

Chordoma Foundation
FUNDRAISING 101
*Raising Funds
for the Cure*

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International Rett Syndrome Foundation (www.rsrf.org; www.rettsyndrome.org) &

Fredreich's Ataxia Research Association (www.curefa.org)

The Reasons Why We Fundraise

- **We want to help** ourselves or someone we care for
- We want to find a **cure** and **treatments** for Chordoma
- We want to bring **meaningful care** and **useful information** to other families dealing with Chordoma
- We want to propel the Chordoma Foundation forward to **fulfill their mission**

(and by “them” I mean “us”)

IMPORTANCE OF CHORDOMA COMMUNITY CONTINUOUSLY HELPING TO RAISE FUNDS

Limited Funding from National Organizations

- Because Chordoma is such a rare, overlooked bone cancer, the attention it gets from government health agencies to find a cure is limited. Chordoma Foundation (CF) board members seek support and funding from the NIH (National Institutes of Health) and other groups but we can not count solely on dedicated resources from others for cures.

Urgent Priorities:

- Research is very, very **expensive and establishing the BioBank is essential for getting research conducted.**
- International Pathology Meeting (March)
- 2nd International Chordoma Workshop (April 3-5)
- Chordoma Community Gathering (April 5-6)

The journey to a cure and treatments is long one (with many, many pathways and obstacles).

- Support and advocacy has a price tag
- Equipping a group of people with the resources they need to fulfill this critical goal has expenses associated with it too.
- Raising money costs money
- Fundraising Standards (The 70/30 Rule)

What's it Going to Take?

- How are we going to succeed?
- What's the **number one** thing we need to succeed in this mission?
- **Money** is obviously important, but, when comes fundraising, . . .

PEOPLE GIVE TO PEOPLE

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has.”

-Margaret Mead



THE GOAL OF FUNDRAISING?

It's pretty obvious

- It's not to gather families & friends together for a good time
- It's not to tell a bunch of people about Chordoma (though that is a by-product)
- It sounds crass and uncouth, but the goal of fundraising is to raise . . .

MONEY

How Can YOU Make a Difference?

- Ask people you know to donate to the cause by mouth, email or a letter writing campaign
- Start small with events like bake sales, spaghetti dinners, pancake breakfasts, garage sales
- Or, plan annual fundraising events like a 5K race or wine tasting or carnival that continue to draw more and more people each year with awareness
- Starting is the hardest part – once you decide on planning an event, the rest falls in place

Money Raised = Research = A Cure = Longer, Happier Lives for Chordoma Survivors and the people who love them.

Steps for Getting Over the Fundraising Hurdle

Fundraising is a process - a journey. Like any journey, it begins with a plan.

1. Remember why you are considering fundraising

- Either someone in your family or someone close to you has been diagnosed with Chordoma.
- You are motivated to make a difference and do something to try and find a cure.
- You are not alone and the more people that join the battle, the faster a cure will come.

Steps for Getting Over the Fundraising Hurdle

2. Set a goal

- You'll be surprised how much you can raise and how quickly you can do it when you put your mind to it.
- Part of what fundraising is about is doing something bold, something beyond the limits of everyday life.
- Think about what amount would be a big challenge for you. And once you reach that goal, set another one.
- As you talk to more and more people about Chordoma, you are already accomplishing one important goal – educating people about Chordoma. You are letting people know that it's OK to talk about it.

Steps for Getting Over the Fundraising Hurdle

3. List potential donors

- Start simple. Write out a list of everyone you know: relatives, friends, neighbors, co-workers, classmates, your doctor, dry cleaner, babysitter, auto mechanic, boss, the guy behind the counter at your local coffee shop, the woman ringing up your groceries, the librarian checking out your books.
 - Each contact you have during the course of the day is a potential conversation you can have about your fundraiser. Don't be afraid to talk about it.

Steps for Getting Over the “Asking” Hurdle

4. Ask for your first donation today

- You may be reluctant to talk about Chordoma or that it is now something you must deal with in life. That is part of what this journey is about - coming out of your comfort zone and sharing your story. Through your fundraising experience, you are letting people know that it's OK to talk about your situation.
- To jump-start your fundraising efforts ask for your first donation today. In person, over the phone, in an email, however you can - just take the leap and ask. The sooner you get started, the easier the fundraising process will be and the rewards and outpouring of support you will feel help drive you to ask for the next donation or sponsorship.

Steps for Getting Over the Fundraising Hurdle

5. Ask a friend or family member

- By forming a team with your friends and family, you will be creating an instant support group. You'll soon realize that by participating with the ones you love, fundraising becomes easier, and the experience on the event becomes even more meaningful.

Steps for Getting Over the “Asking” Hurdle

6. Write a fundraising letter

- Compose a letter that describes what you are doing and why (sample letter is in the binder). Remember to personalize it as much as you can. Address each donor by name, and start out conversationally, as if it were any other friendly letter. Then talk about event or request and mention your personal reasons for doing it. Don't make the letter too long, but just long enough to inspire your donors.

