

Thank you for fundraising for Children's Cancer Research Fund and joining a community of fundraisers, donors, researchers and families making a difference for kids fighting cancer. We are delighted to welcome you to our community and support you in your fundraising efforts.

## OUR MISSION

Every day, 47 families in the U.S. receive the devastating news that their child has cancer. Many will witness their child go through difficult and exhausting treatments, some of which cause late effects that can last a lifetime.

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**And still, 38 kids pass away from cancer every week.**

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We want to stop this, so we support the brightest and boldest minds whose groundbreaking research is leading to better treatments and cures. [With your help, we can propel bold ideas, uniting researchers around the globe to eliminate childhood cancer.](#) When you support research, you are adding more than years to a child's life — you're giving them and their families meaningful memories and milestones.

## OUR IMPACT

Did you know that childhood cancer research receives very little funding from the federal government and other large funding sources? In fact, the majority of funding for childhood cancer research comes from supporters like you.

## OUR COMMUNITY OF FUNDRAISERS

We are proud to have you be a part of our community making a difference for kids with cancer and we want to make sure you are set up for fundraising success. This guide includes everything you need to get started, from setting up your fundraising page to tips, tricks and more! The most important thing to understand when fundraising for CCRF is that we consider you a member of our community and will be with you every step along the way cheering you on.

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**Thank you again for being a part of the CCRF community and for bringing us closer to ending childhood cancer as we know it.**

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Wishing you great success,  
-Chloe



**Chloe Walbruch** | Community Fundraising Manager  
Children's Cancer Research Fund | Direct: 952-224-4153  
7301 Ohms Lane, Suite 355  
Minneapolis, MN 55439

# Ways to Get Started

1.

## **TELL YOUR STORY.**

Many fundraisers have a personal connection with childhood cancer. (It's ok if you don't.) Share the story of why you chose Children's Cancer Research Fund. Sharing your passion and motivation can make the difference when telling your story to your biggest supporters. [Here's a great example.](#) Don't have a personal connection? You can find lots of stories through [CCRF's website](#) and [Facebook posts](#).

2.

## **RALLY YOUR SUPPORTERS.**

A personal email with a link to your online fundraising page and some facts about childhood cancer is a great way to share your message with a lot of people quickly. Send to different groups or take a few extra seconds to address the email to one person at a time. An email ask can achieve 5x more fundraising success than just sharing on social channels alone.

3.

## **ASK FOR A SET AMOUNT.**

If you ask for \$50 donations you're likely to achieve \$50 donations as opposed to \$5 or \$10 donations. You can also consider asking for an amount tied to a challenge or meaningful statistic. For example, "Donate \$100 for the 100-mile bike ride challenge I'm participating in" or ask supporters to donate \$8 for a child's 8<sup>th</sup> birthday or \$47 for the 47 children that will be diagnosed with cancer today in the U.S.

## Want to Do More?

- 1. Fundraise on Facebook.** [Create a Facebook fundraiser](#) through your online fundraising page participant center and leverage the power of Facebook to share why you're fundraising for CCRF.
- 2. If you don't feel comfortable, don't ask for donations.** Start the conversation about Children's Cancer Research Fund, what inspired you to get involved and why you think it's important enough to donate. Once you start talking about your efforts and get a few donations — the confidence to ask for support grows.
- 3. Have fun.** Put the **fun** in fundraising! Think of fun ways to engage with your family and friends at an upcoming happy hour, dinner, game night, or livestream while fundraising. If you're having fun, your supporters will want to join you in your efforts.
- 4. One time isn't enough.** Whatever channels you decide on for your outreach, be sure to do it more than once! The more you share, the more it will be top of mind for your supporters to take action.
- 5. Multiply your impact.** Does your company have a donation matching program? Ask your boss or HR representative if they will match funds raised from your co-workers. Do you know someone that is willing to give you a donation that can be used as a match "fund" to help jumpstart your fundraising efforts? Matches increase the likeliness that someone will donate to you.
- 6. Thank you matter.** Remember to always thank your donors and those who share your story! Just as you are a part of CCRF's community, make sure your donors know they are an integral part of your community. Drop a hand-written note in the mail, tag them in a Facebook thank you post, send an email — however you send thanks, make sure your supporters know you appreciate them.

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Fundraising can be easy **and** painless. It's a good way to forge deeper connections with people in your network and in your life! Remember, the worst thing anyone can possibly say is "No thanks."

## Samples & Examples

In this section, you will find a selection of email and social media templates that share CCRF's mission and will help you in making asks and thanking donors. You can find any of the graphics used [here](#). Please feel free to personalize any of the samples you see here and use what works best for you!

