

## **FUNDRAISING TIPS**

Fighting cancer is a cause that is easy to rally around and one that many people will gladly support. 100% of Pink Vail donations benefit all patients at Shaw Cancer Center through enhancements to patient care and patient programming. All Shaw patients, whether male or female, no matter their cancer diagnosis, have the opportunity to benefit from Pink Vail funds throughout their cancer treatment experience and beyond.

### **MAKE A LIST AND CHECK IT TWICE**

Make a list of potential donors. Include everyone you know and send them each a note or an email using your Pink Vail account page. We offer sample “Make a Donation” emails to help you craft your email request for donation. Start by making a donation yourself and ask others to match it!

### **ASK EVERY DAY**

Ask one person each day to make a contribution. If you get five \$20 gifts, you’ll have raised \$100 in less than a week! Cancer is an issue that affects us all, and most people are happy to donate – even in tough economic times. Don’t assume the answer is no – give everyone the opportunity to help finish the fight against cancer by making a tax-deductible donation.

### **HONOR SOMEONE**

Encourage a cancer survivor to participate and be a part of your team. Let everyone know your team is skiing/riding in his or her honor. A real-life story makes your fundraising personal.

### **TALK IT UP**

Ask for a few minutes on the agenda of any meetings you’ll be attending. Explain why you are participating in the event and ask for everyone’s support. If you’re dedicating your efforts to someone who has had cancer, tell that person’s story.

### **OFFER YOUR TIME AND SERVICES**

You can have a lot of fun doing the things you love to raise money for Pink Vail. There are many great fundraising ideas, but we’ve found that fundraising activities that provide a service that people would already spend money on are most successful. For example, in an exchange for a donation of a certain amount (you set the amount) you could offer baby-sitting or host movie night, garage sale, spaghetti dinner, or a car wash (on a warm spring day) – the sky is the limit!