

ULMAN

4K FOR CANCER

Fundraising Guide



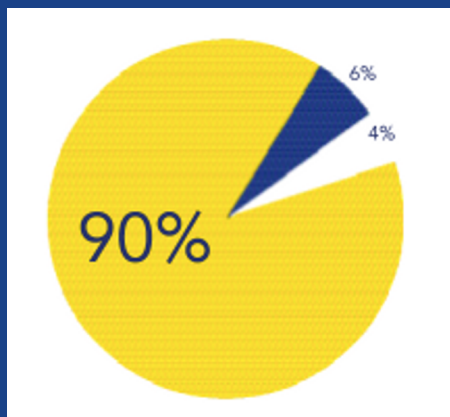
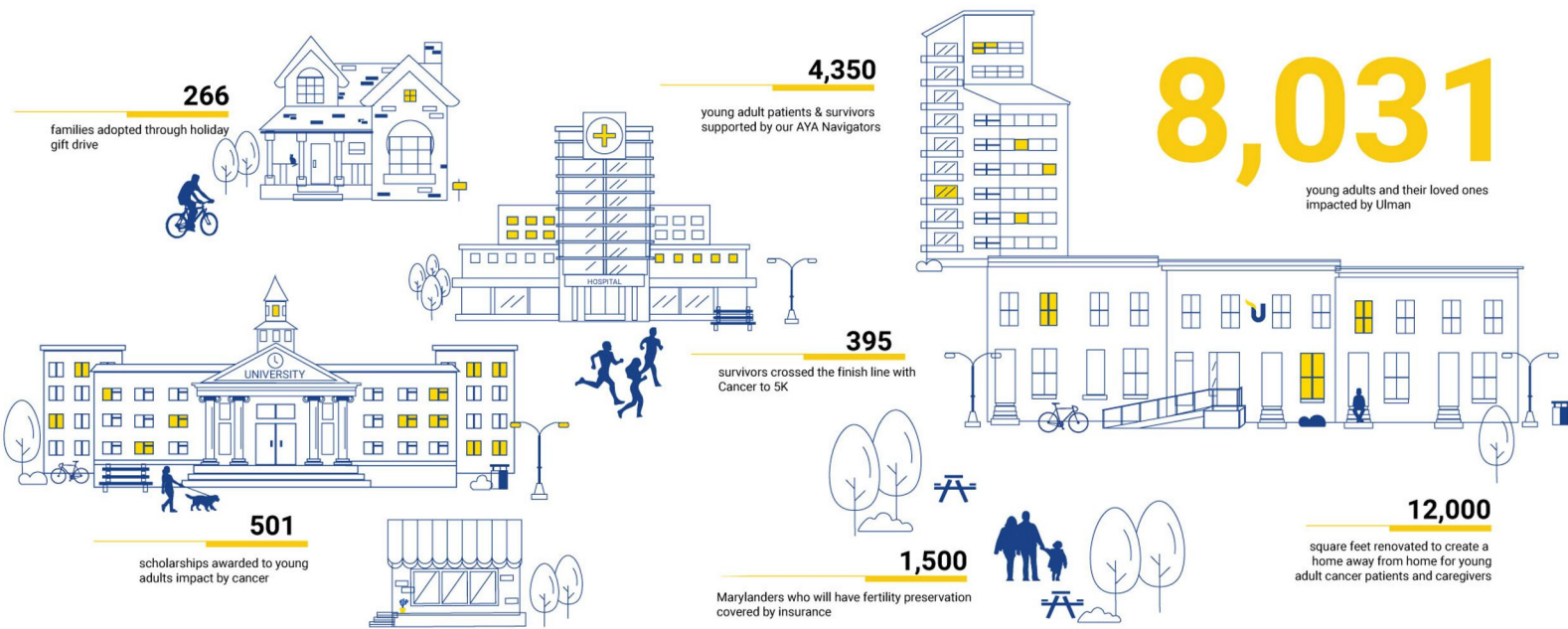
Welcome!

By participating in the 4K for Cancer with the Ulman Foundation (Ulman) you've committed to more than just a bike ride or run. 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 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 Ulman

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Where the money goes



6% Fundraising

4% Management

90% Programs/ Services

ULMAN
FOUNDATION

How it supports our mission



Patient Navigation
(on-site)



Ulman House



Support Groups
& Events



Patient Navigation
(remote)



College
Scholarships



Cancer to 5K
Training Program

Fundraising Incentives

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



- \$6500 - Custom 4K Backpack
 - \$7500 - Custom 4K Hydroflask
 - \$8500 - Hammock
 - \$9000 – 4K Blanket
 - \$10000 – GoPro Camera
- *Incentives are subject to change annually

Fundraising Deadlines

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 – November 1
- \$1000 – December 1
- \$1500 – January 1
- \$2000 – February 1
- \$2500 – March 1
- \$3500 – April 1
- \$4500 – May 1



What if I don't meet a deadline?

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](https://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.



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:

Ready

Ask

Remind

Appreciate



Step 1: 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. 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:



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

Resources to prepare

Complete the potential donor list by brainstorming and listing out the names of anyone you think would be willing to donate to your campaign.

Ex. Friends, Family, Teachers, Professors, Coaches, etc

Potential Donor List

Name	Relation	Street Address	City, State, Zip	Email	Initial Contact	Reminder Contact
Donor A	Cousin	100 Chestnut Ave	Baltimore, MD	donorA@gmail.com	10/20/2018	N/A
Donor B	Neighbor	450 Nugget Ln	Cincinnati, OH	donorB@gmail.com	10/20/2018	11/3/2
Donor C	Friend				11/20/2018	
Donor D	Dentist				11/20/2018	

Be sure to keep track of who has donated and who said they would donate. Often times individuals will forget to follow through so a friendly reminder is always appreciated. Best ways to reach out to those on your PDL is through a letter or email campaign!

