TOGETHER FOR CANCER FUNDRAISING TOOLKIT

You’re on your way to making a big difference in the fight against cancer.

In the pages that follow, you’ll find everything you need to partner with the Sanford Health Foundation to raise funds and awareness for the Sanford Roger Maris Cancer Center.

Whether you want to organize a school-wide event or do something more personal, every dollar raised will help save and transform lives!

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YOUR IMPACT AT SANFORD ROGER MARIS CANCER CENTER

HOW EVERY DOLLAR IS USED TO HELP SAVE LIVES:

1%  
EDITH SANFORD BREAST INITIATIVE

1%  
FACILITY IMPROVEMENTS

7%  
STAFF EDUCATION

9%  
RESEARCH

81%  
FAMILY & PATIENT PROGRAMS

SANFORD ROGER MARIS CANCER CENTER

Year after year, an increasing number of men, women and children across North Dakota, western Minnesota and beyond turn to Sanford Roger Maris Cancer Center for hope and healing.

As one of the top cancer centers in the country, Roger Maris provides expert, compassionate care for patients of every age at every stage of the cancer journey.

The center also participates in clinical trials and cutting-edge research to bring emerging technology and treatment options home to Fargo and the surrounding areas.

DID YOU KNOW?

- Over the past 10 years at Roger Maris...
  - Cancer cases have increased by 34%.
  - Oncology visits have increased from 10,387 per year to 28,000+.
  - Infusions have increased from 7,417 per year to 35,000+.

- Roger Maris helps support more than 30,000 cancer survivors.

- Every day, nearly 400 patients receive care at Roger Maris. More than 50% of those patients travel from 50 miles away or more.

- 85% of the current cancer center space was built through donations.
PLAN A FUNDRAISER

To help kick-start your fundraising efforts, organize an event or fundraising activity that’s as unique as you are!

ENGAGE YOUR CLASSROOMS

- Host a themed day at school. Charge students and faculty $1 or $5 to dress up for the day.
  - **Pajama day:** Hospitalized patients receiving cancer treatment stay in hospital gowns day and night. Support and honor them with a pajama day.
  - **Superhero day:** All patients fighting cancer are superheroes in our eyes! Encourage everyone to dress up as their favorite superhero to help fight cancer.
  - **Hat day:** Have a hat day to show support for those who have lost their hair as a result of chemo treatments.

- **Penny wars:** Challenge your classrooms to bring in the most change to help patients knock out cancer.

- **Spirit links:** Sell spirit links in the color of your choice and create a chain to span the hallway or school gym/lunchroom.

HOST A CANCER AWARENESS GAME

Choose a sporting event and encourage everyone to wear a color symbolizing awareness for a certain cancer to the game.

Pump up spirit at the game with a:

- **Pom-pom sale:** Imagine hundreds of pom-poms in your color of choice in the stands during the game.

- **Balloon sale:** Sell balloons and plan a balloon release before the game or at halftime.

- **Face painting:** Design images with your color of choice.

- **Bracelet sale:** Sell colored bracelets, allowing your school’s community to show ongoing support for patients fighting cancer.

- **Pass the bucket:** During the game, pass a bucket through the crowd to collect donations for Sanford Roger Maris Cancer Center.
OTHER IDEAS

- BAKE SALE
- PRIVATE CONCERT
- RAFFLE
- AUCTION
- GROUP RUN
- EXERCISE CLASS FUNDRAISER
- SELL A PARKING SPOT AT SCHOOL
- INTERNATIONAL NIGHT WITH THEMED FOOD
- ASK 10 PEOPLE TO EACH DONATE $10
- SELL HOMEADE ITEMS (SOAP, GREETING CARDS, JEWELRY, ETC.)
- GAME NIGHT
- GUESSING JAR
- CAR WASH
- BEAN BAG TOURNAMENT
- DONATION JARS
- SECURE A MATCHING OR CORPORATE GIFT
- DONATIONS IN LIEU OF GIFTS (BIRTHDAY, HOLIDAYS)
- PARTNER WITH A RESTURANT, BAR OR STORE FOR A PERCENTAGE OF SALES
SET UP YOUR OWN DONATION PAGE

An online donation page is one of the best ways to receive gifts from friends and family from across the country. Use our new online donation platform to create and customize your own donation page for your campaign or event.

**Online platform link:** sanfordhealthfoundation.org/campaign/create-your-own-fundraiser

BEFORE YOU START

Here's the basic information you’ll need to create your online donation page:

- **Campaign title** – the name of your campaign or special event
- **Page link** – a short word or term to use in your customized URL
- **Campaign date** (optional) – the date range of your campaign
- **Fundraising goal** – how much you hope to raise
- **What are you fundraising for?** – select “Sanford Roger Maris Cancer Center”
- **What best describes you?** – select “I’m just interested in supporting local health care in some way.”
- **How did you discover us?** – select your connection to Roger Maris

CONTACT DETAILS

Fill in the name and contact information for the person overseeing the campaign or special event.

