



Registering for Jodi's Race is GREAT, but **fundraising** is what makes the biggest difference and helps sustain programs of the Colorado Ovarian Cancer Alliance.

***Help us FINISH BIG with fundraising!***

## Top Fundraising Tips

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Not sure where to start fundraising? Feeling shy about asking people to support your team? We're here to make it a little easier with these fundraising tips.

1. **WHAT'S YOUR STORY?** Susan, survivor and super team leader, says, "Don't be afraid to tell your story." Making your story personal makes it powerful. Think it over and then be ready to tell others why this is a cause you believe in.
2. **WRITE IT ALL DOWN** - Now that you are clear about WHY you want to raise funds, let everyone else know! Write an email, letter, social media post or postcard. Include your story and any information about COCA or Jodi's Race that you find compelling. Is there a particular program you think is great? Is there an aspect of Jodi's Race that is important to you? (Also, see the sample messages included here!)
3. **MAKE GOALS** - Set a fundraising goal. Donors like knowing what you're trying to achieve, and believe it or not, they will give more the higher your fundraising goal. So, don't be afraid to aim high and mention your fundraising goal in all your donation solicitations.
4. **FUNDRAISE FAST!** Get started by making a personal donation to your own team. Donate any amount you're comfortable with—\$10, \$25, or more. If you do that, and then ask five family members or friends to match your donation, you'll be surprised how quickly your fundraising status changes.
5. Make a **CALL TO ACTION!** Make certain you tell people just WHAT you want them to do, "I'm asking you to donate to my team." OR "Please help me reach my fundraising goal of \$X,XXX!" OR "Please consider matching the personal donation I made to my team." You can also challenge your donors to make their donations by a certain date (so they don't procrastinate!)
6. **START EARLY** - Registration is open NOW. The more time you have to involve your friends and family members, the better!

**ASK EVERYONE. AND KEEP ASKING!** Top Fundraiser Nicholas offered this sage advice, and we think he's got the right idea. Start your fundraising with people who will most likely give you a donation. Usually, that means close family and friends. After you get a few donations, expand your fundraising circle wider to co-workers, neighbors and others. Ask EVERYONE!

7. **BE PERSISTENT** - Jodi's Race biggest fund raising team for several years has been Nancy's So Ovary It. Awesome team leader Kim told us that being persistent is of the utmost importance. Don't be afraid to remind people to donate! Remember, everyone is busy. And keep spreading the word by e-mail, phone calls, snail mail and social media. Sharing through social media, especially among friends and family who live elsewhere, is a good way to keep donors engaged and encourage others to give.
8. **CREATE A FOLLOW UP SYSTEM** – Put a note on your calendar to remind yourself when you plan follow up with those you've asked to donate. Give them a gentle nudge every 3 to 4 weeks by email or phone call.
9. **LEVERAGE SOCIAL MEDIA** – Posting to Facebook? Include a picture of your team from last year. Use Instagram to keep people excited about the race and making contributions to your team. Tweet your reasons for raising money for your Jodi's Race team.
10. **GET FRIENDS AND FAMILY INVOLVED** Encourage friends and family to be part of the fundraising conversation. If friends and family aren't running on your team, they can help you fundraise by asking *their* friends and neighbors. The important thing is that you let them know what your fundraising goal is and how important it is to you to reach that goal. Have that conversation.
11. **SEND A PERSONALIZED THANK YOU NOTE TO EVERY CONTRIBUTOR!** When you get a donation, be sure to thank the donor, celebrate that success!

## **LOTS of different ways to fundraise!**

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- Set up a **Facebook Fundraiser** (be sure to tell us about it!) Tell your story of why Jodi's Race matters to you. Who do YOU do Jodi's Race for?
- Go to [www.Pledgelt.org](http://www.Pledgelt.org) and set up your own personalized fundraiser! Ask friends to donate \$1 a mile for all the miles you walk, run, or cycle in the months leading up to Jodi's Race. OR, if you're on a weight loss journey, ask for money per pound lost. That's a win-win!

**IMPORTANT NOTE: If you do a Facebook Fundraiser or Pledgelt campaign, be sure to tell us. Send a screen shot of your final fundraising total and send to Jeanene@Colo-OvarianCancer.org.**

- Reach out to your friends and family for donations to your Jodi's Race team or individual fundraising page! We keep track of your donations and let you know when you've hit your goal!
- Consider setting up a **Go Fund Me** page. Tell your friends and family who you do Jodi's Race for and why collecting donations matters. Be sure to select COCA as your designated charity. [www.GoFundMe.com](http://www.GoFundMe.com)

# Why Fundraising Matters

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You have your personal reasons for wanting to fundraise...let us tell you a few stories of our own. Feel free to share these when asking for team donations.

## Quotes from some of our COCA Cares Financial Assistance recipients:

“My husband died ¾ into my chemotherapy and my income was cut in half. The help I received made it possible to stay in my home and greatly relieved the stress on myself and my family.”

“This most recent recurrence of ovarian cancer has forced me to close my business and lose my income. Coupled with huge premiums and out of pocket expenses, the reality of losing my home became a possibility. The assistance in paying my mortgage has also been the gift of time to heal, focus and create a plan for my future.”

“With COCACares’ assistance, I could concentrate on healing instead of keeping a roof over my head, paying my critical bills and having food to eat. This assistance greatly and positively impacted my ability to recover and move forward with my life.”

