



Fundraising Moving Toward a Cure® for Brain Tumors!

We encourage all participants to raise funds to support Brain Tumor Research. We have provided you with some helpful hints, tools and resources below, as well as how Miles For Hope will assist you in your efforts. We have also provided a list of fundraising levels with great prizes that we will award to individuals that reach these levels. Every fundraiser is eligible for these great prizes.

Online Fundraising is one of the most effective ways to raise funds for "Moving Towards a Cure". We have provided Online Event Registration and Fundraising Instructions to assist you in setting up your fundraising page. In order to fundraise online, you must first register for the event online. If you mailed in your registration and have not yet received your confirmation email, contact us for further information.

Fundraising Prizes: Please visit the event registration page to see the prizes that are being offered. Links to all events can be found on our home page <http://www.milesforhope.org>

Fundraising Tips for Success!!!

See how easy it is to raise \$150 in 2 weeks!!!

Week 1:

- Put in your own \$10 contribution \$10.00
- Ask your spouse for \$10 \$10.00
- Ask your supervisor for \$10 \$10.00
- Ask 1 co-worker for \$10 \$10.00

Week 2:

- Ask four friends for \$10 \$40.00
- Ask four relatives for \$10 \$40.00
- Ask three neighbors for \$10 \$30.00

Total: \$150.00

Here are some additional fundraising ideas to assist you in reaching your goal.

Set goals for yourself or your team.

It has been shown that those who set a fundraising goal are more successful in their efforts.

Collect donations at the time you ask for them

If someone agrees to make a donation, it is always best to collect it at the time they agree. This will save you time in not having to ask for the donation again. Some people feel uncomfortable asking again for the donation.

Ask a business you frequent to support your efforts (nail salon, hair dresser, restaurant, etc.)

You never know who may be touched by the cause you are fundraising for. Be sure to ask all businesses you frequent to sponsor you.

Share your fundraising link on your social network pages (Facebook, Myspace, etc.)

Social network pages are a great location to ask for donations. Be sure to send out frequent notices every couple of days leading up to the event.

Ask a club, team or group you belong to for a donation

If you belong to a club, team or group, ask them to donate to you.

Hold a fundraiser, have a yard sale, bake sale or car wash

Great time to get rid of that "stuff" by holding a yard sale, all for a good cause. Or make up a few batches of that favorite cookie, cake or snack recipe and tempt others to donate in return for some.

Use your talents

If you are crafty, make something and either give the item(s) away in return for a donation, or make an item and raffle it off. Explain to those who donate that by making a donation, their name goes into the "hat" for their chance to win the item you created. Or for those who are less crafty try making awareness ribbons! Purchase a spool of grey ribbon at your local craft store and cut the ribbon in 5" lengths. Form the ribbon into the shape of an awareness ribbon and hold in place with a safety pin. This is a simple way to have the ability to provide a gift to your potential donors.

Share your message in your emails. Add the applicable below text to your signature line of your emails. You never know how many potential donators will see the link to your fundraising page in the emails you send out.

*I'm cycling 100k to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I can cycle to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

*I'm cycling 50k to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I can cycle to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

*I'm cycling 25k to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I can cycle to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

*I'm running 5k to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I run to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

*I'm walking 5k to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I walk to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

*I'm walking 1m to find a cure for brain tumors! If those with cancer are able to fight day in and day out, I can walk to raise the funds needed...join my fight at
(Your fundraising page link goes here)*

Email Your Friends and Family After you set up your fundraising page, you will have the ability to email the link directly from your fundraising page to your friends and family. Soon, credit card donations will start rolling in.

Make a List and Check It Twice Make a list of potential donors. Include everyone you know. Start by making a donation to yourself online. A fundraising page that has donations, will set the tone for others to give.

One a Day Ask a different person each day to make a contribution. If you get four \$25 gifts, you will have raised \$100 in less than a week. Don't be afraid to ask for larger gifts. Cancer affects us all, and you will see that people are happy to donate.

Double Your Money Many employers offer matching funds programs. Your \$50 donation could turn into \$100. Inquire with your personnel/HR department to complete the paperwork required to get your gift matched.

The Power of the Pen Try fundraising the old fashion way; send a letter in the mail to friends, family, and co-workers asking for their support. Let them know if you are participating in honor of someone. Be sure to explain why the cause is important to you. Heartfelt messages get the best response. Don't forget to send a thank you note to people who donate.

Bring It Along Take your Web site's address and donation forms with you everywhere you go and ask everyone you interact with to sponsor you. Remember, the fight against cancer is a great cause and most people want to help.

Talk It Up Ask for a few minutes on the agenda of any meetings you will be attending. Explain why you are participating and ask for everyone's support. If you are dedicating your efforts to someone who has had cancer, be sure to tell that person's story.

Offer Food Have healthy treats to offer your friends, family, and co-workers for a small gift to Miles For Hope. Most people can be tempted to donate.

Clean House Clean out your garage or home and set up a Miles For Hope donation booth in exchange for your finds. Ask your friends and neighbors to donate their stuff to you, explaining that all proceeds go to the fight against cancer.

Celebrate If a birthday or holiday is coming up, tell your family and friends that in lieu of a gift, you would like them to make a donation to Miles For Hope in your honor.

Pin It Up Post your Web site address or donation form on the bulletin board at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, email address, and team Web page address

Send the Message Change the recording on your voicemail or answering machine to mention Miles For Hope and how callers can make a donation. Then, when you call people back, ask them to sponsor you. When emailing friends, add a "PS" asking for their support or add the above tag lines that can be added through outlook automatically to every email you send.

We are always here to help you! If you need to discuss your fundraising idea or need a letter from Miles For Hope to confirm that you are a participant when asking for donations, we will be happy to provide that for you. Simply contact us and we will do what we can to help you be as successful at your fundraising as possible. We can be reached either by email Info@MilesForHope.org or by calling 727-781-4673

We are delighted to have you as a part of our team!

Team Miles For Hope