WELCOME TO TEAM CRI

Thank you for fundraising for the Cancer Research Institute! Every Team CRI fundraiser brings us closer to curing all cancers with immunotherapy.

This fundraising kit will help you to easily meet (or exceed!) your fundraising goal. We hope that it serves as both a guide and an inspiration along your fundraising journey.

If you have any questions, please contact Cierra Howard at choward@cancerresearch.org or Melinda Lopez at mlopez@cancerresearch.org.

Cierra Howard  Melinda Lopez
Diagnosed with Hodgkin lymphoma while in college, Ariella Chivil completed standard treatment but the cancer returned. After trying 14 different cancer treatments, she enrolled in an immunotherapy clinical trial and three years later is working and living life to the fullest.

**MISSION**

Save more lives by fueling the discovery and development of powerful immunotherapies for all types of cancer.

**VISION**

We envision a world where cancer is no longer a death sentence but instead can be cured or managed with the help of lifesaving immunotherapies.
CANCER RESEARCH INSTITUTE: WHO WE ARE

The Cancer Research Institute (CRI) is a 501(c)(3) nonprofit organization dedicated exclusively to unleashing the immune system’s power to conquer all cancers. Since 1953, CRI has invested more than $384 million in research grants and fellowships to support scientists at leading research universities and clinics around the world. Every day, our scientists are discovering new ways to use immunotherapy in the treatment of cancers.

ABOUT CANCER IMMUNOTHERAPY

Cancer immunotherapy is a class of treatments that enables the immune system to recognize, target, and eliminate cancer cells, wherever they are in the body. With the potential to treat all cancers, immunotherapy is the most promising new cancer treatment approach since the development of the first chemotherapies in the 1940s. Immunotherapy is an effective treatment for patients with certain types of cancer that have been resistant to chemotherapy and radiation treatment, and has also been approved as a first line of treatment in several cancers. It may be given alone or in combination with other cancer treatments.

TEAM CRI

Team CRI is a community of grassroots fundraisers who leverage their personal networks to support CRI’s mission. From bake sales and video game livestreams to marathons and memorials, Team CRI fundraisers are always discovering new and creative ways to raise critical funds for CRI’s high-impact research programs.
WHERE THE MONEY GOES

Generous contributions from your friends, family, and coworkers enable our doctors and scientists to advance immunotherapy and improve its many benefits for cancer patients.

**Improving Immunotherapy Now**
Our global network of scientists is carrying out research to better understand the immune system and how it interacts with cancer, helping doctors tailor treatments to improve patient outcomes while protecting against potentially damaging side effects.

**Clinical Trial Opportunities**
CRI-supported clinical trials evaluate multiple immunotherapy strategies for patients in a variety of cancer types. Our Immunotherapy Clinical Trial Finder helps connect patients with trials of cutting-edge cancer treatments.

**New Tools & Techniques**
Innovative technologies developed by our scientists have resulted in non-invasive patient diagnostics, better ways to deliver immunotherapy treatments to patients, and customized models to advance immunotherapy research and expand its benefits.

**Personalized & Patient-Specific Approaches**
Our scientists are learning when to give the right treatment to the right patient at the right time, increasing the potential for success. Promising avenues of research include personalized vaccines that target a patient’s unique mutations and biomarker identification to help make smarter treatment decisions, enable easier and earlier detection, and enhance patient monitoring.
5 STEPS FOR SUCCESSFUL FUNDRAISING

Fundraising shouldn’t be stressful! Follow our five steps below to breeze through your fundraising.

1. **Personalize Your Fundraising Page**
   Share your fundraising goal and tell your story so people know why fundraising for cures is important to you.

2. **Make a Fundraising Plan**
   Fundraising, like most things in life, is better with a plan. What steps do you need to take to reach your goal?

3. **Ask**
   Get out there and ask for support. Email, social media, water cooler chats—it doesn’t matter how, it just matters that you do.

4. **Follow Up**
   Everyone is busy, but don’t let that hinder your success. Send reminders to potential donors and don’t be afraid to ask again.

5. **Say Thank You**
   A happy donor is a repeat donor. Take a minute to convey your appreciation for someone’s support and you may find they support you again!
MAKE IT PERSONAL: USING YOUR FUNDRAISING PAGE

To make any updates to your personal fundraising page, log into your account on fundraise.cancerresearch.org.

Tell Your Story
People will donate to you because of your personal story. Use your fundraising page to bring that story to life and to inspire greater support among your network. When telling your story, be sure to include important details like:

- Your reason for creating a fundraiser
- Your fundraising goal
- The impact that cancer has had on your life
- The value of funding cancer research

Example:
Cancer has been a big part of my life—not only has it claimed the lives of loved ones, but it also continues to threaten future generations of my family. We know that some in our family have a gene mutation that increases our risk of developing cancer. Should I or my children ever have to face that challenge, I would hope that the donations I am collecting today will help to push science forward. The Cancer Research Institute is doing fantastic work all around the world, funding the most promising scientists at top academic research centers. This highly rated charity is making a huge impact on the lives of cancer patients and is getting us closer to cures for all cancers. So please give, and give generously, to help me reach my fundraising goal of $500.

