



The Internet: Your Most Powerful Fundraising Tool

Here are some tips and tricks for getting the most out of email and social media as a fundraising tool!

Your Personal Time to Fly Web Page

Get creative with your personal Time to Fly web page. The majority of your donors will read and spend time learning about your story before they donate. This is your opportunity to educate. Edit your story and add personal pictures. Contact Jessica Ruth at jruth@childrenscancer.org for assistance with setting up your personal or team Time to Fly web page.

Email:

Email is an effective and easy fundraising tool to reach people all over the world with the click of a button. You can quickly spread the word about your participation in Time to Fly. Ask others to join your team or donate to your cause.

Craft your own message using your preferred email system and include a link to your personal Time to Fly web page with your donation request.

In your fundraising center, you can upload your contacts and use a variety of our pre-written emails to share your story and request for donations.

TIP: This link to your personal Time to Fly web page can be found at the top of your participant center, once you've logged on.

Tips and Tricks: Email

How to create a successful email campaign for donations:

First Steps

Create a list of everyone you know using our "Who do you know and where do you go?" worksheet located on page 12. You never know, they may have a connection to the cause that you're unaware of.

Don't omit any of your contacts because you assume that they can't or won't support you. Let them decide whether or not to click the donate button.

Do not hesitate to include casual acquaintances and professional contacts. You never know who might have a connection to your cause.

If one of your contacts can't support you through a financial donation, ask them to join your team instead.

Tip: Turn to page 12 to review "Who you know and where you go" to start brainstorming who to request donations from.



Make it Personal

Tell your story. Share why you participate, whether it's because you are running or walking for fun or fitness, or because you have a personal childhood cancer connection.

If you've run or walked in Time to Fly before, share a picture of yourself in action.

If it's your first time, share your excitement.

Resist the urge to email everyone at once. Emails sent to too many contacts can appear impersonal. Email one half of your extended family at once, one department at work at once or one person at a time. Individual emails will make potential donors feel special.

Write a short personal note to those you don't see regularly. Let them know why you're fundraising and why this cause is important to you.

The best tools at your disposal are your story and our story.

Is this donor someone who appreciates science and organizational transparency? Share statistics about the research being done at the University of Minnesota. Alternatively, a potential donor may feel more compelled with a personal story and picture. Share yours with them.

Have fun with it! Make a contest or game out of it - the first person to donate or the largest donation receives a gift from you.

Include a Call to Action

Don't just tell what you are doing, ask for their help. Include your personal fundraising goal and suggest giving levels: \$10, \$20, \$50 or more based on what you know about your potential donor.

Make It Easy to Donate

Include a link to your fundraising page and encourage online donations in your email.

Post your link on Facebook, Twitter, LinkedIn and Instagram.

With permission from your HR department, include the direct link to your fundraising page in your email signature.

Have the link saved on your phone to text it to friends and colleagues with ease.

TIP: This link to your personal Time to Fly web page can be found at the top of your participant center, once you've logged in.



Set Deadlines and Goals

People are motivated by deadlines. Set goals for yourself throughout your fundraising campaign. Let your contacts know that you hope to raise a set amount by a certain day.

Keep donors engaged and up to date on your accomplishments through social media.

Send a Thank You

"Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount given.

Each of your donors will get an automatic email from Children's Cancer Research Fund after they make a donation. But, it's always nice to hear a personal "thank you" from you. Be sure to say thank you to donors after they make their donation and again after you walk or run in June.

Send donors a picture of you running or walking along with the event's fundraising totals and other pictures from the event. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Children's Cancer Research Fund can provide you with branded thank you cards!

Tips and Tricks: Social Media

Get the Most out of Social Media.

Social media is an incredibly powerful tool for fundraising. It has become common practice for Time to Fly participants to do all of their fundraising entirely through social media, and it's also a quick and personal way to connect with friends and family all over the world.

Images

Let your pictures do the talking: a compelling picture is worth a thousand words and potentially a thousand dollars donated!

Change your profile picture to one that Children's Cancer Research Fund has created for Time to Fly.

Change your profile banner to a Time to Fly themed image.

Don't forget to take pictures throughout the event and post them after Time to Fly

Use our hashtag #raisewalkcure.

TIP: Check out the downloads on your fundraising center for Time to Fly branded social media images.



Links

Add a link to your personal Time to Fly web page on your Facebook page and vice versa! This helps your donors stay connected to you throughout your journey.

Always include a link to your personal fundraising web page when you post about Time to Fly.

TIP: This link to your personal Time to Fly web page can be found at the top of your fundraising center, once you've logged in.

Status

On your Facebook status, Share why you have joined Time to Fly and your fundraising goal. Are you back for the fifth year? Raised your first \$100? Share your important Time to Fly milestones!

Publicly thank your donors in your status.

Share your training journey.

