

Fundraising Tip Sheet

1. GET THE BALL ROLLING



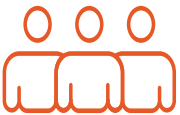
Get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is WHY you are fundraising. Let your family and friends know why DetecTogether and early cancer detection matter to you.

3. START WITH YOUR CLOSE CONTACTS



Your close contacts are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. You can follow up the messages with the fundraising email. Start with the email to reach your other contacts.

4. GET SOCIAL



Once you've sent your first batch of emails out, it's time to turn to social media. We've provided a set of sample graphics to use for social media posts. Use one or all of these to let your social network know that you are fundraising, share the link to donate and provide updates. You can also consider thanking and tagging people who have already donated. This will broaden the reach of your posts and show that people are getting behind you.

5. RE-ENGAGE WITH EMAIL



Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up-to-date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission.
Your effort will make a big difference! **THANK YOU!**
