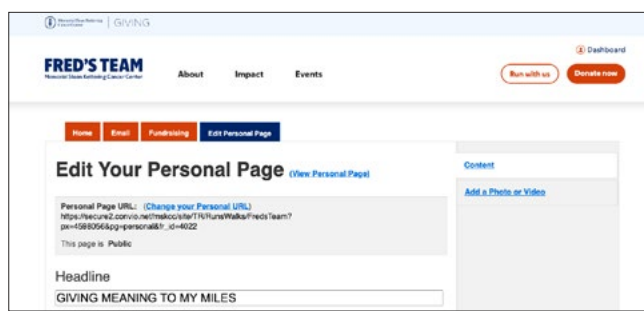


Fundraising Tips

Follow these tips to take your fundraising to the next level. [Check out the fundraising tool kit](#) for additional resources, including shareable images, email signatures, and more.

Looking for your fundraising page link? Log in to the Dashboard. Select your race. Click “Participant Center” and then “Edit Personal Page” tab.



Donate to Your Race

Making a gift is a great way to kick-start your support and encourage others to donate.

Tell Your Story

Why do you run? Who do you run for? What does raising money for cancer research 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.” Let us know if you [need help](#).

Dedicate Your Miles

Write a heartfelt social post or email to let your fans know who you’re running for and what supporting cancer research means to you. Don’t forget to include a link to your fundraising page.

Double Your \$\$\$

Does your company have a matching gifts program? If so, you can double your Fred’s Team kickoff fee and any gifts you give to your race. If your employer doesn’t have a matching gifts program, find out if your donors’ employers do. [Search for participating companies](#).

Personalize Your Uniform

Incentivize donations by “selling” space on your race shirt. Let your supporters know that anyone who donates \$100 or more will get their name or the name of a loved one on your uniform. Don’t forget to include a pic of you wearing it!

Turn Your Miles Into Money

Get your friends and family excited about giving a gift by asking for a donation that corresponds to the number of miles you’ll be running on race day or during training. Be sure to include the amounts on your fundraising page. Examples:

Half-Marathon

\$1 per mile = \$13

\$5 per mile = \$65

\$10 per mile = \$130

\$20 per mile = \$260

Marathon

\$1 per mile = \$26

\$5 per mile = \$130

\$10 per mile = \$260

\$20 per mile = \$520

Race Against the Clock

Ask supporters to pledge an amount of money for every push-up you do during a period of time, every second you hold a plank, or every mile you run in a day. For instance, if your friend pledges \$5 for every push-up you do in 25 seconds, and you do 10 push-ups, that’s \$50 toward your fundraising goal!

Customize Your Email

Add a Fred’s Team signature from the [fundraising tool kit](#) to your personal or work email. Be sure to include a personal note and a link to your fundraising page.

Aim High

Ask for larger donations from people you know who have the capacity to give. Be specific and remind everyone that 100% of their donation supports cancer research at MSK.

Be a Matchmaker

Know someone who plans on giving you a big gift? Turn their donation into a matching-gift opportunity for your other supporters. Example:

I’m running the [Event name] with Fred’s Team and raising money for lifesaving cancer research at Memorial Sloan Kettering Cancer Center. For the next 24 hours, a generous donor will be matching donations up to a total of [Gift amount]. Give now to make twice the impact: [Insert your fundraising page link]

Follow Up

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

Send a Thank-You Letter

Share a message of appreciation with your donors. Let them know how their support has carried you from training sessions to the finish line. Remind them that every dollar they donated will go directly to MSK to help people with cancer around the world. We recommend sending a handwritten note to make your gratitude more personal.

Host a Party

Gather your fans for a fun-filled event by hosting a bingo, board game, trivia, or video game night. Ask each person who would like to participate to give to your fundraising page. Offer to match the winner's donation.

Celebrate a Special Occasion

Dedicate your birthday, anniversary, or other special occasion to cancer research by asking for donations to your fundraising page instead of gifts.

