



# Fundraising Tips & Tricks

Eradicating cancer is a cause that is easy to rally around and one that many people will gladly support. One hundred percent of the money you raise supports the lifesaving mission of Huntsman Cancer Institute, where world-class researchers are working hard to develop cures and new treatments. We want to do everything we can to help you as a 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 an email through your Park City PowderFest account page. We offer sample [email templates](#) to help you craft your email request for a donation. Start by making a donation yourself and asking others to match it!



## Talk it Up

Ask for a few minutes on the agendas of any meetings you'll be attending. Explain why you are participating in Park City PowderFest 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. If you're fundraising in honor of a person who has or had cancer, ask for permission to share their story and how they inspired you. A real-life story makes your fundraising personal.



## Spread the Word

Social media is a fun 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 your immediate contacts. You might be surprised by the number of donations you can get just by sharing your personal fundraising page. So we can see and share your posts, tag @ParkCityPowderFest and/or use one of our hashtags:

[#ParkCityPowderFest](#) [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#).