Update your fundraising progress frequently!

Make your posts regular and frequent. Remember how quickly messages end up on the next page with everyone sharing their own statuses.

Don't forget to use our hashtag #raisewalkcure.

Events

Use the Facebook event feature to create and advertise fundraising events, like garage sales or car washes.

Create a Time to Fly viewing party and let your friends and family watch you cross the finish line at Phalen Park.

Invite friends to support your fundraising effort. Even if they're not local, they can still support from afar. Better yet, tell them about how they can participate in Time to Fly by joining as a virtual fundraiser!

Connect with Us

Use the hashtag #raisewalkcure to connect you with hundreds of Time to Fly participants.

"Like" Children's Cancer Research Fund on Facebook.

Join the Time to Fly Facebook event page.

Join the Time to Fly Team Captains page.

Follow Children's Cancer Research Fund on Twitter – share your fundraising and training pictures with us!



Social Media Sample Messages

We encourage you all to utilize social media to help you succeed in your fundraising efforts. Below are some sample messages you can use on Facebook, Twitter or Instagram and more. Social media networks reach far more than a phone call or email will, and we know you can make a difference reaching out to yours! You can also find these sample social media messages in the downloads section of your fundraising center!

Sample 1: After Registration

I just registered for Time to Fly, a run and walk benefiting Children's Cancer Research Fund. I walk for/in honor/memory of [insert your reason here]. I hope you'll join me in the fight against childhood cancer! Visit my donations page to make a donation or join my team. #raisewalkcure [paste your personal TTF web page]

Sample 2: Throughout Your Fundraising

Today, 42 kids will be diagnosed with cancer. That's more than the size of two classrooms. One child diagnosed with cancer is one child too many. Every kid deserves a chance to grow up and become an adult. I've joined Time to Fly to raise funds to eradicate childhood cancer. Support the cause and donate here today. #raisewalkcure [paste your personal TTF web page]

Sample 3: Throughout Your Fundraising

You can make a global impact for kids around the world who are battling cancer. Every dollar you give will impact research not just in our country, but everywhere in the world. How? Research funded through your donations will be shared through the Children's Oncology Group and 9,000 childhood cancer experts from places as far away as India. Help me make a massive global impact by making a donation today! #raisewalkcure [paste your personal TTF web page]

Sample 4: Throughout Your Fundraising

#Raisewalkcure with me! Every dollar donated helps researchers locally at the University of Minnesota secure an average of \$18 in government grants and other sources to defeat childhood cancer. Your dollar could be the dollar that helps find the cure. Visit my donation page and help me cure childhood cancer today! [paste your personal TTF web page]

Sample 5: Halfway to Your Fundraising Goal

I'm halfway to my fundraising goal for the Children's Cancer Research Fund and only need \$X more to reach it! Will you help me? Visit my Time to Fly page and make your tax-deductible donation today [paste your personal TTF web page] Can't make a donation? Consider joining the fight against childhood cancer yourself! Register for Time to Fly Today! #raisewalkcure [paste registration link]

Sample 6: Two Weeks Before Time to Fly

It's only two weeks before the Time to Fly! I am thrilled to be making a difference in the fight against childhood cancer. Please support me in the fight against childhood cancer by donating today! #raisewalkcure [paste your personal TTF web page]

Sample 7: Morning of Time to Fly (Include Photos!)

Today it's Time to Fly! #Raisewalkcure and follow me and thousands of others who have been affected by childhood cancer. Donate today! [paste your personal TTF web page]



Sample 8: At the Finish Line of Time to Fly (Include Photos!)

Thank you to all of those who have supported me! Together we raised \$X for the Children's Cancer Research Fund. As I stand at Phalen Park with survivors, family members of those who have lost the child they love and friends, I see the incredible impact we made. Children in our own backyard and around the world now have hope for better treatments and cures. They'll feel the impact of homegrown, brilliant discoveries. Though I've crossed the finish line, children going through treatment need help crossing theirs. Help us continue the fight by donating! #raisewalkcure *[paste your personal TTF web page]*

Sample 9: A Day or Two After Time to Fly (Include Photos!)

A heart felt thank you to everyone who supported my fundraising efforts in the fight against childhood cancer. Time to Fly was amazing, We raised \$X for Children's Cancer Research Fund and researchers at the University of Minnesota. The fight isn't over yet! If you didn't get a chance to donate, you still can! Help us continue the fight by donating! #raisewalkcure *[paste your personal TTF web page]* The most successful fundraisers are those who aren't afraid to ask for donations. You never know who may have a connection to your cause and a big heart or what local business may set aside donation dollars just for requests like yours.

Review the below list to help jog your memory about who you know and where you go. Make note of the low hanging fruit "asks" and other easy and logical connections. Then use your phone, social media, computer, mail or stop by in person with fliers!