

FUNDRAISING TIPS

Fundraising is so easy, it only takes five quick steps to get the dollars rolling in.

1. PERSONALIZE YOUR PAGE

It's important to tell your story. Log in to your fundraising dashboard and let people know why you joined the challenge. Through your dashboard, you can customize your fundraising page to share your story, accept donations, use email templates to ask for donations and thank supporters and track your fundraising progress.

Personal stories are the number one motivator for people to give. Your personal page is where you can share that story. Here is how you can get set up today:

- Upload a picture
- Why are you participating in Challenge Day?
- What does the UCI Anti-Cancer Challenge mean to you?
- What are your goals this year?
- How has cancer impacted your life and why do you believe it's important to fund cancer research?

2. COMPLETE A FUNDRAISING PLAN

There are many ways to hit your fundraising goal. Fill out the Expand Your Network form to develop a comprehensive list of possible supporters and complete the Fundraising Plan Worksheet. Plan a fundraising event and download the free UCI Anti-Cancer Challenge app to fundraise on the go.

3. ASK.

When you ask for donations, you are providing people with an opportunity to contribute to something meaningful. Whether through emails, social media posts, texts, or calls — choose your preferred method, but ensure you ask! Your request opens the door for others to make a valuable contribution to a significant cause.

4. FOLLOW UP

Everyone is busy, so don't be afraid to follow up with someone who offered to support you.

5. DON'T FORGET THE THANKS!

Thank everyone who has shown their support and donated. It is fast, easy and important. Call them, recognize them on social media, send a thank you card — just make sure you say thanks!



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