

Fundraising & Social Media Tips

Successful fundraising starts with the right mindset—believe that you can achieve your goal, and you will be more likely to! Think of it this way: when you ask someone for a donation, you're also giving them the opportunity to make a tangible impact in the fight against cancer—a disease that has touched us all in one way or another.

This document contains tips and ideas—both virtual and not—to help you fundraise. Plus, our team is here for you as a resource, partner, and sounding board along the way. We're deeply grateful for your time, creativity, and determination to meet and surpass your fundraising goals. With every dollar you raise, you're making a lifesaving difference. Thank you!

Contact us at FredsTeam@mskcc.org with any questions.

Kick Things Off

Donate to your own race! It's a great way to lead by example and encourage others to give.

Double Your \$\$\$

Does your company have a matching gifts program? If so, you can double your \$100 Fred's Team registration fee and any gifts you make to your race. If your company doesn't match, find out if your donors' do! It's an easy way to get closer to your fundraising goal. Search for companies [here](#)—where you can also read more about how it works.

Honor Your "Why"

Why do you run? Who do you run for? What does a donation in support of your race mean to you? Answer these questions by telling your story on your fundraising page—you never know who will be inspired to donate. Update the content by logging into your [Dashboard](#), clicking 'Participant Center', and then 'Edit Personal Page'. Need help? [Let us know!](#)

There's an App for That*

Download the Fred's Team app, available in the [Apple App Store](#) or [Google Play](#), to manage your fundraising! Check out the prewritten texts and emails (or make them your own), which include the link to your fundraising page. You can also track your progress, and so much more!

*The Fred's Team App is only available for our TCS New York City Marathon event.

Update Your Email Signature

Whether you're using your personal or work email, copy/paste the link to your fundraising page to your email signature. Use the images on our [resources page](#), along with this text:

*I'm participating in the [Event Name] with Fred's Team to support cancer research. Donate today:
[Insert your fundraising page link]*

Discuss Their Impact

It's a great way to show potential donors how supporting your race will have a lasting impact on the fight against cancer. [Share a few facts](#) about Memorial Sloan Kettering Cancer Center in an email or on social media—don't forget to include the link to your fundraising page to inspire others to donate.

Turn Your Miles into Money

Get your friends and family excited about giving a gift by asking for money that corresponds to the number of miles you'll be running on race day or throughout training! Be sure to include the amounts on your fundraising page. Here are some examples:

| | |
|-----------------------|-----------------------|
| \$1 per mile = \$13 | \$5 per mile = \$65 |
| \$1 per mile = \$26 | \$5 per mile = \$130 |
| \$10 per mile = \$130 | \$20 per mile = \$260 |
| \$10 per mile = \$260 | \$20 per mile = \$520 |

It's (Virtual) Party Time!

Gather your supporters for a fun-filled night! Think about hosting a bingo, board game, trivia, or video game night using a video conferencing platform such as Google Hangouts or Zoom. Ask each person who would like to participate to donate to your fundraising page. **Bonus Tip:** You can also offer to match the donation made by the winner!

Class Is in Session

Whether you love to bake, cook, paint, do yoga, (whatever!), put your skills to work and host a virtual class using a video conferencing platform. Invite supporters to make a donation for a spot into your class.

Spring Cleaning for a Cause

Cleaning out your closet? Consider having a social media garage sale! Post photos of the items you're getting rid of on your social media platforms and include the link to your fundraising page. Accept payment in the form of donations!

Signed, Sealed and Delivered

Consider writing a letter to potential donors. Tell them why you're running with Fred's Team, and why their support means more now than ever before. Don't forget to include [fredsteam.org/donate](#) so people can search your name and donate. Here's some sample copy that you can build on to make it personal.

I'm adding more meaning to my miles by running the [Event Name] with Fred's Team. I know the money I'm raising will make an impact on cancer research because 100% of every dollar is going directly to Memorial Sloan Kettering's scientists and doctors. Help me reach my goal and make a difference!

Bonus Tip: Log into your [Dashboard](#) to update your fundraising page with your story and a photo before sending your notes! Need help? [Contact us!](#)

Music to Their Ears

Offer to create a playlist for anyone who donates a certain amount towards your fundraising efforts. Include your favorite songs to run to or songs that put a smile on your face.

Bake Someone Happy

Head to the kitchen and post your baked goods on social media. Offer to send the recipe to anyone who donates to your fundraising page!

