



BEAR NECESSITIES
PEDIATRIC CANCER FOUNDATION

Fundraising Guide

YOUR FUNDRAISING CAMPAIGN

Step 1: Set Your Fundraising Goal

Once your goal is set, break it down so it becomes manageable amounts to work towards the end goal. For example, break \$975 into 5 donations of \$75, 8 donations of \$50, 20 donations of \$10.

Step 2: Examine and Reach Out To Your Network

Make a list of people you know. Start with your family and friends then expand your list to include people they know. Try to get some friends/family to become part of your fundraising team which will help ease your workload and make the fundraising seem less daunting. Make sure you include everyone in your address book. Do not discriminate or decide for someone else that they will not donate. You don't know who will or won't until you ask.

Once you have contacted your family and friends, think of all the places you go and people you meet every week such as co-workers, people at the local schools, churches or temples, athletic/fitness clubs, professional groups, hairdressers, barbers, dry cleaners, etc. You will be surprised how many people you come in contact with in the course of a month. These contacts can help you in a variety of ways. They may simply donate, or businesses may provide sponsorship and display your fundraising literature. You might even recruit others to join Team Bear.

Many restaurant/bars support charitable causes by letting people or groups host promotions on their premises or by donating a percentage of money a group spends back to the group. Doing something like that just one night a month during your training is a great way to keep your friends and support group up to at on your training, have some fun, and add funds to your fundraising total. Also, it provides the opportunity to draw some interest from other patrons you don't know.

Step 3: Create a Personal Fundraising Plan with Benchmarks

As you know, it takes careful training to get ready for your race. You should do the same to reach your fundraising goal. You will find a Planning Worksheet in this packet. It will help you frame a plan and establish benchmarks. In addition, it will help you break down the fundraising goal into a series of small achievable goals. The key to success in this planning process is to set a timeline. Whether you choose to let your schedule be event driven or time driven doesn't matter as long as it works for you.

Step 4: Get Started Early

Step up your personal fundraising web page, write your letter and let people know what you are doing. Set your goals by breaking down the time you have to raise fund – for example: divide your time into quarters and for the first quarter time period you raise 25% of your funds and by the end of the second quarter you have 50% of your funds raise and so forth.

Procrastination is your worst enemy. Your training, the sweat and personal commitment it will demand, and the charity aspect beyond your personal achievement all combine to give you a powerful message to send. People will respond. Start early. You will learn and gain confidence as you go. People will

appreciate their part in helping you reach your goal. Remember people want to be part of change and to engage in issues that pull at their hearts.

Step 5: Look For Multiples

As you develop your plan, look for ways to multiply your efforts and your friend's donations. Many companies offer Matching Gifts programs. It's a simple process that doubles a donation. If your company has a program like this, be sure to let your co-workers know. You can also approach your company directly to see if they might sponsor you.

Another matching idea is to have a family member, friend, or local business offer to match donations up to a certain amount as a challenge or incentive to other donors. This type of pledge helps spur others to respond in-kind or make a donation to help reach the pledged maximum because they know their gifts will be doubled.

As mentioned earlier, another method is to have periodic gatherings of friends and supporters. It could be a specific party with a purpose, donations in lieu of gifts for birthdays or other special occasions, a monthly Happy Hour or just party because it is fun.

Step 6: Develop a Communications Strategy

People who are interested enough to donate in support of your efforts will be interested to hear about both your fundraising and training efforts and successes. Find ways to keep them informed about how you are doing before and after the event. Whether someone donated a dollar or a thousand dollars, thank the person in each communication for their support. The email provided from your personal web page is a great tool for this type of communication but never forget the importance of a phone call, a personal visit, or a written note that simply says, "Thank you."

Remember that not everyone you know will donate. It doesn't mean they aren't interested. It could be timing, money or anything. So keep them informed on your progress. Their interest may grow or their situation may change as your event approaches. You never know.

CAMPAIGN GUIDANCE AND TIPS

When collecting donations, you should keep track of who you solicited and the responses.

Tips to Help You Reach Your Goal:

- Make your letter and web page unique to you (pictures help)
- Explain why you are participating – your commitment will inspire others
- Remind everyone that their donation is fully tax-deductible
- To make your fundraising letter more personal, include a handwritten note at the bottom
- Share the stories of the Small Miracle Team Bear Ambassadors as you receive them during the course of your training
- Fundraising Ideas
 - Ask, Ask, Ask
 - Dress Down Day
 - Silent Auction – many local merchants are willing to donate auction items – plan a silent auction in conjunction with a party
 - Your voice mail message – include what you are doing in the message
 - Bake Sale, Car Wash, Yard Sale
 - Quality time at home - Send a microwaveable popcorn packet to friends and ask them to relax at home with a good bowl of popcorn and donate what they would've spent if they went out on the town.
 - House Sit/Baby Sit/Dog Sit – Especially in the summer, friends, family and neighbors are always looking for some extra help. Lend a hand and let them know they will be supporting Bear Necessities by giving you something extra!
 - Dinner Party - Do you like to cook? Invite your friends and family over for a gourmet meal. You can either sell tickets to the dinner or encourage a donation at the door.
 - Piggy Bank - Have you ever realized how quickly change adds up? Decorate a change canister and distribute them at local businesses or at the office and watch your pledges grow!

