



The Ulman Cancer Fund  
for Young Adults

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# 4K for Cancer Fundraising Guide

# Intro / Table of Contents

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## Welcome!

By participating in a Support Through Sport program with the Ulman Cancer Fund for Young Adults (UCF) you've committed to more than just a bike ride, run, or race. You are now a part of a community of support dedicated to changing lives and ensuring no young adult faces cancer alone.

This fundraising toolkit is designed to provide you with the resources and information necessary to achieve your fundraising commitment. After almost 20 years of growing our impact, we have learned the tips, tricks, and mindset necessary to successfully fundraise. We are confident that if you follow the steps laid out in this toolkit, you'll meet and likely exceed your commitment this year and have fun in the process.

Thank you for helping us change lives!

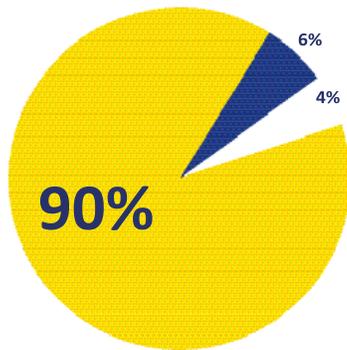
The UCF Staff

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# Where the Money Goes



90% Programs

4% Management & General Expenses

6% Fundraising

# How It Supports Our Mission

Onsite Young Adult Patient Navigation Programs



Young Adult Scholarships



Chemo Care Bags



Remote Patient Navigation Program



The UCF House



No Way! It Can't Be – A Guidebook for Young Adults Facing Cancer



Cancer to 5K Training Program



4K for Cancer Community Service, Education, and Outreach



Young Adult Specific Support Group & Events



UCF is proud to have many accomplishments in the young adult cancer movement. Our success would not have been possible without the generosity of our donors and fundraisers:

- Awarding over \$650,000 in college scholarships to young adults impacted by cancer across the country
- Distributing over 15,000 guidebooks to individuals and cancer centers in all 50 states
- Responsibly allocating over 90% of all our spending towards mission-related programs
- Helping over 600 recently diagnosed young adult patients navigate their cancer experience every year
- Training over 200 cancer survivors through our free 12 week Cancer to 5K program

## 4K Fundraising Incentives

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4K participants who go above and beyond the \$4,500 fundraising minimum are recognized in the following ways:

- \$5,000 - Custom 4K Bandana
- \$5,500 - Custom 4K Socks
- \$6,500 - Custom 4K Backpack
- \$7,500 - Custom 4K Hydration Backpack
- \$8,500 - Custom 4K Hydroflask
- \$10,000 - Custom 4K Blanket

## 4K Fundraising Deadlines

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Our goal as an organization is to make sure you are successful in not only meeting, but exceeding your fundraising goal in the time frame allotted. The checkpoints listed below are required for all participants to meet:

- \$500 – December 15
- \$1000 – January 15
- \$1500 – February 15
- \$2500 – March 15
- \$3500 – April 15
- \$4500 – May 15

If you reach a deadline and do not have the required funds, a staff member will reach out and explain your three options, which we have listed below:

**Option 1:** Donate the difference. If you are below the fundraising mark you can donate the difference between what you have raised and the minimum for the fundraising mark online through your 4Kforcancer.org fundraising page or by mailing in a check. These donations, like all other donations to the 4K, are non-refundable.

**Option 2:** Deposit the difference into escrow. You will have the option to deposit the difference between what you have raised and the minimum required for the fundraising deadline into an escrow account. You will receive your escrow deposit refund once you have reached the minimum. Should you need to use the summer to finish fundraising, you will receive your refund in August once you reach the minimum. Should you choose to make a deposit into the escrow account to meet a deadline, you are agreeing to raise at least that amount for the 4K for Cancer regardless of if you participate in the trip itself. If you withdraw from the program after you have made a deposit, you will only be eligible for the amount you have raised over that amount which the deposit was made to reach.

**Option 3:** Drop from the program.



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## R.A.R.A. Fundraising

Now that you've decided to participate in 4K for Cancer it's time to shout it from the rooftops! It's also time to think about how you'll be meeting your fundraising commitment. To alleviate any concerns you may have about reaching your commitment, we have a four step fundraising method – RARA! This method will help you meet and exceed your goal:

- 1 Ready
- 2 Ask Remind
- 3 Appreciate
- 4

## Ready!

As you begin the process of fundraising, we recommend that you practice identifying your audience and story.

