



# HOW TO RAISE \$750 IN 3 WEEKS

## FOLLOW THESE TIPS TO MEET YOUR FUNDRAISING GOAL

### WEEK 1: GET STARTED

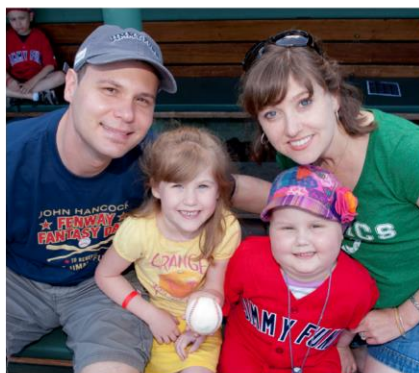
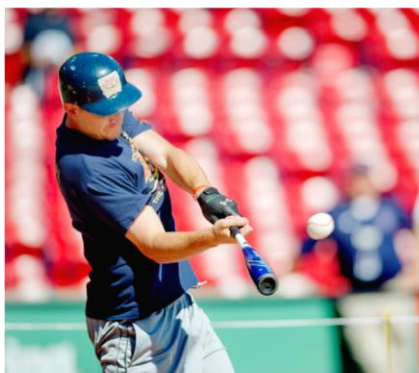
- Make a gift to your page
  - » It's easier to ask for support when you kick-start your fundraising with a gift to yourself of \$50, \$100 or more
- Ask your inner circle
  - » Ask 10 friends to contribute \$25 each
  - » Ask 5 family members to contribute \$25 each
  - » Ask 3 neighbors to contribute \$10 each
- Share the **importance** of your fundraising efforts
  - » When reaching out, share the impact that different giving levels have at Dana-Farber. For example:
    - a \$25 gift could stock the Jimmy Fund's toy closet or fund survivorship programs
    - a \$50 gift could support a lifesaving clinical trial

### WEEK 2: INVOLVE YOUR NETWORK

- Expand your outreach
  - » Ask your boss for a company contribution of \$50
  - » Ask 5 co-workers to contribute \$15
  - » To double your efforts, check to see if your company has a matching gifts program
- Involve your community
  - » Ask 3 local businesses (e.g., salon, favorite restaurant, coffee shop) to contribute \$20
- Utilize social media
  - » Posting to Facebook, Twitter, and Instagram is a great way to share your personal fundraising page with all of your friends and followers
  - » Recruit 5 of your social media connections to give \$15

### WEEK 3: CONTINUE TO SPREAD THE WORD

- Hold a fundraising event
  - » Host a bake sale, have a yard sale, or have a Red Sox viewing party at your place
  - » Learn more about how to run a fundraising event for the Jimmy Fund and Dana-Farber [here](#)
- Reach out
  - » Send an email to your entire address book — Let them know how much you've already raised, and how much you need to raise to reach your goal
  - » Be sure to send follow-up emails to your entire networking group. Sometimes people just need to be reminded! Remember, you are asking people to give toward a universal cause and not to you, personally.



To learn more visit: [www.JimmyFundFantasyDay.org](http://www.JimmyFundFantasyDay.org)

Contact: [FantasyDay@dfci.harvard.edu](mailto:FantasyDay@dfci.harvard.edu)

