



Fundraising Tips and Tricks for Climb4Life Boulder 2016 Team Leaders and Members

Thank you for your commitment to raise \$250 or more to help fund research to eliminate ovarian cancer. Just try your best. You are our hero!

START HERE: Create an account for your fundraising efforts on Crowdrise*:

https://www.crowdrise.com/registration/event_options/12087

*You may select to 1) Join a team, 2) Create a team, or 3) Fundraise as an individual

You will find that emailing your contacts is an easy way to raise donations for the HERA Women's Cancer Foundation. A follow-up phone call can often seal the deal (leaving a message is totally ok!).

One note about donations - most folks will give via credit card, but a handful will give you cash or a check. These are called offline donations and you can still put them in your fundraising page so it counts toward your fundraising goal ([Go to your Crowdrise fundraising page>Manage Campaign>Donation Toolkit>Offline Donation Manager](#)).

You can mail checks (please don't send cash) to:

Nickie Kelly

HERA Women's Cancer Foundation

PO Box 6147

Denver, CO 80206

Here are a few tips we've crafted to help you be successful.

EMAIL SCHEDULE

Initial Fundraising Request Email.

- You should send this within the first 48 hours of signing up for Climb4Life.
- The first email you send will probably catch your closest supporters. Be specific about how much you wish to raise and what the funds will accomplish (we have provided bullet points under WHY and HOW).
- See below for how to construct this email (templates avail at the very end of this document).
- Follow-up with an update email one week later to those who have *not* yet donated.

- Send a final blast a day or two before the event only to those who have *not* yet donated.

Possible schedule (put a reminder in your calendar):

Day You Sign Up!	Email #1 You, Me, and Ovarian Cancer
Three Weeks Prior to Event	Email #2 What Could You Give Up?
Two Weeks Prior to Event	Email #3 - Quick Reminder
One Week Prior to Event	Email #4 - Why You Should Do It
Two Days Prior to Event	Email #5 - Last Ditch Effort

Fundraising/Training Update Emails.

- Inform people of your fundraising progress and how much more you have to raise.
- Inform people of how you are preparing for the event (training, creating a team, etc).
- Remind people you need them to donate and make it easy for them to do so!

Thank you.

- After you receive a donation, you should immediately send a thank you email (provided). Handwritten thank you notes are extra special, but it is ok to wait to send these out until after the event (maybe enclose a picture or a signs/symptoms card you can pick up from the climb).
- After your C4L event - sending an email out to everyone thanking them for their support is a nice touch. You can't over thank your supporters.
- HERA also sends a thank you to your supporters.

Unsubscribe Requests.

- If someone requests to be removed from your email distribution list, the request should be honored. Please also let us know by emailing our Office Manager, Sandy at sandy@herafoundation.org. We may have their information from years prior and would appreciate the heads up that they've opted out. Go team!

EMAIL CONSTRUCTION

Use the email templates we've provided you and then...

Personalize it.

- The subject of the email should be personal so the recipient knows it is not spam.
 - You, Me, and Ovarian Cancer
 - Join My Team
 - You Rock and I'm Climbing Rocks!
 - Help me eliminate ovarian cancer
 - Please read - asking for support
 - Ovarian Cancer Sucks and I Need Your Help

- Tell your personal story with ovarian cancer and/or
- Tell personal reasons why you are participating even if you don't have a close connection to ovarian cancer.
 - Giving back is important to you
 - You're connected to the HERA Foundation
 - You've always wanted to try rock climbing and this is a great cause
 - You care about women's health
- Share your fundraising goal (this is very important) and how far you have to go!

Call to Action.

- Don't forget to ASK for a donation. Ask for a specific amount (how much depends on you, but my suggestion is to ask for a donation of \$40 or more). Always ask for a specific amount and always give the option for them to donate more than what you've asked.
 - Do some calculations - is \$40 giving up eating out once this week or a month of making coffee at home instead of going to Starbucks ~ you get the idea.
- Don't forget to tell people HOW to donate, include the link to the Crowdrise page!

