



FUNDRAISING TIPS

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

MAKE A LIST

Make a list of potential donors. Include everyone you know and send them each a personal note or email using your personal Derby Challenge account page. We offer sample email templates to help you craft your email request for a 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 will 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 just assume the answer is no; give everyone the opportunity to be a part of **the generation to end cancer** by making a tax-deductible donation.

DEDICATE YOUR EFFORTS

When you have someone in your community you are raising in honor or memory of, it can be easier to inspire others to action. Let everyone know your chapter, organization or team is raising money in their honor. A real-life story makes your fundraising personal.

TALK IT UP

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

SPREAD THE WORD

Social Media is a fun, fast and easy way to turn friends, family, fellow students, university faculty and staff, and coworkers into donors. Think big and use your social media outlets to tap into a whole new network of people beyond just your immediate contacts. You'll be surprised at the extra donations that can come in just by sharing your personal Derby Challenge page on social media. **#GenerationToEndCancer**