



Fundraising Tool Kit

One-to-One Funds

At The Bone Marrow Foundation, we want the primary focus for our families to be on the health of their loved ones. That's where The Bone Marrow Foundation comes in to help. We have compiled some tips to help you get started on fundraising for your One to One Fund. We're also here to help with any questions you may have along the way.

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How to Enhance Your Message

The 3 Ps to Perfecting Your Asks:

Personalize

Promote

Promptly Acknowledge

- Think about your personal message and turn it into a story
- Ask yourself ...

1. *What will interest people in my story?*
2. *How and when did you come to know of your diagnosis? Please describe any incident that led you to receiving a diagnosis or any prior symptoms that led you to believe something may be occurring. How old were you at the time?*
3. *What steps did you take after receiving the diagnosis?*
4. *What has this journey been like for you and your family?*
5. *How will this financial support assist you?*
6. *How will the support of my friends and family make a difference during my transplant journey?*

- Add photos and/or videos to your fundraising page to keep people coming back for updates
- Strategize your message and be creative
- Make a call to action!
- Let people know your transplant date as well as other milestone dates, the urgency can motivate people to help you reach your goal

“On July 15th I am scheduled for my bone marrow transplant. I have four months to reach my goal and know that I can do it with the help of my friends and family”

- Get Social. Post updates on your health, challenges you’re facing, and thank you posts to those who donated on Facebook, Twitter, Instagram, etc!
 - ✓ After your personal page is complete, share your page’s link on Facebook and twitter

Strategize Your Ask

- Create a list of donors and approach them for support
 - This list could be coworkers, friends, family, local businesses
 - Think strategically; send personal emails on pay day
 - Send reminder emails asking people to donate
 - Update your page frequently to share your journey with your supporters
 - While Social Media is an important medium, fundraisers who e-mail directly to friends and family will raise more – it is a direct ask
 - Make sure to thank people that gave with a handwritten card, shout them out on Facebook - make them feel good about giving!
- Try call to action posts like ...
 - ❖ “Who wants to donate the last \$25 to put me over \$2,500!”
 - ❖ “\$10 until I reach \$7,500! Please help me reach my goal!”
 - ❖ “If 60 people give \$30 I will reach my goal of \$3,000!”

Follow up!

Most people are willing to give, even just a small amount, but need the reminder. Just because they didn't initially respond doesn't mean that they don't want to support you!

\$\$ MATCHING GIFTS \$\$

Matching gifts are a great way to double, and sometimes even triple your impact! Make sure that your donors check with their respective Human Resources departments to see if they'll match.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Beyond Your Personal Webpage

Bake Sale | Have a friend or family member hold a bake sale at their home, office, or anywhere with heavy foot traffic! Everyone loves a treat, especially when the money goes towards helping others.

Church Announcement | Ask to make an announcement at your church or another group meeting. Tell your story of how people's donations would help support your transplant.

Old Fashioned Letters | Send out hand written letters the old fashioned way. Often times, fundraising emails are lost among the junk mail/spam. Make sure your letter stands out and has your personal message.

Restaurant Giving | Ask a local restaurant to donate a portion of their sales from one night.

Raffle | Hold a 50/50 raffle where half the money raised goes towards your fundraising and the other half goes to the winner.

Gift Cards | Ask local businesses to donate gift card donations and use those in a drawing for those who donated towards your fundraising.

Host a Party | Have friends or family host a party and ask guests to make a donation towards your fundraising goal

Have Someone Throw a Party with a Purpose!

- Wine Tasting Night
- Holiday theme Party
- Casino/Card Night
- Weekend Pancake Brunch

ASK ASK ASK!

Donations don't always come from where you expect them, so cast a wide net and make each ask personal!

Ten Tips for Successful Fundraising

- 1.) **Make a fundraising plan** – Start with your fundraising goal, create a timeline, and start breaking the plan down into small steps. It will also help to have a close friend or family member serve as your fundraising coordinator.
- 2.) **Create a great fundraising page** – Make sure to tell a compelling story. Let people know what you will be going through while undergoing the transplant process and all of the costs associated that they may not have realized.
- 3.) **Be proactive** – Communicate early and often. It's very common for people to put things off. We all live busy lives. A little reminder nudge never hurt anyone.
- 4.) **Plan an event that works for you** – What are you already doing? Build on your current hobbies, clubs and interests. Tie into seasonal themes, holidays and annual events that people already plan around.
- 5.) **Send hand written letters first, not emails** – Email is faster and can return instant results, but if you have someone to help you, good old-fashioned hand written letters show a personal touch. It is unlikely that your friends will toss your snail-mail before they read it. Even friends with the best intentions can easily lose or forget your email in the overcrowded "inbox." Use email as a follow-up to those who didn't respond to your letter.
- 6.) **Be more social** – Take advantage of social media and its multiplier effect to reach friends of friends. Try thanking your donors by name in a post or tweet to encourage others to donate. *Thank you Sara! Your donation just put me over \$500! Now, who will help me get closer to my goal?*
- 7.) **Meet the press** – Contact the editor of your local paper, company newsletter – or both! Ask them to interview you about what you or your family are going through, and include a request for support. Be sure to include instructions in the story on how readers can make a donation to your page.
- 8.) **Sign with a purpose** – Include a link to your fundraising page in your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations. Friends and family can also add this to their email signatures spreading the word even farther.
- 9.) **Say Thank You!** – It's a simple thing to do, and also one of the most powerful. Make sure you thank everyone who supported your fundraising efforts as if they donated a million dollars! Send emails, write personal notes and thank them in person.

Sources: JustGiving, Eventbrite, and Kintera