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### Tell people WHY you're fundraising for the HERA Foundation.

- 1 in 75 women will develop ovarian cancer in her lifetime.
- When ovarian cancer is detected early, five year survival rates are over 90%.
- Currently, only 20% of cases are diagnosed early.
- Ovarian cancer symptoms are vague and often overlooked or not recognized by women and their doctors.
- There is currently no reliable early detection test for ovarian cancer. HERA's scientific research grants are changing this!

### How the HERA Women's Cancer Foundation works.

- HERA's mission is eliminate ovarian cancer by promoting Health, Empowerment, Research, and Awareness. We do this by funding scientific research while also raising awareness of the signs and symptoms of ovarian cancer.
- Lots more info can be found at [www.herafoundation.org](http://www.herafoundation.org)

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Another great way to raise funds is by getting creative...Here are some out of the box ideas to help you with your fundraising efforts.

Not to be Captain Obvious, *but it's a good idea to always mention that you're raising donations to eliminate ovarian cancer and that donations are tax-deductible to the furthest extent of the law.*

Offer your services for a Donation. Tell your friends you'll do any of the following for a donation; you can pick the donation amount or you can make it a contest by offering the service to the highest donor! Babysitting, Bathroom Cleaning, Cooking, Dog Walking, House Sitting, Furniture Fixing, etc.

Sidewalk Sales. Organize your neighbors to put together a garage/yard sale, used book sale, bake sale, etc. in your neighborhood or at your local shopping mall. Pass out flyers to let people know what you're up to. Be sure to tell people that you're raising money to eliminate ovarian cancer.

Offer your creativity for a Donation. Do you knit, crochet, sew, draw, paint, take amazing photographs, build furniture, create mosaics, make pottery, or bake cookies? Why not create something and auction it off to the highest bidder or anyone who donates over a certain amount?

Bring 'Pot Luck' to work. Some of our top fundraisers solicited their co-workers for support by hosting bake sales or pot luck lunches. One department pitches in and then sells the food to the entire company.

Hand Deliver Letters. Sometimes email boxes get clogged. One of our top donors decided to get attention by hand writing requests for donations, attaching envelopes and dropping them off to neighbors. Add a stamp and all they have to do is pop it in the mail.

Leave a donation jar on the counter of local businesses. Hair salon, coffee shops, bars/restaurant, gas stations, bike shop, climbing gym, etc. Be sure to tell people that you're raising money for the HERA Women's Cancer Foundation. Let us know if you'd like signs and symptoms cards.

Have a Party! Host a cocktail party at your house ~ better yet have a theme. Host a silent auction of donated items. Have a poker or game night. Organize a happy hour and ask for donations. Host a climbing movie night. Get your friend's band to play a gig in your back yard. Have a head shaving party. People love to party for a good cause!

Partner with existing events - Do you participate in or attend an existing event/concert that has no beneficiary? Is there a health fair in your area? Consider approaching the event promoters to establish your team as a beneficiary.

Recruit your friends to join you at Climb4Life.

Have fun!

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**And finally...Who could you solicit?**

Parents/Step Parents/In-Laws

Grandparents

Aunts/Uncles

Cousins

Siblings

Children/Step Children

Spouse/Partner/Significant Other

Spouse's Network

Coach/Gym Instructor

Attorney

Accountant

Bartenders

Dentist

Doctors

Nurses

OB-GYN

Physical Therapist

Massage Therapist

Nutritionist

Electrician

Plumber

Landscapers

Realtor/Landlord

Auto/Bike Mechanic

Coffee Shop Owner

Veterinarian

Climbing Gym Owner

The person who sold you your car

Tattoo Artist

Nail Salon

Hair Stylist / Barber

Dry Cleaner

Pharmacist

Etc.