CUSTOMIZE

Once your page is created, add a unique photo that represents your group.

Then, edit your story to further explain your campaign or special event. You can also describe what guests should expect when they participate in the campaign or attend the event and describe why it’s important for them to care about Sanford Roger Maris Cancer Center as much as you do.

Remember, potential donors are mostly interested in you and your connection to the cause.

SHARE

Send the donation page link to all your friends and family via email, text message and social media. Keep reading for more ways to announce your campaign or event.
ASKING FOR GIFTS

START FUNDRAISING RIGHT AWAY
The sooner you get started, the more success you’ll have.

BE THE FIRST TO DONATE
Inspire others by making the first donation yourself. Donating shows potential supporters that you are serious about the cause. Consider asking others to match your gift.

PERSONALIZE YOUR FUNDRAISING PAGE
Add text, pictures or video. Remember, while your potential donors will be interested in the cause, they will be more interested in you. Tell them why you are getting involved and share your connection to the cause.

ASK!
Don’t feel guilty about asking. Most people will feel honored to be included in your fundraiser. If you are passionate about this cause and proud to be fundraising, your community will be proud.

WHO TO ASK
Consider these connections your key to successful fundraising:
- Friends and their family members
- Your parents, grandparents, aunts, uncles and cousins
- Co-workers
- Neighbors

REACH OUT
One of the easiest ways to do this is through email or text message. Here are some important points to include in your communication:
- Explain what you are doing and why it is important to you.
- Tell them what Sanford Roger Maris Cancer Center is all about. As always, 100% of funds raised here stay here to help cancer patients.
- Ask for a donation.
- Include a link to your fundraising page.
- Say thank you.
- If you feel comfortable, ask your friends to pass the message on to others who may also be interested in donating to support you.
SHOW YOUR CANCER FIGHTING SPIRIT WITH A T-SHIRT

One of the easiest ways to raise money is to sell T-shirts!

Use the directions below to place your order. Once online, you can design your shirt, include the name of your campaign or event and add your school logo.

BEFORE YOU GET STARTED, KNOW THAT:

- You must order a minimum of 12 shirts.
- You will order and pay for the T-shirts at cost. You raise money for Roger Maris by charging more than what you paid for the T-shirts.
- Shipping and delivery will be determined by Probitas Promotions.
- You will need your school’s logo in a vector file format.
- Someone from Probitas Promotions will contact you directly about your order.

Visit probitasstore.com/sanfordhealthfoundation to order your one-of-a-kind T-shirt.
Year after year, an increasing number of men, women and children turn to Sanford Roger Maris Cancer Center for hope and healing.

Together, imagine the difference we can make for these patients and their families!

Help us raise funds for Sanford Roger Maris Cancer Center and the patients it serves.
LET’S GET SOCIAL

LOG IN
Post on Facebook, Twitter, Instagram, Snapchat or wherever your friends are.

DONT FORGET TO TAG
Tag people who have already donated to you and thank them for their support. Also make sure to tag the Sanford Health Foundation and Sanford Roger Maris Cancer Center in your posts to increase social reach.

SET A GOAL
Announce goals (ex: I want to reach $500 by the end of this week) and ask for help.

SHARE YOUR STORY
Don’t make every post an ask. Keep friends and family updated on your progress in training AND fundraising. Explain why you’re so passionate about cancer patients at Sanford Roger Maris Cancer Center.

EXAMPLES
Here are some examples of posts you can use during your campaign or leading up to your special event:

- Show your cancer-fighting spirit at <event name> on <date> at <place>!

- Cancer patients at Sanford Roger Maris Cancer Center count on you. Make an impact by attending the <event name> on <date> at <place>.

- We’re in this together! Please join us at <event name> on <date> at <place>.
HAND OUT AWARDS

Celebrate the students who went above and beyond for your campaign or special event. Use this template and fill in the person’s name and create your own awards.

CONGRATULATIONS!

You are an incredible, compassionate person who went above and beyond for patients and families at Sanford Roger Maris Cancer Center.

[First and Last Name]

[Award Name]

Thank you for your dedication to helping others.
We’re in this together!

Your School Logo

SANFORD
ROGER MARIS
CANCER CENTER

[First and Last Name]

[Award Name]

[First and Last Name]

[Award Name]
SUBMITTING YOUR GIFTS

Please submit your gifts of cash and checks to the Sanford Health Foundation office no later than two weeks after your campaign or special event.

Bring them to our office:
Bank of the West
520 Main St., Suite 700
Fargo, ND 58103

Mail them through the U.S. Post Office:
Sanford Health Foundation
PO Box 2010
Fargo, ND 58122-2399

CONTACT US

We’re here to help you succeed and reach your goals! Feel free to contact us at any time if you have questions, concerns or more ideas.

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