



Blast off your fundraising efforts!

- **Register online**
- **Make a list of 10 people to join your team**
 - Reach out to your networks — friends, family, neighbors, place of worship, work, etc. — and invite them to #erasekidcancer by joining online.
 - Our world is busy! You may need to remind people a couple of times.
 - If they say “no” to joining your team, encourage them to donate instead!
- **Set a fundraising goal**
 - Aim to be a Star Club Member or Shooting Star Leader.
Team or individual participants who raise \$500 become Star Club Members. Continue fundraising to \$1,500 or beyond to be a Shooting Star Leader!
- **Personalize your page**
 - Why are you fundraising for Cook Children’s Hematology and Oncology Center? Write a few words about your story on your personal fundraising webpage.
 - Add a picture so friends know it’s you!
- **Post on Facebook**
 - Set up a Facebook fundraiser through the Participant Center. It’s simple and an easy way to connect to a larger network.

How to create a Facebook fundraiser through the Participant Center

- Log into the Participant Center.
- On the home page of the Participant Center, click “fundraise on Facebook”.
- Click “create fundraiser”.
- When the Facebook login page opens, enter your Facebook login information.
- The Participant Center now contains a link to the newly-created Facebook fundraiser. The title and story for the Facebook fundraiser is automatically populated with information from your personal page. If a goal was not defined, the default goal is set to \$250.
 - Share your Facebook fundraiser in a post on your page.
 - Or, click “go to Facebook fundraiser” to open the fundraiser in Facebook in a separate tab.

FUNDRAISING LEVELS

Raise \$500 and become a Star Club Member!

Here's how: Ask five people to each raise \$100

Tips to boost dollars raised:

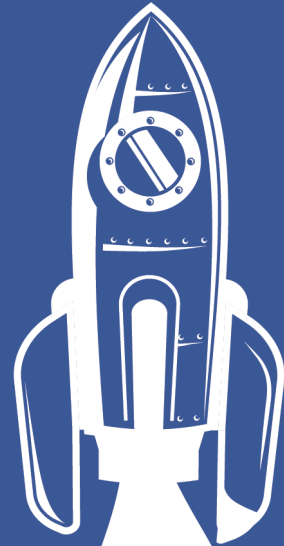
- Ask each team member to set up a Facebook fundraiser.
- Call family members, text your friends and ask your neighbors to support The Blast by donating.

Raise \$1,500 and become a Shooting Star Leader!

Here's how: Ask 10 people to each raise \$150

Tips to boost dollars raised:

- Talk to your favorite local small businesses, dentist or real estate agent about sponsoring your team. Think about all the places you support and ask them for donations to #blastawaycancer!
- Ask your employer to support you by matching your donation.





HOW TO ASK FOR DONATIONS

[Ms. Blast has to get a letter notarized at her bank, and realizes this would be a good time to ask her banker about donating to her team for The Blast!]

Ms. Blast: Thank you so much for helping me take care of this letter – I've been running around like crazy lately and am so glad to have this off of my list!

Future Supporter: I was happy to help!

Ms. Blast: My family and I have been busy getting ready for The Blast – have you heard of it?

Future Supporter: I don't think so...

Ms. Blast: The Blast is a family-friendly walk that supports cancer treatment and research at Cook Children's. We're fundraising because a close friend's daughter is being treated there, so it's a cause that's close to our hearts.

Future Supporter: I love Cook Children's! What a great part of our community. I'm sorry for what your friend is going through.

Ms. Blast: They're doing okay because of the great work of the doctors, nurses, and so many others at Cook Children's. I'm our team captain for the walk this year, and it's awesome to know that all the money we raise will go to helping other children fighting cancer. I am hoping you and The Bank will support us. Could I send you a link to our fundraising page, with more information about The Blast?

Future Supporter: Of course! I'd be happy to look in to it. Even if The Bank can't sponsor this year, I'm sure I can donate.

Ms. Blast: Amazing! It'll be a fun day, and aren't your kids on a soccer team? Maybe they'd all like to come for the walk and activities before their game!

Future Supporter: That's a great idea! Please send me an email with the information, and be sure to remind me if you haven't heard back from me this week.

Ms. Blast: Thank you! Have a great day, and I appreciate your support!

[Ms. Blast sent her Future Supporter an email with a link to her fundraising page, and invited them to the Facebook event! They were right, The Bank did not have money budgeted to support the event, but the Future Supporter made a donation, registered for The Blast, sent the link to their kids' soccer teams, and promised to try again with The Bank for next year! Way to go Ms. Blast!]



SAMPLE EMAIL

Looking for a simple way to blast off your fundraising efforts? Send an email to your family, friends, coworkers and other contacts and ask them to make a donation! Below is a sample email to help you get started:

Family and Friends,

I just signed up for The Blast, an annual walk benefiting Cook Children's Hematology and Oncology Center. This event is so important to me! The Blast helps bring more innovative research, groundbreaking medical treatments and trailblazing clinical trials to children fighting cancer and blood disorders. Please consider making a donation to support this special cause! For more information about The Blast and how this event makes a difference in the lives of patients and families battling cancer, visit blastwalk.org.

Whatever you can give will help! Whether it is \$20 or \$100, every dollar adds up. Join my team or make a direct donation through the website. I greatly appreciate your support in helping me reach my goal and will keep you posted on my progress.

Sincerely,
[Your name here]

