



www.50-50-1.com

Fundraising Tips and Ideas

- Each Team's Goal is to raise \$5,000.00. This may seem like a large amount, but you make it easier by checking out our Fundraising ideas located on the 50-50-1 Website and if you set smaller manageable goals for yourself and your, so that you are not overwhelmed by the fundraising minimum.
- Start early. The sooner you start fundraising, the sooner you start meeting your fund raising goals, and the sooner you can focus on your training as the climb draws near.
- Create a plan and a back up plan. Strategize; be inventive.
- Use a combination of techniques, including fundraising letters, e-mail, parties, or a website.
- Involve everyone you know. Get your friends, family, and co-workers involved. They can be a valuable means of spreading the word and soliciting donations.
- Educate yourself about cancer, the Foundation, and the 50-50-1 event so you can provide accurate information to potential donors.
- Educate potential donors about cancer, the Foundation, and the climb. Tell them why you are doing this and why they should help. Remember to tell them their donations are tax-deductible.
- Stay positive. Keep a good attitude. People may tell you "no," but don't take this personally.
- Follow through. Send reminders to potential donors.
- Thank your donors. Send them personalized thank-you notes with a picture of you and your Team on the summit of your state's highest peak!