

Fundraising Guide



Make a difference in the fight against brain tumors!

Thank you for registering for a National Brain Tumor Society event! Your participation and support is sincerely appreciated by all those affected by brain tumors, and vital to our mission for a cure.

National Brain Tumor Society's Mission:

National Brain Tumor Society unrelentingly invests in, mobilizes, and unites our community to discover a cure, deliver effective treatments, and advocate for patients and care partners.



National Brain Tumor Society

Knowledge is power.



ABOUT NATIONAL BRAIN TUMOR SOCIETY

The proceeds from your event participation benefit all those affected by brain tumors by supporting the National Brain Tumor Society.

Learn more at www.brainumor.org.

BRAIN TUMOR FACTS

- Each year over 86,000 people in the United States are diagnosed with a primary or metastatic brain tumor - and 17,000 people will die from one.
- Among children aged 19 and under, brain tumors are the leading cause of cancer-related death, surpassing leukemia.
- Because brain tumors are located at the control center for thought, emotion, and movement, their effects on an individual's physical, mental and cognitive abilities can be devastating.
- No two brain tumors are alike. Prognosis, or expected outcome, is dependent on several factors including the type of tumor, location, response to treatment, an individual's age, and overall health status.
- There are more than 130 different types of brain tumors, making the development of effective treatments very complicated.
- Research is critical to support the vast needs of the brain tumor community, but remains under-funded.

Online Fundraising

A quick and easy way to raise valuable funds!



FOLLOW THESE STEPS TO GET STARTED TODAY:

- 1 Visit www.events.braintumor.org, search for an event and click on the register button.
- 2 Register as an individual, create a team or join an existing team.
- 3 Once you complete the registration process a fundraising page will automatically be created for you.
- 4 Log in to your Participant Center to customize your personal page with pictures or videos. Check out the Participant Center Guide for step by step instructions, and to learn about all the cool features.
- 5 Upload your address book and use the email templates to ask your friends, family and co-workers to join your team or make a donation.
- 6 Follow up with your contacts.
- 7 Thank your donors.

FUNtastic FUNdraising Ideas!

BEYOND ONLINE FUNDRAISING

Spring Cleaning

Declutter your life by holding a garage sale. Make posters to let people know that sales will support the Race for Hope - DC.

Going once, going twice

Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services, or create your own (see Get Crafty). Sell tickets for a drawing, and make sure to let everyone know that the proceeds will support the fight against brain tumors. You can even invite people for a live or silent auction.

Fundraising with Food

Ask the manager at your local restaurant to donate a percentage of the day's proceeds to support your fundraising efforts. Work with the restaurant to create a flyer and make sure to let everyone in your network know.

Work it

A participant organized a cut-a-thon at their salon. The proceeds from haircuts given on a special day were donated to the Race. What type of fundraiser can your workplace do?

Dining for Dollars

Host a dinner party, brunch, or lunch and ask guests to make a donation. Have a computer ready so they can give online, or collect cash and checks.

Baking for Bucks

Let the smell of fresh baked cookies, cakes, and cupcakes entice your friends into giving, or get them all involved and hold a bake sale at your school, community center, or work.

Charity Chores

Everyone needs a hand once in a while, so do some dog walking, lawn mowing, or baby sitting. The money you make will bring you one step closer to your fundraising goal. Spread the word by hanging posters with contact information on tear off tabs at your local community center, grocery store, or coffee shop.

Get Crafty

Are you a great photographer, avid knitter, jewelry maker, or do your kids enjoy making projects? Sell your art to raise money or consider organizing a raffle or auction.

Don't sweat it (or do)

What better way to get ready for the Race, than with some healthy exercise? Whether it's spinning, yoga, or dancing, ask your instructor to donate the fees from a specific class.

Haute Cause

Do you have gently worn clothes that you no longer want? Chances are you're not alone. Organize a clothing swap. Ask your friends to make a \$10 donation and bring along five items.

Celebrate Hope

Do you have a birthday, graduation, anniversary, or other special occasion coming up? In lieu of gifts, ask friends and family to make a donation on your personal fundraising page.

It's a Wrap

The holidays are a great opportunity to raise funds. Offer to wrap gifts for friends and family in exchange for a donation.

Casual or Kooky for the Cause

Everyone likes an excuse to skip the school uniform or suit – especially when it's to support a great cause. Promote a denim, crazy hat, or maybe even a PJ day! Make sure it's ok with your employer or school, then sell badges, which when worn allow the wearer to participate.

Change for Change

Are pennies, nickels, quarters, and dimes weighing down your wallet? Set up a change jar at your home or in your office, and invite folks to lighten up by getting rid of their extra change. You'll be surprised by how fast all those coins add up!

We want to hear from you!

If you have a creative fundraising idea to share - send it to us.

events@braintumor.org

Spread the Word Use Your Social Networks!

There is tremendous power in social networks – Facebook, Twitter, LinkedIn, and You Tube, will help you surpass your fundraising goal and spread awareness about this cause.



FACEBOOK: GIVING THE CAUSE A FACE

Facebook is completely integrated with your personal page.

- Log into your Participant Center and create a Facebook Fundraiser by clicking the button.
- All donations will be credited to your fundraising goal



TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW

Let your followers know about your involvement and educate them about the brain tumor cause by sharing one or more of the facts listed on page 2.



LINKEDIN: RELATIONSHIPS MATTER

Used by over 100 million professionals, LinkedIn is another valuable resource to share your story and ask for support. Make sure to remind folks to check with their Human Resources staff to see whether gifts are eligible to be matched.



INSTAGRAM: PHOTOGRAPH AND SHARE

Use your event's hashtag and share activities your team is going in the community, as well as pictures from event day.

Visit www.instagram.com to get started.



Double Your Donations with Employer Matching!

Many employers offer to match gifts made by employees. Check with your HR Department to confirm. When sending thank you notes to your donors, ask them to check in with their employer as well.

**IF YOUR COMPANY IS ELIGIBLE,
PLEASE FOLLOW THESE STEPS:**

1. Request a matching gift form from your employer.
2. Send the completed form to:
National Brain Tumor Society
Attn: Event Name
55 Chapel Street, Suite 200
Newton, MA 02458
3. **Checks should be made out to National Brain Tumor Society** In the memo line, please be sure to write the event name, as well as the name of the participant to credit for the donation.

National Brain Tumor Society
EIN/Tax Exempt ID: 04-3068130





Raise the Bar:

How to raise \$350 (or more) in one week!

- DAY 1:** You've sponsored yourself by registering for the event (a minimum of \$40)
- DAY 2:** Ask three family members to donate \$25 each
- DAY 3:** Ask five friends to contribute \$20 each
- DAY 4:** Ask four co-workers to contribute \$10
- DAY 5:** Ask five members of a club or organization you belong to for \$10 each (these people could be members of your book club, place of worship, cycling or hiking group, etc.)
- DAY 6:** Ask your employer for a company contribution of \$50 (go beyond and ask them to match what you raise!)
- DAY 7:** Hold a fundraiser – check out all the fun ideas on page 5

Where to send donations:

Donations, clearly marked with participant's name and the name of the event, may be mailed to the address below, or turned in on event day.

National Brain Tumor Society
Attn: **Event Name**
55 Chapel Street, Suite 200
Newton, MA 02458

Please do not send cash.