

Fundraising 101: Your Guide to Making an Impact

Did you know? The #1 reason people don't donate is because they were never asked. A simple ask can make all the difference.

Getting Started

- [Register online](#) and activate your fundraising page
- Customize your page with a photo, personal story, and fundraising goal
- Share why this cause matters to you — people give when they feel connected
- Be your first donor — even a small gift shows you're all in and encourages others to join you.

Fundraising Online

- Send emails to friends, family, coworkers, neighbors — you might be surprised who's ready to help.
 - **Our Step Up to Cancer individual and team fundraising pages include ready-to-use templates that you can customize to help streamline your fundraising efforts!**
- Use social media: Facebook, Instagram, LinkedIn, or TikTok — wherever your people are. Don't forget to include your link!
- Add your fundraising link to your email signature and bio on social platforms
- Repost reminders: It often takes 2–3 asks before someone gives

Creative Fundraising Ideas

In-Person

- Plan a morning coffee or tea gathering with homemade treats and a donation basket
- Organize a wine & cheese night or tasting party for a suggested donation
- Outdoor movie night in your yard or neighborhood with popcorn and donation jars
- Book club fundraiser — dedicate one month to reading with purpose and collect donations
- Cupcake or dessert tasting night — bake or invite friends to contribute and vote by donation

Fun Personal Challenges & Virtual Options

- Fill a virtual fundraising board with donations (see an example on the next page)
- Create personal challenges and include an interactive activity for each milestone reached — have fun and get creative! Examples:
 - Dress Up Day: Wear a fun costume or themed outfit when you hit a milestone
 - Fundraiser Playlist: Add 1 song per \$__ milestone and share it with your donors
 - Photo Story: Share a meaningful photo along with a story for every \$__ raised

- Dance off: Post a 1-minute dance video for every \$__ raised
 - Walk or Run a Mile: Complete a mile for every \$__ raised
- Mark special occasions by asking friends and family to donate in your or your loved one's honor in lieu of gifts
- Give up social media/coffee/sugar for a week in exchange for donations

Workplace & Corporate Engagement

- Ask about matching gift programs – many companies will match your donations dollar for dollar
- Share your fundraiser in company newsletters or Slack channels (if allowed)
- Organize a “jeans day” or themed dress-up day for donations
- Team challenge fundraiser – create friendly competition between departments or teams with a fundraising leaderboard
- Plan a lunchtime talent show or open mic featuring coworkers, with a donation entry
- Create a fundraising calendar with daily or weekly mini-challenges employees can join
- Executive Pie Challenge – Leaders compete to raise the most funds — and the one with the lowest total gets a pie to the face for a good cause!

Stewardship: Thank and Engage

- Thank every donor — with a quick email, message, or shout-out
- Post photos or videos showing how close you are to your goal
- Share stories from our programs to remind supporters of their impact
- Stay in touch — donors are more likely to give again when they feel appreciated

Fundraising might feel big, but it starts with simple steps — a story shared, a message sent, a small ask. With every effort, you're bringing hope, support, and connection to those impacted by cancer.

Stay true to your "why," have fun along the way, and know that your impact goes further than you think. You've already taken the first step — now keep going. We're with you!