Please call, text, email, send smoke signals to Julie Hauser, National Event & Development Coordinator at [julie@herafoundation.org](mailto:julie@herafoundation.org) or 303-501-0988 with any questions or if you need some help.

Your success is our success and it means we can grant out an increasing amount of dollars annually in our fight against ovarian cancer. Thank you!

## SAMPLE FUNDRAISING AND THANK YOU EMAILS

*Please note that the link provided below takes you to the general donation page for the event; you may want to copy/paste your unique URL by going to your fundraising page and copying the address in your browser.*

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Sample email text (Email #1)

**Subject: You, Me, and Ovarian cancer**

You are important to me and so is the fight against ovarian cancer.

I wanted to let you know that this June, I will be raising funds to fight ovarian cancer while participating Climb4Life Boulder benefiting the HERA Women's Cancer Foundation. I'll be rock climbing my way to a cure!

Today I am writing you to ask for your help to eliminate ovarian cancer by helping me reach my fundraising goal of \$250. Would you please consider making a gift of \$40 or more? You can do so by clicking here and searching for my name:

<https://www.crowdrise.com/C4LBoulder2016>

Ovarian cancer is often called the “silent killer” because the early symptoms are subtle and difficult to diagnose. If caught early enough, many women survive, but without an early detection test and awareness of the symptoms, another 14,000 women will die from this disease this year. One in 75 women will be diagnosed with cancer in their lifetime. Which means the odds are that someone in your life will be affected by this disease. You can help change this story from tragedy to hope.

*[insert your personal connection/story here].*

Your contribution today will help HERA Women's Cancer Foundation make grants to Johns Hopkins researchers and the dream team at Stand Up To Cancer that HERA is collaboratively funding to find a cure and more effective diagnosis of ovarian cancer.

Please click here if you are ready to help me help HERA.

<https://www.crowdrise.com/C4LBoulder2016>

Climb4Life Boulder has been raising funds to fight ovarian cancer for nine years! We had such a blast that now it's an annual tradition. Please make a donation today to honor all of the women and girls in your life.

<https://www.crowdrise.com/C4LBoulder2016>

Thank you for your support!

[Your Name Here]

The HERA Women's Cancer Foundation is a 501(c)(3) non-profit organization, tax ID #71-0879772. All contributions are tax-deductible to the full extent allowed by law.

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---- Sample email text (Email #2)

**Subject: What Could You Give Up?**

As you know, I'm so excited to be part of HERA's Climb4Life weekend in Boulder - the event is fast approaching! We're raising funds to fight ovarian cancer and I still need your support. I've raised \$XYZ toward my goal of \$XYZ. Please make a donation today and help me reach my goal.

<https://www.crowdrise.com/C4LBoulder2016>

I know money is tight right now for many of us. It is for me too. I'm asking you to make a small sacrifice--to maybe go without Starbucks for a week, bring your own lunch to work, or skip a happy hour or two, and donate that money to support me at Climb4Life.

I've made a sacrifice too by paying my registration fee plus making a donation of [\$XX]. Won't you join me? Please consider making a donation of \$40 or more today by clicking here:

<https://www.crowdrise.com/C4LBoulder2016>

You can honor the women and girls in your life by making a generous contribution. No amount is too small, and together we can make a difference. Registration fees cover the cost of our events, so you can rest assured that your donation is going to support HERA's scientific research grants and community awareness grants.

Thank you for believing in me and your support and sacrifice!

[Your Name Here]

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Sample email text (Email #3 - Quick Reminder)

**Subject: Quick Reminder**

Hey, just a reminder to please help my cause by making a quick donation to eliminate ovarian cancer. One in 72 women will be diagnosed...chances are you someone you know will have to face this disease. Your donation today has the potential to change this!

<https://www.crowdrise.com/C4LBoulder2016>

On June 27, I will be joining other climbers who are helping to find a cure for ovarian cancer by rock climbing and raising money for research at the HERA Climb4Life event in Boulder.

