



RAY OF HOPE CANCER FOUNDATION

Third Party Fundraising

What is Third Party Fundraising?

Third Party Fundraising is an opportunity driven by an individual, community organization, business or club outside of the Ray of Hope Cancer Foundation that raises money and donations through an event or activity that is managed and executed by the external partner.

Third party fundraisers are a great opportunity for the Ray of Hope Community to increase awareness of the foundation and its mission by engaging people in your social and professional networks. This will lead to people investing in our work from volunteer opportunities and new donors.

There are different types of Third Party Fundraising events to consider hosting:

- **Challenge Events.** Participate in a high profile event like a marathon or bike race while you fundraise for Ray of Hope Cancer Foundation. Ray of Hope hosts a team for the Colfax Marathon every year in May, but in Colorado, there are always opportunities for more! Our signature fundraising event, *Willa's Wheels*, provides an easy way to run, ride or ramble at your convenience.
- **Team Up with Business.** Engage your social and professional networks by partnering with a local business including restaurants, fitness centers, clubs and local hot spots. Teaming up with a local business can lead to great exposure for the business *and* Ray of Hope. Perhaps a local restaurant will donate a percentage of its daily sales. These options are truly limitless.
- **Personal Campaigns.** Allow your personality to shine for Ray of Hope and design an event that is special to you. You could host a watch party for one of Colorado's many sports teams, or host a birthday party or wedding, and in lieu of gifts, guests could donate to the Ray of Hope Cancer Foundation.

Ray of Hope House Party

A community event with a personal twist. 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. 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 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"
Backyard BBQ: "Ribs for Ray"

Learn-To-Do Something Party:

People love to try something new. Consider hosting a party where guests can learn new skills like making sushi, mixing cocktails, or painting.

Make a Third Party Fundraising Event a reality! Contact Luke Contreras with the Ray of Hope Cancer Foundation at (720) 238-5401 and/or lcontreras@rayofhopecolorado.org

What else can you do?

After someone hosts a successful Third Party Fundraising Event, the number one question they ask us is...what else can we do? Colorado cancer patients are still in need and Coloradans lead the country in their generosity.

One thing to consider is joining our *Shine On* monthly donor's program. Monthly giving is the foundation of non-profits. Yes, it is hard to deny the amazing results of a large event, but having a large group of people who consistently give is also very effective. Not all monthly donors make large gifts. In fact, 75% of our *Shine On* monthly donors give less than \$50 per month. *Shine On* donors get recognized in our foundation's newsletter and also get special access to many events we host.

Often people are motivated to donate because of a personal connection. It is hard to find someone who has not been affected by cancer. The Ray of Hope Cancer Foundation offers *In Memory of* pages. This is an opportunity to celebrate and share memories of loved ones lost to cancer. Perhaps you want to celebrate their birthday, an anniversary, or another special occasion. The pages serve as a forum to memorialize, and if they wish, for family and friends to donate in honor of your loved one.

Finally, **volunteering** is another great way to help Ray of Hope Cancer Foundation (ROHCF). Throughout the year, ROHCF needs people to give their time. You can serve on our Grants or Event Committees, or coordinate a work-place team building opportunity. Use your creativity, skills and passions. Let us know if we can help with an idea!

