

FUNDRAISING TIPS AND TOOLS



Fundraising can be easy – we'll help get you started.

We've made it easy for you. Think about how you feel most comfortable fundraising. Will you ask friends and family **face-to-face**? Make **phone calls**? **Write letters**? The easiest way we can help you fund-raise is to **email your friends and family and invite them to go to your personalized your webpage**, where they can donate right there.

Create your fundraising page. It's easy! Once you've registered online, you will be prompted to set up your own fundraising page. You can upload your own photos and text. Make it yours; make it unique! This is a free and easy way to share why raising money for PurpleRide is so important to you.

Set a goal. Your minimum goal is to raise \$100. Why not \$300 or \$1000? Does your team have a goal? The more clear you are about your goals, the more likely you are to reach them. Set your goal(s) and then share them with everyone.

Ask high! You must ask in order to receive! Never underestimate your donors.

Plan ahead. Create a list of everyone you know, from family and friends to co-workers, doctors, or service providers. Decide if you want to ask them to join your team or simply ask for a donation.

Create your script. When you talk or send an email to someone about PurpleRide, tell them your personal story and why you are asking for money. Be brief and direct.

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

For example, "Have you heard of pancreatic cancer? Pancreatic cancer is the fourth leading cause of cancer death in the United States. Thirty-eight thousand will be diagnosed and thirty-four thousand will die from pancreatic cancer this year in the United States." (download fact sheets about pancreatic cancer from www.purpleride.org)

Insert how you were affected here. *For example, "My father passed away from pancreatic cancer three years ago. I don't want to see others suffer like he did."*

2 - Define PurpleRide

For example, "I am riding in PurpleRide this September. PurpleRide is a fundraising event to raise money for the Pancreatic Cancer Action Network, which is the only national organization creating hope in a comprehensive way through research, advocacy for a cure, patient support programs and community outreach."

3 - Define the Pancreatic Cancer Action Network

For example, "All the money raised at PurpleRide goes to the Pancreatic Cancer Action Network. The Pancreatic Cancer Action Network advances research, supports patients and creates hope. To learn more, you can go to www.pancan.org." (download fact sheets about the Pancreatic Cancer Action Network from www.purpleride.org)

4 - Define your ask

For example, "Since I am riding 25 miles, can I count on you for a \$50 donation to PurpleRide?"

Keep track of your responses. Follow up. Then follow up again. Call or email everyone who said they would donate and help them to follow through on their commitment to you.

Thank everyone! Big or small, every donation counts. Always remember to thank all of your donors for their generosity.

The earlier you start, the more time you have to reach or exceed your goals.

Get started today!