I'll be doing my part. Now I need you to do yours by helping me reach my fundraising goal of \$XYZ. I have raised \$XYZ to date. Will you please help me surpass my goal?

No wall is too high. No rock too difficult. No donation is too small.

<https://www.crowdrise.com/C4LBoulder2016>

Thank you for helping me save women's lives!

[Your Name]

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Sample email text (Email #4 - Why You Should Do It)

**Subject: Why You Should Do It**

You know how much I love to climb, and how much it means to me [if you're not a climber you could instead say You know how important the fight against ovarian cancer is to me]. As you know from the other emails I've sent you, I'm participating in HERA's Climb4Life Boulder, and here's why.

- We do it to raise funds to fight ovarian cancer.
- We do it because ovarian cancer accounts for more deaths than any other cancer of the female reproductive system.
- We do it because ovarian cancer ranks fifth as the cause of cancer deaths in women.
- We do it because there is no early detection test, and it affects women of all ages and all backgrounds.

- We do it to eliminate ovarian cancer through Health, Empowerment, Research, and Awareness.

Why should you do it?

For all those reasons and because your support today ensures that HERA can continue to fund cutting edge scientific research grants to eliminate ovarian cancer.

Your donation will help me reach my goal of \$XYZ. I need to raise another \$XYZ. Please consider a donation of \$40 or more to help me reach my goal.

**Do it for all the ladies and girls in your life!**

<https://www.crowdrise.com/C4LBoulder2016>

Thank you!

[Your Name]

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Sample email text (Email #5 - Final Attempt)

**Subject: Last Ditch Effort**

You've read all the reasons to give. You've contemplated the cause. You've pledged to yourself that you could make a donation, but haven't clicked the button to help eliminate ovarian cancer.

Now is your time to lock and load.

<https://www.crowdrise.com/C4LBoulder2016>

In climbing we call this moment the crux. The climb gets difficult, the next move is big, and it requires a certain amount of commitment and poise to pull off.

Your donation today will put my fundraising goal over the top.

You can be my hero (and a lot of other folks affected by ovarian cancer too!).

Please commit to eliminating ovarian cancer by donating to my Climb4Life event this weekend.

<https://www.crowdrise.com/C4LBoulder2016>

Thank You!

[Name]

PS - To learn more about HERA please visit [www.herafoundation.org](http://www.herafoundation.org). You'll find snippets of info in the past emails I've sent you about Climb4Life and HERA Women's Cancer Foundation's mission to eliminate ovarian cancer through Health, Empowerment, Research, and Awareness.

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Sample email text (Thank You (as donations come in))

Subject: Thank you for supporting me

You did it! You clicked the button and brought me one step closer to my fundraising goal. Thank you.

Thank you for supporting me and for supporting HERA. Your donation will help fund scientific research grants to eliminate ovarian cancer while helping us raise awareness about the signs and symptoms.

Remember to check out the symptoms page at the HERA website so that you and the ladies in your life are aware of the signs of ovarian cancer.

<http://www.herafoundation.org/ovarian-cancer/symptoms/>

With Gratitude,

[Name]

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Sample email text (Thank You (post event)) - consider including a picture of you at C4L!

**Subject: You ROCK**

You did it!

Thanks to you, I was part of the 9th Annual Climb4Life Boulder to support the HERA Women's Cancer Foundation. It was a blast! Thank you.

Without your donations, I never would have made it to the top.

Thank you for supporting me and for supporting HERA. You helped fund scientific research grants to eliminate ovarian cancer while helping us raise awareness about the signs and symptoms.

You ROCK and I am very grateful for your support.

Remember to check out the symptoms page at the HERA website so that you and the ladies in your life are aware of the signs of ovarian cancer.

<http://www.herafoundation.org/ovarian-cancer/symptoms/>

With Gratitude,

[Name]

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