CREATE YOUR ONLINE DONATION PAGE

To help you in your fundraising efforts, a website has been set up so you can create your own fundraising webpage. From your webpage you will be able to upload a picture, tell your story or reason for fundraising, send emails and track your donations.

We are using Active Giving as our website host. To register as a Team Bear member, go to **www.active.com/donate/teambear2010**. Click on the top tab that reads: *Register for this Event* and then follow the instructions. This is only registering you as a member of Team Bear - *you must register for the event you will be participating in on your own*. There will be a \$20 registration fee to get started which it will be counted towards your fundraising goal.

EXAMPLE FUNDRAISING LETTER

Dear (fill in name):

On (fill in date), I will be running the _____ as a member of Team Bear to benefit Bear Necessities Pediatric Cancer Foundation headquartered in Chicago, IL. This will be a great challenge, but I am proud and excited to say, "I wear the BEAR for kids with cancer!"

Bear Necessities Pediatric Cancer Foundation, founded in 1992, has a mission to eliminate pediatric cancer and to provide hope and support to those who are touched by it. President/Founder Kathleen A. Casey and her eight-year-old son, "Bear," started Bear Necessities during Bear's struggle with cancer. It was Bear's dream that every child with cancer would have the same support that he received from his friends and family. In 1993 after 5 ½ years, Bear lost his battle to this terrible disease, but from his simple dream, Bear Necessities, was born.

I invite you to support my efforts and Bear Necessities' mission.

(add your personal story here or delete)

Since its inception, Bear Necessities has maintained industry high standards for efficient operation. Over 80% of every dollar contributed to Bear Necessities directly funds their Medical Research and Information & Support Grants nationwide and their Small Miracle Program in Illinois. But each school day 46 children, or two full classrooms, are diagnosed with cancer and pediatric cancer remains the number one cause of death by disease in our children. So Bear Necessities' work is far from done.

I have enclosed a donation form with mailing instructions for your convenience. If you have any questions about your donation or would like more information about Bear Necessities, please contact their office at 312-214-1200 ext. 29 or kroark@bearnecessities.org

All donations are tax-deductible and will be acknowledged by the foundation with a letter for your tax purposes.

Thank you,
(your name)

Helpful Letter Hints:

- Keep the letter to one page
- Enclose a donation form with each letter – a return addressed envelope is helpful
- Share your personal fundraising goal – don't say that you are required to raise X number of dollars but rather that it is your goal, your personal commitment.
- Don't diminish your request by being apologetic or by saying "I hope you will give something," but rather ask them to give generously, as much as they can.
- Request the donor send their contribution by October 30, 2010 or even use an earlier date so you can gauge how you are doing with meeting your goal

FUNDRAISING PLANNING SHEET

My Goal: _____

(1a) My personal contribution \$ _____

(2) Personal Network

- Family, friends, neighbors
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

- Extended family, clubs, social groups
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

- School and business affiliations (alumni clubs, fraternity/sorority, networking group, etc.)
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

- Other
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

(2b) Sub-total Personal Network \$ _____

(3) Workplace/School

- Co-workers, business associates or classmates, instructors
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

- Matching Gifts Program – if Yes
Estimated # of donors _____ X estimated average donation \$ _____ = \$ _____

- Company/corporate management support? (for students – family & friends could help here)
 - Direct donation or individual sponsorship \$ _____
 - Corporate challenge pledge/match \$ _____
 - Sponsorship \$ _____

(3c) Sub-total Workplace/School \$ _____

(4) Event and Special Occasions

- Special Occasion (Birthday, Anniversary, Other) – donation in lieu of gifts \$ _____
- Fundraising Party
 - # of guests _____ invited x estimated average donation \$ _____
 - Special feature – raffle/auction/sale of merchandise \$ _____
 - Other – yard sale, Happy Hour, restaurant night, etc. \$ _____

(4d) Sub-total Events & Special Occasions \$ _____

(5) Miscellaneous

- Any other idea(s) you have to raise money \$ _____

(5e) Sub-total Miscellaneous \$ _____

Totals

	<u>Plan</u>	<u>Actual</u>
1a. Personal Contribution	_____	_____
2b..Personal Network	_____	_____
3c. Workplace/School	_____	_____
4d. Events & Special Occasions	_____	_____
5e. Miscellaneous	_____	_____
TOTAL	_____	_____



Bear Necessities Pediatric Cancer Foundation

2010 Donation Form

Name _____
Company _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Email _____

Please accept my donation(s) in support of (athlete's name) _____

I would like to donate \$ _____ for the patients and their families served by Bear Necessities Pediatric Cancer Foundation.

Please check one:

- Enclosed is a check for \$ _____ made payable to Bear Necessities PCFI
- Please charge \$ _____ to my credit card, listed below.

(circle one) VISA or MasterCard

Credit Card Number

Exp. Date (MM/YY)

Security Number (3 digits on back of card)

Signature

Date

Please fill out this form and send it with your check or credit card information, before October 30, 2010 to:

Bear Necessities Pediatric Cancer Foundation
Attn: Team Bear
55 W. Wacker St., Ste. 1100
Chicago, IL 60601

You will receive a letter acknowledging your contribution for tax purposes. The foundation's federal tax exempt number is 36-3874655. Thank you for your support!