We encourage you to think BIG. From the moment you sign up, everyone becomes a potential donor. Take some time to sit down and create a list of people who may be willing to contribute to your efforts. We recommend you start with:

- ▶ Family and friends
- ▶ Current or former colleagues and classmates
- ▶ Your professional, volunteer, or religious networks
- ▶ Your social media connections
- ▶ Donors who have supported you in the past

Don't be afraid to ask people who are outside of your community to support you. Almost everyone has been affected by cancer in some way.

Once you have brainstormed your list of potential donors, practice telling your story by asking yourself the following questions:

- 1 What does 4K for Cancer mean to me?
- 2 Why did I make the commitment to participate in 4K for Cancer?
- 3 How has cancer impacted my life?
- 4 Why do I believe it's important to support the Ulman Cancer Fund for Young Adults?

## Ask

All of our most successful fundraisers have one thing in common: they ask as many people as possible for support. Don't be afraid to ask – from the moment you sign up and prepare, it's time to start communicating with potential donors!

Start by creating an email or mailing list of the people you identified in step one – a donor database. Then you're ready to write your first fundraising email or letter. While drafting this letter, ask yourself the following questions:

- ▶ What is 4K for Cancer and where does the money go? Why am I
- ▶ participating?
- ▶ What is my fundraising commitment and how much progress have I made? How can a
- ▶ donor support me?

### Sample Letter

Dear Stephen,

This summer I will be embarking on a 4,000+ mile cross-country ride from Baltimore, MD to Seattle, WA. I will be doing this through the Ulman Cancer Fund for Young Adult's 4K for Cancer program. Our mission is to raise awareness, unite communities, and inspire hope in the fight against cancer. We will be doing this by visiting cancer patients at hospitals and cancer centers, as well as raising awareness about UCF's mission in the towns we stop in during our trek across the country. I reach out to you for support on my cross-country bike ride, in the form of tax-deductible donations. 90% of donations will go directly to UCF's support services.

Being able to support young adults affected by cancer, makes this journey more impactful than I could have imagined it to be. I will accomplish my goal of raising \$4,500 and depart on my ride, dedicating my miles to the family and loved ones you may know who have battled cancer. I ask that you pass this letter to anyone whom you feel may be interested in aiding my fundraising efforts donations can be online, this link below or via check sent to:

UCF  
1215 E Fort Ave, Ste 104  
Baltimore, MD 21230

I truly appreciate and thank you for your support in advance.

Sincerely,  
Scarlett Fourche

Once you've drafted a letter, ask a family, friend, or program coordinator to review it. Then, think about how you might build on this initial letter to create several communications to your potential donors. We recommend sending at least 4 communications to your donors from sign-up to Send-Off.

- ▶ Announce that you've decided to participate in 4K for Cancer, share your story and why this is important to you, make your first ask.

\*Reach out to your program coordinator for more email examples and templates.

## Remind

As you fundraise you'll encounter donors who are willing to donate but forget to follow through. That's why it's important to provide reminders to the people who have pledged to support you.

- ▶ Share an update on your training/progress to your goal at certain milestones – 25%, 50%, 75% etc. This is also a great opportunity to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven't yet done so.
- ▶ Prior to Send-Off share details about your experience so far and what you're looking forward to. Remind potential donors of our overall fundraising goal and how much of an impact they've already had.

### Sample Letters

Hi Vernon-

I just wanted to remind you about my 4K for Cancer journey this summer. Have you heard about the amazing work the Ulman Cancer Fund for Young Adults does? They are dedicated to changing lives by creating a community of support for young adults and their loved ones, impacted by cancer. Their programs like Cancer to 5K are truly life changing! And remember, 90% of every dollar donated goes directly back into their programming.

You can check out my fundraising page - and see why I'm dedicating my summer to fighting cancer. [INSERT PAGE LINK] Or Donate by check:

4K for Cancer  
1215 E Fort Ave, Ste 104  
Baltimore, MD 21230

Please include your email and my name with any check donations.

Thanks for your support!

Petunia

Hi everyone!