Upload Photos
Show the world who you are! Upload both a profile photo and banner image to tell more of your story. All photos must be uploaded in a .jpg, .gif, or .png format.

Need help customizing your page? Contact Cierra Howard at choward@cancerresearch.org for assistance.
MAKE A FUNDRAISING PLAN

Decide Whom to Ask First
A proven way to build momentum for a new fundraiser is to share it first with a small group of your closest friends and colleagues who you think are likely to donate. Getting off the zero mark will give you a boost and inspire others to be part of your campaign. Once you’ve made some progress, open up your fundraiser to your broader community of potential supporters. See “Divide and Conquer” on next page for some examples.

Find the Best Ways to Reach Your Supporters
Everyone on your donor list has preferences for how to be contacted. Some are great at checking email. Others respond to social media posts. Others might prefer text messages or a telephone call, while still others love a good, old fashioned face-to-face conversation. We recommend you try reaching people in different ways for the greatest chance of success.

Keep Track of Who Has or Hasn’t Donated
Once someone donates to you, thank them immediately and be sure to keep them updated on the campaign’s progress. Continue reaching out to those who haven’t responded using different methods. For example, over the course of a couple weeks, you have sent someone two emails and you also posted to your Facebook and tagged them, but still no response. Try a text message or direct message that they’ll know is only meant for them.

Make It Interesting
Help your fundraising messages rise to the top. Take funny photos or create a fun challenge for yourself that you can share on social media. Create short stories that focus on your motivation for doing the fundraiser—share why you are doing this in between requests for donations. Mix jokes and cartoons into your fundraising emails. Enlist the aid of a pet to act as mascot. You’re limited by nothing but your own imagination!

Example:

Danny is running a half marathon and has set an ambitious fundraising goal of $1,500. His family and closest friends know how important this fundraiser is to him, so it’s a no brainer when Danny asks them to be among the first to donate. He raises $700 in just a few days—almost half his goal! Danny’s next step is to open the campaign to all his personal and professional contacts. As donations begin to come in, Danny sends an update to his first set of donors about how well the campaign is doing, and asks them to tell others about the fundraiser. He also includes a funny picture of his dog in one email, and it worked: more people donated in response to that email than any of his others so far.
DIVIDE AND CONQUER

In a recent study, researchers measured the rate of giving at various points of a project’s funding. The results showed that the rate of contributions increased as the project moved closer to its total goal. What does that mean? Well, getting the zero off the page could be challenging. But the good news is that you can set yourself up for success by targeting your potential donors in a particular order.

**Group 1: Your Cheerleaders**
Whether it’s your mom, your grandma, your big brother, or all of the above, chances are you have a few people in your back pocket who you know will donate to your campaign. Make this group your first target. Donations are the hardest to secure at the beginning, when your campaign has little momentum, so start with the people who are most likely to contribute. Although your cheerleaders may be few in number, their donations will impact the way your campaign is perceived by future donors.

**Group 2: The Believers (in the Cause)**
Among which of your contacts will your passion for supporting cancer research resonate most? Identify these individuals and target them in the next phase. Send them short, but personal, emails. Their connection to the cause, in combination with your previous success among your cheerleaders, should lead to more donations.

**Group 3: Everybody Else**
Now that your campaign has momentum, it’s time to make general appeals to the rest of your network. This can include friends, neighbors, coworkers, extended family, and anyone else you can think of!

**Pro Tip:** By structuring your outreach to first focus on your cheerleaders—contacts who are most likely to lend their support—before moving to believers and finally, everybody else, you will quickly build momentum and maximize your success.
ASK, ASK, ASK AGAIN

Asking someone for a donation can be intimidating, but asking someone to support a noble cause can be inspiring. Don’t let fear stop you from asking. Cancer touches everyone and you never know who will connect with your story.

Remember, the sooner you start, the more money you will raise. Below are some tips for a successful ask.

Ask In Person
If you can, approach a potential donor in person or over the phone. It’s hard to say no to someone’s face, especially when the money is for something as important as cancer research.

Ask Individually
People are more likely to respond if you ask them one-on-one. Whether you send an email, letter, or have a conversation, a one-on-one interaction is more likely to yield results because it removes the possibility for someone to anonymously shy away from a request.

How to Reach Out
In this day and age, it’s almost impossible not to reach someone. Consider all the different methods at your fingertips, and try to use at least 3 different ways.

