



# Community Partnerships



**FUNDRAISING CAMPAIGN GUIDE & SUBMISSION FORM**



# Host a fundraiser. Make a difference. Change lives.

Thank you for your interest in hosting a fundraising campaign to benefit Huntsman Cancer Foundation (HCF). Please know your generous support of HCF funds the ever-expanding research at Huntsman Cancer Institute - something to be proud of!

Huntsman Cancer Foundation is a non-profit, public charity (501(c)(3)) established to fund life-changing cancer research at Huntsman Cancer Institute at the University of Utah. This comprehensive research improves treatments and relieves the suffering of cancer patients. Our research also provides education about cancer risk, prevention, and care to the entire Mountain West region and beyond.

Research matters. Huntsman Cancer Institute has always distinguished itself by identifying and supporting scientists with new ideas that lead to lifesaving discoveries. Research led by scientists today gives us hope for tomorrow.

You can be part of that hope. When you help fundraise for HCF, patients know they don't struggle alone. They know that others, even others they will probably never meet, care about them and about making their lives better.

## **WHAT IF I AM NOT AN EXPERIENCED FUNDRAISER?**

Your fundraiser can be as ambitious (or modest) as what you find comfortable. We have provided this guide to make planning your fundraising campaign straightforward and fun! We want you to be successful and enjoy the experience.

At the end of the day, fundraising isn't just about money. It's about connecting with others, showing support for a loved one, and showing them how to support worthy causes you believe in.

## **HOW TO USE THIS GUIDE**

In this guide, you'll find information about

hosting and planning your campaign, in addition to the promotional and financial guidelines Huntsman Cancer Foundation follows. Please read this information carefully and submit your proposal form (found at the end of this packet) to HCF for campaign consideration.

A member of our staff will contact you within 2-3 business days after receiving your form to let you know if your fundraising campaign has been approved.

We want to make sure your campaign is rewarding and effective. If your proposal hasn't been approved, we are happy to give you suggestions and guidance to make sure your idea meets our guidelines.

Please contact us with any questions at (801) 584-5800 or [events@huntsmanfoundation.org](mailto:events@huntsmanfoundation.org).

**THANK YOU,  
HUNTSMAN CANCER FOUNDATION**

# Tips for a Successful Fundraising Campaign



## DEFINE CONCEPTS AND IDEAS

- Ask yourself “What type of event or campaign am I planning?”
- Identify specifics for your campaign, like the date, location, and/or website



## GET APPROVAL FOR YOUR CAMPAIGN

- Review the rules and policies found in this guide.
- Submit the completed agreement at least 45 days before your campaign.



## PLANNING THE DETAILS

- Create a fundraising plan with a goal and tactics for how you'll get there.
- Create a budget. It's important to include expenses you know you'll have.
- Decide how you will market your event.
- Establish a timeline and know when important tasks are due.
- Secure vendors, sponsors, and volunteers (if needed).
- Set-up your online fundraising page at [hope.huntsmancancer.org](https://hope.huntsmancancer.org).



## EXECUTION OF YOUR CAMPAIGN

- Put your marketing plan into action and start promoting your campaign.
- Review your fundraising plan; make sure you're on track.
- Enjoy your campaign! You worked hard and deserve to celebrate your success.



## FOLLOW-UP

- Acknowledge and thank your donors, participants, sponsors, and volunteers.
- Send the collected funds to Huntsman Cancer Foundation within 30 days after your event.



# Fundraising Resources

We have many resources to help you get your event started. Use all or just a few to help create a successful fundraising event!



Pack the Park Pink - Salt Lake Bees

## Fundraising Webpage

Create your own fundraising page today! Each personalized fundraising page provides the opportunity to make an online donation that will be counted towards your event and go directly to support the mission of HCI and create a big impact through your fundraising event.

