOR/CAREGIVER/ADVOCATE PREPARES TO CLIMB MOUNTAIN

City woman/man will hundreds of colorectal cancer survivors, loved ones, and caregivers to take 1 million steps for 1 million colorectal cancer survivors in the United States

CITY, STATE - DATE SENT, 2020 — CITY resident FIRST AND LAST NAME will be one of hundreds of colorectal cancer survivors, loved ones, and caregivers to walk, run, hike, swim or bike and share thier experiences virtually with other participants.

Fight Colorectal Cancer (Fight CRC) has been hosting the annual Climb for a Cure for the past five years. Fight CRC is a nonprofit organization that empowers and provides resources for colorectal cancer survivors, funds groundbreaking research efforts, and supports year-round advocacy efforts on Capitol Hill.

This will be FIRST NAME's FIRST/SECOND/THIRD/ ETC. time climbing for a cure. PIECE OF YOUR STORY (ex. Three years after being diagnosed with stage II colon cancer at 22 years old), SHE/HE is ready to get active outside alongside fellow survivors, caregivers, and advocates.

“YOUR QUOTE ABOUT THE CLIMB, WHY YOU ARE EXCITED,” says FIRST NAME.

Anyone can participate in Climb for a Cure and can hike, bike, walk, run at their own pace with Fight CRC's Virtual Climb for a Cure. This year, the Fight CRC climb has already raised over \$50,000 to support those who have recently been diagnosed with colon and rectal cancer with resources, such as [Your Guide in the Fight](#), as well as advocacy efforts to push for policies that support cancer PATIENTS/CAREGIVERS/FAMILY MEMBERS like FIRST NAME.

To learn more about Climb for a Cure visit [FightCRC.org](#).

About Fight Colorectal Cancer

Fight Colorectal Cancer (Fight CRC) is a leading patient-empowerment and advocacy organization in the United States, providing balanced and objective information on colon and rectal cancer research, treatment, and policy. We are relentless champions of hope, focused on funding promising, high-impact research endeavors while equipping advocates to influence legislation and policy for the collective good. Learn more at [FightCRC.org](#).

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