Grab Your Popcorn

Host a virtual movie night using Netflix Party (or a similar platform)! Invite friends and family and ask them to make a donation for their 'movie ticket'. Here are some setup instructions:

To host a Netflix Party:

- [Download](#) the Google Chrome extension.
- Open Netflix and start playing a video.
- The Netflix Party extension icon next to your address bar should change from gray to red. Click on it.
- A window will pop up instructing you to "Create a Netflix Party." You have the option to either give yourself total control over the playback, or leave it open to everyone. Click "Start the party."
- Another window will pop up with a link. Click "Copy URL" and share it with your friends. If you need to, you can find this link again by clicking the Netflix Party extension icon.
- Netflix Party will automatically give you an icon. By clicking on the icon, you can change it (there are a few alternatives) as well as your nickname.

To join an existing Netflix Party:

- Click on the link.
- Click on the Netflix Party icon.

Race Against the Clock

Ask supporters to pledge an amount of money for every push-up you do during a certain period of time, every second you hold a plank, or every mile you walk/run in a day. For example, if your friend pledges \$5 for every push-up you do in 25 seconds, and you do 10 pushups, that's \$50 towards

your fundraising goal!

Let's Get Physical (Virtually!)

Rally people to join you in a virtual event such as a run, walk, or bike ride. Pick a specific date or timeframe during which they can track their activity. For every mile they run, walk, or bike, ask them to pledge an amount that will be donated towards your fundraising efforts. **Bonus Tip:** You can even come up with a hashtag for your virtual event and encourage your participants to include it in their posts on social media.

Get Crafty

What are your hobbies? Knit, paint, draw, sew (or whatever your interest is!) and sell your crafts to your friends and family. Accept payment in the form of donations to your fundraising page.

If You've Got It, Flaunt It!

Can you juggle? Sing? Play an instrument? Show your talent off by hosting a virtual concert, talent show, or open mic night. Invite your supporters to join in by making a donation to your fundraising page. **Bonus Tip:** Repost the routines of those who participate and ask your social media followers to vote on their favorite. Give out a prize to the winner!

Aim High

Ask for specific, larger amounts from people you know can give bigger gifts. Remind everyone that 100% of their donation supports lifesaving cancer research at Memorial Sloan Kettering.

Personalize Your Gear

Incentivize donors by "selling" spots on your shirt—in exchange for gifts of a certain amount (for example, \$100 or more) offer to write their name, or a loved one's name, on the shirt you'll be wearing on race day. Include this in a post, along with the link to your fundraising page.

Sing (Or Dance!) It Out

What's your favorite running song? Post your best lip sync or dance routine on social media and tag 3 people. Challenge them to post their own routine within 24 hours (and tag 3 friends!) or allow them to pass by donating a certain amount towards your fundraising goal. **Bonus Tip:** Repost the routines of those who participate and ask your followers to vote on their favorite. Give out a prize to the winner!

Be a Matchmaker

Do you know someone who plans on giving you a big donation, like a family member or generous friend? Turn their donation into a match to raise more! So, if you receive five donations that add up to \$200, your generous donor will give \$200 to match it and now you've raised \$400! This encourages people to give to your race in an exciting way. Send emails or post on social media (and be sure to include your fundraising page link!). Here's an example:

I'm running the [Event Name] and raising money for cancer research with Fred's Team. For any donations I receive in the next 24 hours, a very generous donor will match dollar-for-dollar! Donate today: [Insert your fundraising page link]

The Gift That Keeps on Giving

Donate your birthday, anniversary, or any other special occasion to cancer research. By raising money for an area of research that means the most to you, you're giving an incredible gift with an impact that will last forever. The money you raise helps make progress possible, and that's special. Explain on social media and your fundraising page how you'd prefer to get donations instead of presents! **Bonus Tip:** Don't have a special occasion coming up? Get creative! For example: use Global Running Day to talk about your training, World Cancer Day to talk about the impact you're making in cancer research, or National High Five Day to ask your supporters to send a virtual high five by donating to your race.

Lights, Camera, Action!

Record a short video of yourself or ask someone else to do it. Include what inspires you to run or film a clip during your training. Share your video through email and/or upload it on social media—don't forget to include a link to your fundraising page in the post!

It's Okay to Follow Up

Don't be afraid to follow up with potential donors. Call or email to let them know about your race and the cause. People are very busy and will appreciate the reminder—sometimes it takes three times to get someone to donate!