### EMAIL ASK – KID'S STORY

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Hello **[Donor Name]**,

If you haven't heard, I've created a fundraiser for Children's Cancer Research Fund **[add details about the type of fundraiser you created]**. You can help me reach my goal.

I need your support because kids like Anja deserve to spend their childhood just being a kid.



*Anja, hepatoblastoma survivor*

I believe we can do better for Anja by creating better treatments and, one day, a cure. This is why I'm raising funds for CCRF and why your support is so critical. Your donation will help get innovative discoveries from the lab to children's bedsides quickly.

Please donate to my fundraising page: **[insert hyperlink]**

Thank you for joining me in the fight against childhood cancer.

Sincerely,

**[Your Name]**

# Samples & Examples

In this section, you will find a selection of email and social media templates that share CCRF's mission and will help you in making asks and thanking donors. Please feel free to personalize any of the samples you see here and use what works best for you!

## EMAIL ASK – FACT FOCUS

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Hello **[Donor Name]**,

I've created a fundraiser for Children's Cancer Research Fund and need your support. **[Personalize with details about your fundraising event, a milestone (such as a birthday) or the person you are honoring]**

Did you know that very little federal cancer research funding goes to childhood cancer research? Yet 47 children are diagnosed with cancer every day in the U.S.

Childhood cancers also tend to be more aggressive than adult cancers. Research has helped increase overall survival rates to 80%, but many treatments still cause lifelong effects including hearing loss, heart damage, cognitive delays, infertility and more.

Kids fighting cancer deserve better, safer treatments — and together we can help to provide that. Please check out my online fundraising page and make a donation to help me reach my goal of raising \$[insert goal amount].

**[Insert hyperlink to personal fundraising page]**

Thank you for joining me in the fight against childhood cancer.

Sincerely,

**[Your Name]**

# Samples & Examples

In this section, you will find a selection of email and social media templates that share CCRF's mission and will help you in making asks and thanking donors. Please feel free to personalize any of the samples you see here and use what works best for you!

## THANK YOU MESSAGE

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[Donor Name], thank you for your gift!

Because of supporters like you, children diagnosed with cancer will have safer, more effective treatments. With your contribution, I am closer to reaching my goal. I am proud to have you in my community helping improve the lives of children affected by cancer.

Thank you for believing that kids fighting cancer deserve better, safer treatments and, one day, a cure.

Sincerely,

[Your Name]

## SOCIAL MEDIA THANK YOU

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**Facebook:** Thank you [tag donor's name] for donating to my fundraiser for @ChildrensCancerResearchFund! I'm hopeful that together, we can make progress possible for children fighting cancer.

[Fundraising URL]

**Twitter:** Thanks so much for your donation to my fundraiser for @ChildrensCancer, [tag donor's name]!

[Fundraising URL]

**Instagram:** This one is for [tag donor's name] and your generous donation to my fundraiser for @ChildrensCancer. [Fundraising URL] + [photo relevant to your fundraiser like a birthday celebration pic, or a training run for a challenge]

**LinkedIn:** Thank you [write donor's name] for donating to my fundraiser for Children's Cancer Research Fund! I'm hopeful that together, we can make progress possible for children fighting cancer.

[Fundraising URL]

# Social Media Ask Examples

## FACEBOOK POST - FACT FOCUS

 **Username**  
Just now

Friends and family, I need your help! I'm fundraising for @ChildrensCancerResearchFund. Please donate and give kids the chance to just be kids. #beafundraiser [Your Fundraising URL]




 20 Likes

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**Like** **Comment**


## FACEBOOK POST - KID'S STORY

 **Username**  
Just now

I'm fundraising for a world without childhood cancer, so that kids like Anja can get better treatments with fewer late effects. Please donate to my fundraiser [Your Fundraising URL]

"People don't understand that we put all the money into research for the adults, and sometimes that research helps kids, but not very often," - Nicky, Anja's Mom, <https://childrenscancer.org/anjas-story-fighting-hepatoblastoma/>



 14 Likes

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**Like** **Comment**

# Social Media Ask Examples

## TWITTER POST - FACT FOCUS


 **Username** @username · Jan 1

I signed up for #beafundraiser for @ChildrensCancerResearchFund to help the 47 kids diagnosed every day in the U.S. Please donate [Your Fundraising URL]




5 Replies   16 Retweets   27 Likes

## TWITTER POST - KID'S STORY

 **Username** @username · Jan 1

Kids like Rider are stronger than childhood cancer, thanks to funding from @ChildrensCancer. Please donate [Your Fundraising URL]



8 Replies   14 Retweets   19 Likes




# Social Media Ask Examples

## INSTAGRAM POST - FACT FOCUS

 Username


Children's Cancer Research Fund is dedicated to funding these three key areas:




16 Likes

**Username** Be a part of funding better treatments and cures for childhood cancer by donating to my fundraiser! @ChildrensCancer takes innovative discoveries from the lab to children's bedsides quickly – support this important cause today [\[Your Fundraising URL\]](#)

## INSTAGRAM POST - KID'S STORY

 Username



*KK, Cancer Survivor*

27 Likes

**Username** My training workout today was hard, but it's nothing compared to what kids like KK go through to fight cancer every day.