- Face-to-face conversations
- Phone calls
- Text messages
- Emails
- Notes & letters
- Social media

FOLLOW UP

People are always busy, so a little reminder about your fundraising is often welcome. Share updates on your fundraising and/or progress toward your goal. As you approach the end of your fundraising, let your audience know if you exceeded your goal, or if you still need a few more donations. Additionally, be sure to thank everyone for supporting you and for contributing to a future immune to cancer.
SAY THANK YOU

You can never thank people enough for their generosity and support. It’s better to thank people soon after they make their gift, so make sure you’re set up to receive alerts when someone has donated to your page. The donor will receive an automated thank you with receipt, but it’s always nicer to add that personal touch.

Consider thanking your donors not only in personal emails or direct messages, but also on social media. Tag them if you’re able to. Let all your contacts see who is getting behind your cause and you may motivate others to support it too.

When to Thank Your Donors

- As soon as they’ve made a donation
- Whenever they refer a new donor to your campaign
- When you’ve reached important campaign milestones like 50%, 75%, and 100% of goal met
- If you’re participating in an event, let your donors know how it went (and thank them again while you’re at it)

Don’t Stop There

Don’t just thank your donors. Show them the impact of their donations. Follow up with them in 3 or 6 months, sharing news from the Cancer Research Institute about how their donations are making lifesaving cancer research possible. Stay top of mind, remind them of their support, and you’ll make it even more likely that they’ll support you again if you decide to do another fundraiser.

Pro Tip: Although social media is not always the most effective way to ask for donations, it is a great way to thank your donors publicly. It not only shows them that you appreciate their support, but also lets more people know about your campaign. Who knows? They might make a donation so that they can get in on doing good, too.
TOOLS & MATERIALS

We want your fundraising journey to be smooth and stress-free, so we compiled the following resources to help you meet and beat your goal.

Blog
Subscribe to the CRI blog at cancerresearch.org/blog to follow along with all the exciting progress being made in cancer research and treatment today. You will find articles to share with your donors and inspire them. You might also find inspiration for your next fundraising event!

Follow Us

Facebook @cancerresearchinstituteinc
Twitter @CancerResearch
Instagram @cancerresearchinstitute

Matching Gifts
Double your impact by having your company match your gift. Contact your Human Resources department to see if your company offers this program. Remember to remind your donors to do the same.

Sample Email Messages:

**Invitation to Donate:**

Cancer has touched my life as it has touched yours, I’d bet. No one should have to endure the pain of watching someone go through that and the loss that too often follows. That’s why I’m proudly raising money to support the heroic work the folks at the Cancer Research Institute are doing to save more lives. At this top-rated charity, they identify and fund the most promising immunotherapy research going on anywhere in the world.

We’ll never get to cures without research. I hope that you’ll support me as I work toward my fundraising goal of $_________. You can donate to my page here: [link to personal fundraising page]. Together, we will create a future immune to cancer!

Thank you for your support!
Follow Up Email:

Imagine being able to do something about cancer right now. You can! I’m fundraising for the Cancer Research Institute, a top-rated nonprofit that supports cancer scientists all around the world. This charity has spearheaded the development of a new class of treatments called immunotherapy, which unleashes and strengthens our own immune system’s power to fight cancer.

Cancer has claimed the lives of my friends and family, and I’m sure it’s touched your life, too. You can help be a part of history by donating to my fundraising page and helping me reach my goal of $_______. That money will go to a promising research scientist who is working on the next generation of cancer cures. Please make a donation today at [URL for personal fundraising page].

Thank you for helping me create a future immune to cancer!

Milestone Email:

I just wanted to share how excited I am that donors to my fundraising page for the Cancer Research Institute have helped me reach (50/75/100)% of my goal. If you were one of those donors, THANK YOU!

Didn’t donate? No worries! There’s still plenty of time for you to become part of history. Donate to my page today at [URL for personal fundraising page] to help me create a future immune to cancer. Together, we can help researchers get closer to curing all cancers with the power of immunotherapy.

All donations to this top-rated cancer charity are tax deductible as provided by law.

Thank you!
SAMPLE SOCIAL MEDIA MESSAGES

Twitter

1. I’m raising funds to support lifesaving @CancerResearch to give #cancer patients new hope for lasting cures. Help me reach my goal of $______ by making a donation to my campaign today. [URL for personal fundraising page]

2. Join me in creating a future immune to #cancer. @CancerResearch is saving lives, advancing a new class of treatments called #immunotherapy. Donate today help me reach my fundraising goal of $______. [URL for personal fundraising page]

3. The power to fight #cancer lives within us. I’m raising money for @CancerResearch because research is how we will get to cures. Please help me reach my fundraising goal of $______ by making a donation to my page today. [URL for personal fundraising page]

4. I like to thank (@name, @name, @name, and @name.) who have generously helped me get closer to my fundraising goal of $______ to support @CancerResearch: Together we are creating a future immune to #cancer!