Give Thanks

Show your gratitude by sending your donors a message of thanks and appreciation. Share your progress and show them the impact they are making. This will also make them excited to give next time. In our digital age, consider sending handwritten notes—they stand out and go a long way.

Social Media Tips

One of the most effective strategies for fundraising will be using social media. Announce that you're running with Fred's Team on your accounts such as Facebook, Instagram, Twitter, and LinkedIn, and keep your followers updated along your journey to race day. Check out these tips for each platform!

Instagram

- Make sure the link to your fundraising page is visible on your profile by adding it to your Instagram bio.
- Share a photo/video of yourself! Write a personalized caption emphasizing why you're running and what the cause means to you.

I can't wait to participate in the [Event Name] with @fredsteammskcc and raise money for cancer research. Click the link in my bio to make a donation!

- Experiment with Instagram Stories: use features such as gifs, music, polls, questions, and quizzes.

- Use Fred's Team Giphys! Post an Instagram Story, click the smiley face icon in the top right corner, and search "Fred's Team" to find our Giphys.
- Create a poll asking people if they'd like to send you a donation or how much they'd like to donate.

Twitter

- Add the link to your fundraising page to your Twitter bio.
- Share a post explaining why you're running and pin it to the top of your Twitter page. Here are some examples to get you started:

I'm running the [Event Name] with Fred's Team and raising money for critical cancer research at @sloan_kettering. Donate today and together we can make a big impact: [Insert your fundraising page link]

OR

I'm training for the [Event Name]. Donate to my Fred's Team page today to support my race. 100% of every dollar will go to cancer research at @sloan_kettering: [Insert your fundraising page link]

- Encourage friends and family to retweet your posts!

Facebook

- Announce that you're fundraising and training as part of Fred's Team and pin it to the top of your Facebook page. Keep sharing updates leading up to your race! Here are some examples you can use:

I'm running the [Event Name] with @FredsTeamMSKCC on [Event Date]! As I train, I'll be raising money for critical cancer research at @sloankettering. I want to make a real difference in the lives of people with cancer. Want to help? Donate to my fundraising page: [Insert your fundraising page link]

OR

I just finished a great training run! I'm getting ready for [Event Name] on [Event Date]. I'm also raising money with @FredsTeamMSKCC to support cancer research at @sloankettering. Help Make a difference in the lives of those touched by cancer. Donate today: [Insert your fundraising page link]

LinkedIn

- Share a post announcing that you're running with Fred's Team and pin it to the top of your LinkedIn page. Keep sharing updates leading up to your race! Here are some examples you can use:

I'm running [Event Name] with Fred's Team and raising money for critical cancer research at Memorial Sloan Kettering. I'd be so grateful if you donated to my race! Together, we can make a difference. Donate today: [Insert your fundraising page link]

OR

My race is coming up on [Event Date]—and I'm running with Fred's Team to raise money for critical cancer research at Memorial Sloan Kettering. There's still time to donate to my race! Let's make a big impact together. Donate today: [Insert your fundraising page link]

- Share what you've learned from fundraising and how it's impacted you professionally or personally.
- Follow Memorial Sloan Kettering on LinkedIn and share their content with your followers.

Strava

- Get closer with your #FredsTeamFamily! Join [Fred's Team on Strava](#) and get ready to virtually connect with Fred's Team runners from around the world. Click "Explore" then "Clubs," then search for "Fred's Team" and select the "Request to Join" button.
- Keep your supporters updated on your training progress leading up to race day. Screenshot your runs on Strava and post them on social media using the hashtag #FredsTeamFamily!

General Tips

- Don't be afraid to ask your friends and family to post on their social media accounts on your behalf.
- Send your friends/family a private message. Here's a sample message:

Hi! I'm participating in the [Event Name] with Fred's Team to support cancer research at Memorial Sloan Kettering Cancer Center. I'm trying to raise as much as I can for this important cause and would appreciate your support. You can make your 100% tax-deductible donation here: [Insert your fundraising page link] Thank you for helping me support [Insert the type of research you are supporting] cancer research!
- Post shout outs to your donors to thank them.
- Follow Fred's Team on social media and share our content.
- Check out our [social media resources](#)! Add a Fred's Team cover photo and profile picture frame, make your email signatures pop, and build excitement around your race by sharing our images.

Share Your Fundraising Ideas with Us!

Tag us on social media or email us at fredsteam@mskcc.org with your best tips.

We would love to hear what's working for you!

Together, we can raise more for critical cancer research at Memorial Sloan Kettering.