

A Community of Support for the Ray of Hope Cancer Foundation

Fundraising Toolkit

Who should I ask to join *Ray of Hope*?

Donors who are familiar with the Foundation are strong candidates for monthly giving; they already support the organization and can expand their relationship by becoming a committed donor. Membership in *Shine On* also provides comfort to people who have recently had a friend or loved one diagnosed with cancer and want to show support. By giving their monthly gift in honor or memory of a loved one, they are able to translate grief into spreading hope.

Consider reaching out to people in your personal communities such as clubs, gyms, religious organizations, or your workplace. If you'd like specific suggestions or to discuss ideas and approach for your community of support, contact Tiffani Lennon at (720) 238-5401 or tlennon@rayofhopecolorado.org.

CrowdRise.com

Use CrowdRise to create your own fundraising page, or create a fundraising team. This is a fun, effective, and easy way to get the message out and engage friends and family. Through CrowdRise you can create a personalized fundraiser for your birthday, personal challenge, or just for the fun of it. To see an example of an active fundraising page for *Shine On* visit: <http://www.crowdrise.com/joinme>

Although donors cannot sign up to be monthly recurring donors through CrowdRise, your fundraising page can ask that they make the first gift through your giving page and the Foundation staff will follow-up soon after to set up the recurring gifts. CrowdRise will allow you to set a fundraising goal and track progress, so set your goal for the total giving for one month. However, your fundraising page can be active for as long as you want to continue promoting it.

Your CrowdRise page can be promoted through email, social media, or as a widget in your blog. For guidance on setting up a CrowdRise fundraiser or how to share and promote your fundraiser, contact Tiffani Lennon at (720) 238-5401 or tlennon@rayofhopecolorado.org.

Things to Keep In Mind

1 The number one reason people give is because someone they know and trust asked them to. This is a personal experience.

1 The strength of monthly giving lies in the ongoing commitment and inclusivity of people at all giving capacities. Our giving goals project 75% of all *Shine On* members will give less than \$50 per month. Monthly giving is an easy way for people with limited means to make a big difference.

1 Encourage donors to give in honor or memory of a loved one and include a recipient in monthly thank you emails. This will increase our reach, promote awareness of our work, and allows these stories of hope and compassion to touch more individuals.

1 Creating a personal fundraising goal to share with friends and family is doubly effective – not only do they feel great about helping people in cancer treatment, they get to help someone they love achieve a personal goal – you!

Host a House Party

If you love having people over and are looking for an excuse, hosting a party at your home can be an excellent way to engage new donors. It can be as formal or informal as you like, and can take whatever form sounds fun to you. When you send out invitations for your party, be sure to share with guests that in addition to the food and drinks, you'll also be providing them with an opportunity to learn a little more about a community organization you love. Link out to the Ray of Hope Cancer Foundation website so they can read about us ahead of time if they chose.

Ideas Include:

Poker Night: "All In for Ray"

Brunch: "Mimosas for a Cause" or "Omelet-ing You Know Now This Is a Fundraiser"

Backyard BBQ: "Ribs for Ray"

Learn-To-Do Something Party: People love to try out something outside of their wheelhouse. Consider having a professional lead them in how to make outstanding cocktails, create a piece of art or a craft, or any skill that you have you want to share!