[hope.huntsmancancer.org](https://hope.huntsmancancer.org)



## Fundraising Toolkit

Fighting cancer is a cause that is easy to rally around and one that many people will gladly support. Huntsman Cancer Institute is working hard to discover new ways to treat cancer, and 100% of the money you raise goes to fund lifesaving research. We want to be sure that we are doing everything we can to help you so you can make the largest impact possible.

***CLICK HERE to check out our Fundraising Toolkit, where you'll find these resources below and more.***

Matching Gifts  
Sample Fundraising Letters  
19 Virtual Fundraising Ideas  
Fundraising Tips and Tricks  
51 Fundraising Ideas

Social Media Tips  
Team Captain's Guide—How to Build a Fundraising Team  
"Support Me"—A Mail-in Donation Form



Syracuse High School Student Council

# Huntsman Cancer Foundation's Financial, Promotional, & Support Policies

## EVENT EXPENSE LIABILITY

We want to make sure that the maximum amount of funds raised from your event goes directly to supporting important, lifesaving research at Huntsman Cancer Institute (HCI). Because of our commitment to this goal, we count on you to:

- Pay for the costs of hosting and throwing the event. HCF is not able to reimburse you for any expenses.
- Find and secure your own sponsors and donations.

## COIN DONATIONS

Because of processing fees, we are not able to process or accept coins totaling more than \$50.00. Please try to exchange all coins into cash or a check before submitting the proceeds from your campaign.

## GIFT RECEIPTS

We are happy to issue a tax receipt and "Thank You" letter to your donors. Please be sure that checks are made payable to Huntsman Cancer Foundation. Please note:

- HCF is unable to accept checks made out to you or the name of your campaign.
- HCF is unable to issue tax receipts for any in-kind gifts associated with your campaign. This includes donated auction items or prizes.

## AUCTIONS AND DRAWINGS

We count on you to meet all responsibilities of a live or silent auction. This includes safely storing and being responsible for any items contributed to your auction, as well as following all local and state laws regarding auctions and drawings.

## HCF STAFF SUPPORT

We are excited to support you during your fundraising process. Because of HCF's limited resources, we depend on you to staff your own event.

A great way to staff your event is to reach out to your network and ask for help. Invite your family, friends, colleagues, and neighbors to help you with your campaign by serving on your planning committee, soliciting sponsors, volunteering, and/or participating.

## HCF REPRESENTATIVES AND THANK YOU REMARKS

Depending on staff availability, a foundation representative can attend your fundraising check presentation, give "thank you" remarks, and an update on cancer research at HCI. Please contact us at least seven business days in advance for us to get a staff member scheduled.

## VIDEOS

Please visit [hope.huntsmancancer.org](https://hope.huntsmancancer.org) to see available tools and resources such as links to our video library that can be used how you see fit.

## LOGOS AND MESSAGING FOR YOUR CAMPAIGN

We have years of experience supporting fundraising campaigns. Because we want your event to be as successful as possible, please keep in mind that we may suggest changes to your campaign's messaging to ensure that the language being used is consistent with our mission.

We are happy to provide you with our logo to use for your campaign. Please forward all materials with the use if to the HCF name and logo to our team and allow three business days for approval.



# Let Us Do the Planning!

Let us do the planning, through any of the Huntsman signature or partner events, and you can have all the fun of participating! Through any of these events, you can designate the funds you raise to support the area of cancer you wish to support. You choose the event, recruit team members, and fundraise. Leave the rest of the planning to us!



## HUNTSMAN HEROES

Join the Huntsman Heroes team, composed of dedicated athletes and supporters, of all athletic levels, local and out-of-state, who all share the same commitment and goal - eradicating cancer from this earth. The team trains, fundraises, and participates in several partner events and Huntsman Cancer Foundation (HCF) signature events to make a meaningful impact in the fight against cancer. You can also join the Huntsman Heroes team as a Virtual Hero, and participate in your own event, wherever you are, and continue to fundraise and support Huntsman Cancer Institute (HCI).