7. Expand your circle

- Every time someone agrees to make a donation (or even if they tell you they cannot make a donation), ask them if they will take an extra donation form and pass it on to someone else. Or ask them to forward your email to a friend. You can also expand your donor circle via the media.

Steps for Getting Over the “Asking” Hurdle

8. Explore matching-gift opportunities

- You can potentially double your donations with matching gifts. Many corporations will match any donations their employees either raise or give. Ask your employer and your donors if they or their corporation participate in a matching-gift program.

9. Follow up

- Remember that list of donors you created? Make sure that you follow-up with anyone who has not donated. Oftentimes, people might be intending to donate and just need a gentle reminder. Let them know that every dollar and that there is still time to donate. Send them a note to keep them updated on your progress as you fundraise.

Steps for Getting Over the “Asking” Hurdle

10. Thank your donors

- Once you have received a donation from someone, let them know that their contribution - whatever the amount - is important to you and that you appreciate it.
- Send them a thank you note or invite them to the next event.
- After the event, you may want to send out a newsletter or email with some photos and an additional "thank you" for your donors' support.

11. Other ideas

- Issue a Press Release or news clip to local newspapers and media groups (free press release submissions on www.prweb.com)
- Create a web site or page to promote your event: First Giving
- Contact local TV or radio stations for free promotion
- Have your event posted on the Chordoma Foundation website

Top Fundraisers

- **The Personal Ask**
 - Face to Face
 - Over the Phone
 - Letter or Card
- The Party/Dinner Event
 - Food and Drinks
 - Entertainment
 - Silent and Live Auctions
- The Sporting Event
 - Tournaments
 - Runs/Walks/Rides
- Selling Items
 - Products
 - Services
 - Advertising

What you can do? Pick at least two methods and commit!

- Donate first
 - Key principle in asking for donations is giving first.
 - Giving donations in lieu of gifts this season.
- Write a letter
 - Ideal timing – end of year, tax break
 - Ideal timing – holiday season
- Request donations at businesses
 - Ask patrons to contribute their change
 - Ask if they would contribute a portion of sales on a given day (especially effective with restaurants)
 - Dry cleaner, restaurants, gyms, hardware stores, coffee shops, hair stylists, convenience stores, independent book stores, banks
- Requesting donations in lieu of gifts this season.
- Agreeing to host a spring fundraiser.
- Committing to 9 Day Donation Plan.
- Identifying high net worth individuals that CF can help you solicit for a major gift.
- Checking with your company about matching gifts

How to raise \$1000 in 9 days

- Day 1: Start by sponsoring yourself for \$50
- Day 2: Ask four family members to each sponsor you for \$25
- Day 3: Ask 10 friends to contribute \$20
- Day 4: Ask 10 co-workers to contribute \$10
- Day 5: Ask 10 neighbors to contribute \$10
- Day 6: Ask your boss or company for a contribution of \$50
- Day 7: Ask five people from your place of worship for \$20
- Day 8: Ask five local business owners to sponsor you for \$40
- Day 9: Ask four old friends to contribute \$25

Writing an effective letter

- Target to people you know
- Match the message to the audience
- Max 1 page
 - 500-750 Words NO MORE!
- Make message concise, clear and compelling
 - What will funds be used for?
 - What human need will be met (SAVE LIVES!)
 - Ask for a specific amount
 - Give a timeline for response
 - Ensure method of giving (website, address, self-addressed and stamped envelope)

Host a special event

- Pick an event that works for you and your community.
- Use the principle of “concentric circles”
 - Invite people who in turn can host events
- CF is creating templates to make hosting events easier.

Special Event Ideas



Sales

- Auction
- Book Sale
- Car Wash
- Garage Sale
- House Sale
- Services for Sale
- Sidewalk Sale
- Yard Sale

Dinners

- Barbeque
- Progressive Dinner
- Spaghetti Supper
- Wine and Cheese Reception
- Holiday Cookie Exchange

Competitions

- Bike-a-thon
- Bowl-a-thon
- Dance-a-thon
- Golf Tournament
- Swim-a-thon
- Talent Competition
- Tennis Tournament
- Walk-a-thon

Entertainment

- Art Exhibit
- Benefit Concert
- Birthday Party
- Black and White Ball
- Carnival
- Children's Party
- Chocolate Festival
- Craft Fair
- Disco Night
- Fashion Show
- Flower Arranging
- Garden Tour
- Halloween Party
- Holiday Bazaar
- Masked Ball
- Prize Drawing
- Raffle
- "Sweet-hearts" Festival
- Teen Dance
- Toy Fair
- Treasure Hunt
- Valentine Dance

THANK YOU-THANK YOU

- Thank **EVERYONE**
- Make it Personal & Heartfelt
- Make it handwritten
- In fundraising, people are more likely to give again if they feel their gift was appreciated
- The Chordoma Foundation will also thank everyone who gives, but the more special the thank you from you the better

Feel free to contact me with any questions, ideas and suggestion you have. We're in this together.

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