



# Fundraising Tips & Tricks

Cancer is a cause that is easy to rally around and one that many people will gladly support. Huntsman Cancer Institute (HCI) is working hard to discover new ways to treat cancer and **100% of the money you raise goes to fund the lifesaving mission at HCI.** We want to be sure that we are doing everything we can to help you as a Huntsman Hero 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 Huntsman Heroes 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!



## 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 Huntsman Heroes program and ask for everyone's support. If you are dedicating your efforts to someone who has cancer, share that personal story.



## 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 something 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 cause by making a tax-deductible donation.



## Make it Personal

It can be easier to inspire others to take action when you are raising funds for someone in your community. Let everyone know who you or your team is raising money in honor of. A real-life story makes your fundraising personal.



## Spread the Word

Social media is a fun, fast, and easy way to turn friends, family, colleagues, and neighbors 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 fundraising page on social media. [#HuntsmanHeroes](#) [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#)