



www.DiscGolfersForCancer.com

Fundraising Tips

Remember, fundraising is not asking for money or a loan. You are asking as a disc golfer who is fundraising on behalf of cancer survivors everywhere!

1. Start out by creating a plan and a back-up plan

- Plan and organize! Be resourceful and creative when thinking of potential donors, events and fundraisers that you can do.
- The best way to fundraise is to use a combination of techniques. Start by asking your friends and family first. Branch out by hosting a party, having corporate involvement, etc. Make a list of all the people you could approach.

2. Start early

- We all know that the early bird gets the worm! Better to ask now and keep following-up with a potential donor than to ask later and have one shot at getting a donation from them.

3. Educate your donors.

- About the Lance Armstrong Foundation's mission and goals
- About cancer survivorship
- About your personal fundraising pledge and what personal reasons you have for participating in the 24 Hour Disc Golf Charity Marathon.

4. Let potential donors know the benefits of contributing.

- An opportunity to help cancer survivors
- Make a difference
- A tax deductible donation

4. Follow through

- Send reminders and updates to potential donors on your fundraising progress and how far/close you are to your goal.
- Keep details of everyone who has supported you (and people who you've supported in the past.) This is good practice, and also helps you keep track of who you need to thank.

6. Recruit volunteers

- You may be surprised at how many people will be willing to help you raise funds. Try to involve lots of people. Many people you know - even casual acquaintances - will support your efforts and be potential donors. Cancer and cancer survivorship affect more than those diagnosed with the disease.
- Friends, family members, co-workers, fellow cancer survivors and significant others can help spread the word about events you plan to host and soliciting donations.
- Approach your local Legion, Rotary, Lions Club, Veterans associations, Junior League, AAUW or other social clubs.

7. Give back to those who are giving to you

- Wear their logo, bake them cookies, send a personalized thank you letter with a picture of you at Marathon event.

8. Ask BIG before going small (your boss and other big money)

- Suggest a higher donation if you know the potential donor is capable of giving more. Most people won't do it, but there will be one or two who will because you asked and most will agree to give less than you initially asked (which will be ok since you started big anyway, right?)

9. Keep a positive attitude and remember why you are a Disc Golfer supporting cancer research.

- Remember that asking for donations will come with a lot of "no's" but every "yes" will make it worth all the "no's."

10. The most important thing to do is ask!

- The worst they can do is say “no.” And, remember – no need to be pushy. While many are willing and eager to give, many others already give intentionally and sacrificially to other worthy causes.
- Donors that you don’t know are still donors; it’s OK to get donations from people you do not know. Just remember to thank them, as you do all donors. Carrying your fundraising letters everywhere you go may result in receiving donations in bars, the subway and from passengers in elevators in your offices or apartment buildings.

