



Welcome to Gilda's Run 2017

Dear Friend,

Thank you for being a part of our 10th annual Gilda's Run! This year promises to be another fun-filled adventure in support of Gilda's Club Madison. We're hoping you will enjoy the food, festivities, and fun at the event on October 15th, and that you will help spread the word about the work you are supporting by running or walking with us.

As an individual fundraiser you have the opportunity to share your passion for the mission of Gilda's Club. In this packet, you'll find some helpful guidance and ideas that can help you raise funds. Hopefully this information will be useful to you. But remember: the #1 reason people donate to a cause is because someone they care about asked them to give. Please take the time to ask those who love you to support our cause and learn more about the work we do. Your help means the world to us.

You are welcome to contact us with any questions or ideas you may have. We are happy to help you set up your individual fundraising page and brainstorm ideas with you. We're excited to see what you and our other creative and dedicated supporters do to raise funds for the mission and programs of Gilda's Club.

You will do a phenomenal job as a fundraiser-all it takes is a passion for the mission!

We'll see you at the start line on October 15th and look forward to hearing from you between now and then.

All Our Best,

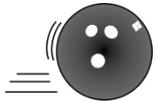
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2017 GILDA'S RUN FUNDRAISING TIP SHEET

GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why Gilda's matters to you, that's what they care about the most!

START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.). Ask supporters to help you hit the next milestone.

CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media (or you could even send them a quick handwritten note) and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort is appreciated and will make a big difference! Questions or looking for other ideas? Email Susan@gildasclubmadison.org **THANK YOU!**



2017 GILDA'S RUN

SIMPLE FUNDRAISING IDEAS

There are a lot of ways to spread the word about your involvement with Gilda's Club and to get donations for your Run fundraising effort. Below are some easy, and sometimes quirky, ideas on how to get your friends, family, and coworkers to join you in supporting the work of Gilda's Club Madison.

First and foremost though-**ASK!** People won't give if they aren't asked. You'll be surprised at how a simple request will generate funds for a cause you care about.



Donations Instead of Gifts • Ask your friends and family to make a donation on your run page rather than purchasing you a gift in honor of your birthday / anniversary / graduation.



Team Challenge • Get together your run team, group of friends, or department at work and challenge another group to see who can raise the most in a set amount of time. The winning team will get bragging rights and if you want, throw in a little food or beverage as a prize.



Jeans/Casual Day • Work with your supervisor or HR department to organize a jeans/casual day. Each person pays \$5 or \$10 to wear jeans or some other approved casual attire on a designated day.



Social Media • Don't forget to utilize the power of social media. Post an 'ask' on Facebook, Twitter, LinkedIn, etc. and direct your followers to **make a donation on your fundraising page**. Publicly thank and recognize those people who make donations.



Jail & Bail • You would need to work with your supervisor/HR department for this one, but it's a fun and unusual way to get the whole office involved! For a donation, employees can be arrested. For an additional donation they can post their own bail. Employees who have a bounty placed on their head are arrested and are not set free until the entire bounty is raised (ex. \$100 or more per inmate).

Be creative and have fun! Questions or looking for other ideas?

Email Susan@gildasclubmadison.org



2017 GILDA'S RUN GETTING SOCIAL... IT'S EASY!

It's easy to spread the word these days-just post on Facebook or Twitter. Below are some tips and simple post ideas to help you get started.

Tips:

- Keep it simple and short.
- Add pictures whenever you can. People will actually stop to read something if an image catches their eye.
- Always link them to your donation page or the Gilda's Run registration page.
- Thank people who join your team or donate by posting how awesome they are. Don't forget to tag them in your post!
- Don't just post on your wall. Post comments, thank yous, and messages on friends' walls so their network of friends can see it. You never know who might want to join in the fun!
- Use #GildasRun and/or tag Gilda's Club Madison whenever possible.

Sample posts to get you started:

- Feel like making a difference today? Help me support Gilda's Club Madison by donating to my Gilda's Run team! [INSERT LINK TO YOUR PAGE] #GildasRun
- I'm trying to raise [\$xxxx] to support Gilda's Club Madison. Want to help? Join my team! [INSERT LINK TO TEAM PAGE]
- Join [INSERT TEAM NAME] and run for a reason-so that no one faces cancer alone. Sign up here: [INSERT LINK TO TEAM PAGE] #GildasRun
- Know someone who's been touched by cancer? Me too, that's why I support Gilda's Club Madison. Donate to my Gilda's Run team to help keep Gilda's red doors open. [LINK TO YOUR PAGE]
- I need 10 friends to each give \$10 this week to reach my \$100 goal-who's with me? [LINK TO YOUR PAGE] #GildasRun
- I'm running to support, honor and celebrate all those touched by cancer. Help me make sure no one faces cancer alone. [LINK TO YOUR PAGE] #GildasRun

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