Support superheroes like KK by donating to my fundraising page [\[Your Fundraising URL\]](#)

# Social Media Ask Examples

## LINKEDIN POST - FACT FOCUS


 **Username**  
Job title  
Just now

Friends and family, I need your help! I'm fundraising for Children's Cancer Research Fund. Please donate and give kids the chance to just be kids  
#beafundraiser [Your Fundraising URL]




18 Likes • 25 Comments

## LINKEDIN POST - KID'S STORY

 **Username**  
Job title  
Just now

I'm fundraising for a world without childhood cancer, so that kids like Anja can get better treatments with fewer late effects. Please donate to my fundraiser  
[Your Fundraising URL]



21 Likes • 47 Comments

## FAQ

### WHO IS CHILDREN'S CANCER RESEARCH FUND?

Children's Cancer Research Fund supports the brightest scientists whose ideas make the greatest impact for children with cancer. We also support vital family services and advocate for childhood cancer education and awareness.

### HOW ARE THE FUNDRAISING DOLLARS USED?

We provide research funding to the nation's leading childhood cancer hospitals and research centers. With funding, we empower researchers to pursue bold ideas that lead to innovative treatments and that attract additional funding. Every \$1 donated to CCRF helps generate an average of \$18 from the federal government and other funding sources. CCRF accelerates discoveries by providing a steady stream of unrestricted funding, critical in an environment where the incidence of childhood cancer is increasing and national funding is decreasing. What sets us apart from other organizations is our focus on the hardest to treat cancers, where there hasn't been enough attention or funding, and where survival rates remain low or have not improved in decades.

### WHERE DO THE DONATIONS GO?

Since 1981, CCRF has given over \$200 million to research, education and patient and family services.

In 2021, **83.2% of donations** went toward our mission. For more detailed financial information and to view our charity ratings, visit: <https://ChildrensCancer.org/about-us/financials/>.

### WHY IS FUNDRAISING IMPORTANT?

Childhood cancer research receives very little funding from the federal government and other large funding sources, yet 47 children are diagnosed with cancer every day in the U.S. CCRF helps fill in the gap so that innovative treatments and trials can get from the lab to children's bedsides quickly.

### CAN MY FUNDRAISING REALLY MAKE A DIFFERENCE?

Yes! Every \$1 donated to CCRF helps scientists secure an average of \$18 in additional funding from government grants and other sources. **\$1=\$18**

### HOW IMPORTANT IS CHILDHOOD CANCER RESEARCH?

While research has helped increase the overall childhood cancer survival rate to 80%, 38 kids still pass away every week in the U.S.

Plus, some childhood cancer treatments are 40–50 years old, and many still cause devastating late effects including hearing loss, heart damage, cognitive delays, infertility, secondary cancers and more. Because children's cancer cannot be treated exactly like adult cancers, we need specialized treatments just for kids.

### WHAT IF SOMEONE GIVES ME A CASH/CHECK DONATION?

If you receive cash, you can either keep the cash and send in a check for that amount to CCRF or make a self-donation on your page through your credit card.

**Mail the donation and note to:**

**Children's Cancer Research Fund**  
7301 Ohms Lane, Suite 355  
Minneapolis, MN 55439

## Resources

### ONLINE INFORMATION

CCRF website: [ChildrensCancer.org](https://ChildrensCancer.org)

Research updates and kids' stories: <https://ChildrensCancer.org/category/stories/>

CCRF financials and charity ratings: <https://ChildrensCancer.org/about-us/financials/>

About childhood cancer: <https://ChildrensCancer.org/education/>

What we fund: <https://ChildrensCancer.org/about-us/what-we-fund/>

CCRF mission video: <https://www.youtube.com/watch?v=R7eG18he31w>

Fundraising resources: <https://fundraise.childrenscancer.org/index.cfm?fuseaction=cms.home>

### SOCIAL MEDIA

Facebook: [@ChildrensCancerResearchFund](https://www.facebook.com/ChildrensCancerResearchFund)

Twitter: [@ChildrensCancer](https://twitter.com/ChildrensCancer)

Instagram: [@ChildrensCancer](https://www.instagram.com/ChildrensCancer)

You Tube: [@ChildrensCancer](https://www.youtube.com/ChildrensCancer)

LinkedIn: [Children's Cancer Research Fund](https://www.linkedin.com/company/ChildrensCancerResearchFund)