Action Plan

Complete the action plan by listing out different fundraising ideas and initiatives for each month! We recommend doing 2-3 things each month to push fundraising.

Ex. Monthly update email to donors, social media post, fundraising event, etc.

Example of Action Plan					
Fundraiser	Date	Location	Expected Amount Raised from Event		Actual Amount Raised
Grilled Cheese Night	10/20/2018	Dorm Lobby	\$50		\$71
Holiday Cookie Delivery	12/1/2018	Around hometown	\$300		\$232
Selling ornaments	12/17/2018	Using social media and door to door	\$100		\$85
Shoveling snow	Holiday Break	My neighborhood	\$75		\$100
Delivering Valentine candy grams		Campus, dorms	\$150		\$189

Step 2: 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?

Dear Steve, This summer I will be embarking on a 4,000+ mile cross-country ride from Baltimore, MD to San Francisco, CA. I will be doing this through the Ulman Foundation'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 Ulman'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 Ulman'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:

Ulman Foundation
1215 E Fort Ave, Ste 104
Baltimore, MD 21230

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

Sincerely, Tony Stark

Step 3: 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 Bruce-I just wanted to remind you about my 4K for Cancer journey this summer. Have you heard about the amazing work the Ulman Foundation 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!
Natasha

Hi everyone!

I'm getting closer to my goal of raising \$4,500 for the Ulman Foundation! 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!

Nick



Step 4: 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.

Dear Thor,

I just wanted to send you a quick note to thank you for supporting my 4K for Cancer journey and the Ulman Foundation. 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 \$700,000! 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,
Sally

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.

Hello everyone! I am only \$400 away from my goal of \$4,500!!! This has been such a rad ride, and I would like to thank everyone has helped me get this far.

Next week, I am teaming up with Geeks Who Drink to host a trivia night at Blu Wolf! Last time was a ton of fun, and together we raised over \$400. Consider this your formal invitation! If you can make it, be sure to get there early to claim a table. More info:

<https://www.facebook.com/events/414932269053521/>

I am also selling these jazzy, ~*limited edition*~ t-shirts! All the proceeds will (of course) go to the Ulman Cancer Fund. The sale ends in exactly two weeks, so get those orders in as soon as possible!

<https://www.bonfire.com/2019-4k-for-cancer-cayleyhallahan/>

And last but not least, I am still editing papers. If you are interested, message me for more details. My email is cayleyhalla@gmail.com

Love to all the land!

<https://ulman.z2systems.com/cayley-hallahan>



No words can express how I feel right now....

As of today, together we have crushed the goal of \$4,500! This is a major milestone for me as it now sets in stone the possibility of completing the cross country trek with **Ulman 4K for Cancer**. I would like to thank everyone who has donated so far! This is just the beginning! My goal is to get \$10,000 in by May of this year! Together we can do it!

🚴 Stay Tuned Every Friday for Weekly updates on Training, fundraising events and more!

And if you still would like to donate, the link is in my bio!

#4kforcancer2019 #ulmanfoundation #donation #cycling #beatcancer #team sanfrancisco



Social Media Tips & Tricks

Instagram



Instagram is another great platform for keeping your friends and family up to date using photos of your fundraisers, weekend training, and your Ulman 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!



Fundraising Calendar

October	
1	Upload contacts into Rallybound. Send out your first fundraising letter via mail and email.
18	Organize and host a Halloween fundraiser- Costume contest, pumpkin spice bakeoff, pumpkin smash
November	
1	Gather your pie recipes and start baking goodies for friends and families to enjoy during their holidays.
15	Plan a Friendsgiving with a \$5- 10 donation encouraged per person
December	
1	\$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.
3	#GivingTuesday Create a Facebook status to let everyone know you are fundraising and run an instagram bingo card on your instagram story
10	Plan a fun Holiday event- cookie swap, ugly sweater party, etc and ask each guest to donate \$5
28	Make your end of year ask to pending donors. Send out your first round of thank you notes.
January	
1	\$1,000 deadline. Ask your donor database about matching gifts from their companies. Don't forget to plan a Valentine's Day fundraiser.
26th	Get together your super bowl bracket and start to sell super bowl squares
February	
1	\$1,500 deadline. Riders become eligible for their bike, and runners earn their shoes! Start selling March Madness brackets to all of your friends.
9	Organize and gather supplies for valentines fundraiser- selling goodie bags, candy grams, etc.



March	
1	\$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!
15	Recruit your friends and execute that bigger fundraiser you've been thinking of doing. Spaghetti dinners, pancake breakfasts, Chipotle nights and paint nights are great ways to earn big bucks!
	Start planning a small event or tabling for young adult cancer awareness week- host a bone marrow drive
April	
1	\$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 Ulman staff to track it down and get it onto your fundraising page faster.
7th	Host an event for National Young Adult Cancer Awareness Week- (April 1st-7th)- bone marrow drive, lock of love donations, etc.
May	
1	\$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.
10	Plan a sendoff dinner to see all your friends, family, and donors before you head off
June	
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.
20	Update your donors on your journey so far, remind them that there is still time to donate.
July	
15	Send another update email to donors mentioning that you have passed the half-way point of the trip. Share your favorite parts so far and what you have learned. Thank them for their support and provide your fundraising link at the bottom of the email.
August	
10	Update your donors letting them know you completed the trip. Thank them again for their support and remind them that your fundraising page will remain active until September 1st.
20	Let your friends and family know that your fundraising page closes in 10 days, they still have time to contribute.