Make a Playlist

Create a special playlist for anyone who donates a certain amount to your race. Or tell your fans that they can choose a song to add to your playlist in exchange for a donation.

Use Social Media

Social media is one of the most effective platforms for fundraising. Announce that you're running with Fred's Team on your accounts and keep followers updated along your journey to race day. Get started with these tips:

Instagram

- Add your fundraising page link to your bio.
- Share a photo or video of yourself! Write a personalized caption emphasizing why you're running and what the cause means to you. Example:

[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 by using features such as gifs, music, polls, questions, and quizzes.
- Use Fred's Team Giphys! Click the smiley face icon in the top right corner of the app and tap the "GIF" sticker, then 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.
- Use the Link Sticker feature in Instagram Stories to direct people to your fundraising page. Click the sticker icon in the top right corner of the app and tap the "Link" sticker to add your fundraising page link. Pro tip: Tap on the sticker before posting to see color variations!
- Use Instagram Reels. Record yourself on a training run or on race day, sharing a unique fundraising idea or why you run with Fred's Team. Be creative!
- [Follow MSK](#) and [Fred's Team](#) on Instagram and share our content with your followers.

X, formerly known as Twitter

- Add your fundraising page link to your X bio.
- Share a post explaining why you're running and pin it to the top of your X page. Examples:

I'm running the [Event name] with @Fred'sTeam and raising money for lifesaving cancer research at @MSKCancerCenter. 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'sTeam page today to support my race. 100% of every dollar raised will go to cancer research at @MSKCancerCenter: [Insert your fundraising page link]

- Encourage friends and family to retweet your posts!
- [Follow MSK](#) and [Fred's Team](#) on X and share our content with your followers.

Facebook

- Pin a race announcement on your Facebook page and keep sharing updates leading up to the big day. Examples:

I'm running the [Event Name] with @Fred's Team MSKCC on [Event date]! As I train, I'll be raising money for critical cancer research at @memorial Sloan Kettering. I want to make a real difference in the lives of people with cancer and would appreciate your support. Donate to my fundraising page: [Insert your fundraising page link]

OR

I'm getting ready for [Event Name] on [Event Date] and just finished a great training run! I'm also raising money with @Fred's Team MSKCC to support critical cancer research at @memorial Sloan Kettering. Help make a difference in the lives of people with cancer by donating today: [Insert your fundraising page link]

- Tag your fans in a post and give them a shout-out when they donate.
- [Follow MSK](#) and [Fred's Team](#) on Facebook and share our content with your followers.

TikTok

- Create videos and direct people to your fundraising page at the link in your TikTok bio. Experiment with trends, music, and viral challenges.
- [Follow Fred's Team](#) on TikTok.

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! Examples:

I'm running the [Event name] with Fred's Team and raising money for lifesaving cancer research at Memorial Sloan Kettering Cancer Center. 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

You still have time to donate to my race on [Event date]! As part of Fred's Team, I'm running the [Event name] to raise money for cancer research at Memorial Sloan Kettering Cancer Center. Together, we can make a real difference. Donate today: [Insert your fundraising page link]

- Share what you've learned from fundraising and how it's impacted you professionally or personally.
- [Follow MSK](#) and [Fred's Team](#) on LinkedIn and share our content with your followers.

Strava

- If you haven't already, [download Strava](#) and join the Fred's Team club!
- Screenshot your runs on Strava and post them on social media using the hashtag #Fred'sTeam!

General Social Media Tips

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

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 [Insert research area you are fundraising for] cancer research and would appreciate your support. Make your 100% tax-deductible donation here: [Insert your fundraising page link]. Thank you for supporting my race!

- Post shout-outs to your donors to thank them.
- Find social media images, Instagram Story templates, and more in [the fundraising tool kit](#).

Share Your Fundraising Ideas With Us

Tag Fred's Team on social media or [email us at fredsteam@mskcc.org](mailto:email.us.at.fredsteam@mskcc.org) with your best tips. We'd love to hear what's working for you!