I'm getting closer to my goal of raising \$4,500 for the Ulman Cancer Fund! But I still need your support! With your help, I have raised \$1000 so far and I'm 25% of the way towards my goal!

I'd love if you'd share my 4K for Cancer journey with your relatives, friends, and networks. So many people have been impacted by cancer, and this journey is for them too. I'm [riding/running] in [honor/memory] of [\_\_\_\_\_], and I would love to dedicate some of my days to others who have been impacted by cancer. [INSERT PAGE LINK]

Thank you for helping me change lives!

Ron

## Appreciate

As time-consuming as it can be, nothing is more important than taking the time to say thank you to all of the people who supported you this year. Always take the time to thank each donor in a personal way. Remember, you can access your donor address through the report created by your Program Coordinator.

- ▶ During your trip, provide updates to your donors about how your experience is going. This is also a great opportunity to thank those that have supported you, and remind others there is still time to support you.

### Sample Letter

Thank You!

Dear Brian,

I just wanted to send you a quick note to thank you for supporting my 4K for Cancer journey and the Ulman Cancer Fund for Young Adults. I certainly could not have done it without you!

With the generous support of people like you, we are able to change the lives of countless young adults and their loved ones. We raised over \$786,000! But this experience has gone beyond simply raising funds, it means so much to me how my community rallied together to help support this cause and you were a big part of that.

Again, thank you! Your support means so much to me and I truly appreciate your generosity.

Sincerely,  
Harry

# Sample Fundraising Calendar

First things first. Register and create your fundraising page. Create your donor database. Who do you know and how will you ask them to contribute?

|                 |   |
|-----------------|---|
| <b>October</b>  |   |
| 15              | Send out your first fundraising letter via mail and email.<br>Host a bone marrow transplant drive to help save lives and spread awareness.  |
| <b>November</b> |   |
| 1               | Gather your pie recipes and start baking goodies for friends and families to enjoy during their holidays.   |
| 28              | #GivingTuesday Create a Facebook status to let everyone know you are fundraising.   |
| <b>December</b> |   |
| 15              | \$500 deadline. Follow up with those people you sent your first fundraising letter to. Call or email them and see if they have any questions about where to donate.   |
| 31              | Send out your first round of thank you notes.   |
| <b>January</b>  |   |
| 15              | \$1,000 deadline. Ask your donor database about matching gifts from their companies.<br>Don't forget to plan a Valentine's Day fundraiser.  |
| <b>February</b> |   |
| 15              | \$1,500 deadline. Riders become eligible for their bike, and runners earn their shoes!<br>Start selling March Madness brackets to all of your friends.  |
| <b>March</b>    |   |
| 15              | \$2,500 deadline. Share pictures of your training rides and runs so people can see you are putting in the time to prepare. Don't forget to include the link to your fundraising page!   |
| <b>April</b>    |   |
| 1               | Recruit your friends and execute that bigger fundraiser you've been thinking of doing. Spaghetti dinners, pancake breakfasts, and paint nights are great ways to earn big bucks!  |
| 15              | \$3,500 deadline. Still waiting on checks to hit your page? Call those on your donor database who have committed to donate and find out what day they sent their check, how much it was for, and confirm what their name is on the check. It will make it easier for UCF staff to track it down and get it onto your fundraising page faster. |
| <b>May</b>      |   |
| 15              | \$4,500 You made it! Now all you have to worry about is packing your bag and sending out your final thank you notes to your donors.   |
| <b>June</b>     |   |
| 1               | #SendOffIsComing Raise your goal at least \$500 every time you hit it. Supporters will come out of the woodwork when they see the amazing things you are doing on your journey. Don't forget to bring your thank you notes with you to send from the road.  |

# Social Media Tips & Tricks

Consider using Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, or any other platform while prepping and participating in 4K for Cancer.

## Facebook

Facebook is the perfect channel for storytelling in many different forms, as well as sharing links. When using Facebook in your fundraising efforts, consider sharing a status update with your story, a photo, and a link to your fundraising page.



## Instagram

Instagram is another great platform for keeping your friends and family up to date using photos of your fundraisers, weekend training, and your UCF swag. You can't share your fundraising page link in captions of photos – but you can include the link in your bio. Make sure you use #4KforCancer and we will repost our favorites!