## HUNTSMAN SPORTSFEST

The Huntsman SportsFest is an exciting fundraising event bringing our community together to run, walk, cycle, or play to do more than just break a sweat, but to fight cancer and support research at Huntsman Cancer Institute (HCI). With more activities than ever before, there is something for everyone who wants to make a difference! Check out this year's date and details at [www.huntsmansportsfest.com](http://www.huntsmansportsfest.com).



## PINK PARK CITY

Pink Park City is a day dedicated to conquering more than just the slopes and having fun, but also conquering cancer by supporting research for all cancers at Huntsman Cancer Institute. It is a giant pink party you do not want to miss! Check out this year's date and details at [www.pinkparkcity.com](http://www.pinkparkcity.com).



# Community Partner Agreement

In order to comply with the Utah Department of Consumer Protection policy, the following agreement must be signed prior to the fundraising campaign or commencement of a charitable sales promotion. Contributions should not be solicited, and the Huntsman Cancer Foundation (HCF) name and/or logo cannot be used until this agreement is co-signed by an HCF staff member.

HOST/GROUP/COMPANY PLANNING THIS CAMPAIGN:

ORGANIZER/CONTACT NAME(S):

FULL ADDRESS:

EMAIL:

PHONE:

NAME OF PROPOSED CAMPAIGN:

DATE(S) OF PROPOSED CAMPAIGN:

CAMPAIGN LOCATION AND ADDRESS:

DESCRIBE YOUR CAMPAIGN AND HOW YOU WILL BE RAISING MONEY. PLEASE BE SPECIFIC:

HOW WILL YOU PROMOTE YOUR CAMPAIGN (FLIERS, RADIO, SOCIAL MEDIA, ETC.)?

PRICE/PERCENTAGE TO BE DONATED:

CAMPAIGN WEBSITE:

Do you need a website? See the above "Resources" section to create a fundraising site for your event or campaign.

ARE THERE ANY OTHER BENEFICIARIES BESIDES HCF? IF SO, PLEASE NOTE PERCENTAGE DESIGNATED TO EACH ORGANIZATION:

I, \_\_\_\_\_, agree on behalf of \_\_\_\_\_ that I understand the guidelines supplied by HCF and my responsibilities as a campaign host pertaining to compliance with federal and state laws governing fundraising. I promise to abide by and adhere to all requirements made in these guidelines and attest the information provided on this form is correct and accurately describes the proposed campaign.

CAMPAIGN/HOST SIGNATURE:

DATE:

HCF APPROVAL:

DATE:

Complete this form and email to [events@huntsmanfoundation.org](mailto:events@huntsmanfoundation.org)

\*\*\*HCF reserves the right to refuse any event at any time.\*\*\*





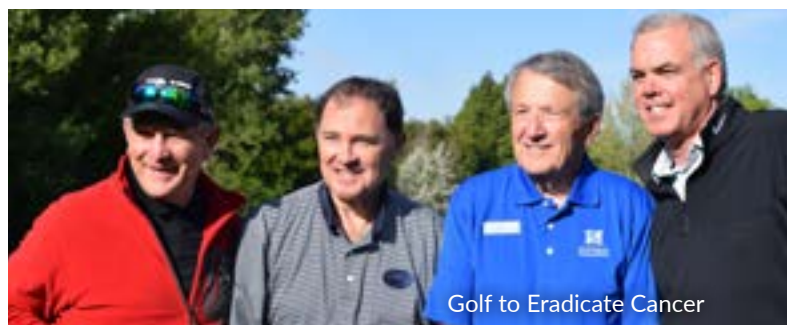
Spare the Ta Ta's Check Presentation



Cancer Bites



Pack the Park Pink - Salt Lake Bees



Golf to Eradicate Cancer



Host a fundraiser.  
Make a difference. Change lives.

HUNTSMAN CANCER FOUNDATION

500 HUNTSMAN WAY  
SALT LAKE CITY, UTAH 84108

HUNTSMANCANCER.ORG