



## Tips and Ideas for Successful Fundraising

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Get Your Rear in Gear event, a customizable fundraising page is set up in your name. A link to the page is emailed to you after the registration process is complete. Add photos and a personal message so that visitors to your page will understand why this cause is important to you.
- 3. Advertise the page.** Send emails to friends asking them to visit your site, post a message on Caring Bridge, Facebook or Twitter, hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached pledge forms.
- 5. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of services or products for the event.
- 6. Approach business owners.** Local and national businesses are always looking for ways to promote themselves in the community. Local businesses, including your own workplace, may be willing to match funds or help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a 'donation day'.



### Pledge form

Please accept my donation to the Colon Cancer Coalition in the amount of

★ \$25 ★ \$50 ★ \$75 ★ \$100 ★ Other \$ \_\_\_\_\_

Please make checks payable to the Colon Cancer Coalition

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

★ Yes, I would like to receive the Coalition Newsletter. The Newsletter is sent electronically.

Email \_\_\_\_\_

★ This gift is in support of

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_

Individual \_\_\_\_\_

Please return your donation to the race participant or mail directly to:

Colon Cancer Coalition

8009 34th Ave., Suite 360

Bloomington, MN 55425

Tax ID # 30-0377727

-----  
-



### Receipt

Thank you for your donation to the Colon Cancer Coalition in the amount of

★ \$25 ★ \$50 ★ \$75 ★ \$100 ★ Other \$ \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

★ This gift is in support of

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_

Individual \_\_\_\_\_

Your donation and pledge slip will be given to the Team Captain or mailed directly to:

Colon Cancer Coalition

8009 34th Ave., Suite 360

Bloomington, MN 55425

Tax ID # 30-0377727