## And, this from newly diagnosed women who have received Comfort Kits and Resource Guides:

“I feel everything I received in the bag was very useful to me. I remember the day I got it I was not having a good day and to receive such an amazing gift made me feel so much better. And also you realize you are not alone.”

“Thank you for providing this information and goodies. Knowing a stranger cares during all this is very touching”.



# Sample Fundraising Messages

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**Tip 1:** Add your fundraising goal to all donation solicitations. Donors will adjust their giving to help you reach your goal, so don't be afraid to aim high, and update your goal once it's met.

**Tip 2:** You can share these messages by e-mail, social media, AND by snail mail! One great fundraiser sends a physical post card with a colorful picture of her team on it to potential donors. It's her logic that it is harder to ignore a postcard than an e-mail!

## *Sample General Fundraising Message*

This year I'm participating in Jodi's Race for Awareness, the largest ovarian cancer race in the country, that benefits programs of the Colorado Ovarian Cancer Alliance (COCA).

I've already made a personal donation because this is a cause I believe in. [You can write more here about WHY the cause is close to your heart.]

Your donation will be hard at work helping those whose lives have been impacted by ovarian cancer. Programs like six monthly Nicki's Circle support groups, COCA Cares Financial Assistance program, Comfort Kits distributed to newly diagnosed women, COCA's 80-page Ovarian Cancer Resource Guide, and statewide awareness efforts.

Will you make a donation in support of the Colorado Ovarian Cancer Alliance?

Follow this link to donate. Search for my name or my team name which is \_\_\_\_\_ :  
[www.JodisRace.org](http://www.JodisRace.org)

Thank you for your support. I will keep you posted on my fundraising progress.

[YOUR NAME]

## *Sample Thank You Message for Donors*

Thank you so much for your donation to my Jodi's Race for Awareness fundraising team. Your donation supports vital programs of the Colorado Ovarian Cancer Alliance.

I will keep you posted on my fundraising progress and send you a photo of the event.

Thank you.

Sincerely,

[YOUR NAME]



## *Follow-Up Message—Reminder About Donating*

Just a quick note to follow up on my earlier email about donating to my Jodi's Race fundraising team in support of the Colorado Ovarian Cancer Alliance.

There's still time to help out, and I'm counting on your support. I've already made a personal donation because this is a cause I believe in.

If you have a moment and would like to donate, follow this link and search for my name or my team name which is \_\_\_\_\_: [www.JodisRace.org](http://www.JodisRace.org)

Thanks again and I'll keep you posted on my Jodi's Race experience.

[YOUR NAME]

## *Sample Fundraising Email—To Encourage Team Fundraising*

As a team, we've raised [\$AMOUNT] so far. This is awesome. But I would like to raise [INSERT AMOUNT] before Jodi's Race on June 9<sup>th</sup>. Let's create a ripple effect!

Sending fundraising emails is the quickest and best way to fundraise fast. Start with people who are most likely to give you a donation. You can also ask potential donors to join you at the event.

Follow up with the people who don't respond, and send a thank you message to those who have made donations on your behalf.

Remember, our fundraising efforts don't just make us feel good. Our efforts benefit the Colorado Ovarian Cancer Alliance that provides vital programs and services for people whose lives have been impacted by ovarian cancer.

Thank you, in advance, for all your fundraising efforts!

Sincerely,

[YOUR NAME]

## *Sample Post-event Message to Encouraging Fundraising*

Tip: Send or post a photo from the event along with the following fundraising message

As you can see, we had a great time at Jodi's Race for Awareness.

Now's a great time to make a donation if you haven't already: Click on the following link and search for me or our team name which is \_\_\_\_\_: [www.JodisRace.org](http://www.JodisRace.org)

Thank you in advance for your support.

[YOUR NAME]

## *Sample Facebook Posts for Team Leaders*

I am leading a Jodi's Race team on June 9th to honor \_\_\_\_\_. Join me for a beautiful morning of celebration, togetherness and fundraising to help others impacted by #OvarianCancer. Register for team \_\_\_\_\_. (include link to team registration)

One in 75 women will be diagnosed with ovarian cancer in her lifetime. I'm sure you know someone impacted by the disease. Join my team, \_\_\_\_\_, at Jodi's Race on June 9th to raise funds and to support for those fighting this disease. (include link to team registration)

Jodi's Race is the largest #OvarianCancer race in the country. I would like to help it grow by adding 3+ people to team \_\_\_\_\_ this year. Together, we can raise awareness and money to help those fighting this disease. Please join me today! (include link to team registration)

Have you seen my great teal purse (or...my teal ribbon car magnet or my teal scarf, etc.) and wondered why I chose that color? #OvarianCancer has impacted my life and I want to raise awareness and funds. Ask me about my story and how you can help other women!

Help us grow team \_\_\_\_\_ for this year's Jodi's Race on June 9th. This year, invite a friend or family member to walk with us. The more people we have, the more women we can help as they fight #OvarianCancer! (include link to team registration)

## *Sample Facebook Posts for Fundraisers*

My goal this year is to raise at least \$\_\_\_\_\_ for Jodi's Race. Your reward for skipping a fancy latte is knowing that you're directly supporting Colorado women fighting #OvarianCancer!

Jodi's Race is about raising awareness but it is also a critical fund raiser for COCA programs. With your help, I hope to raise \$\_\_\_\_\_ (i.e., \$400 so that 10 women with ovarian cancer receive a Comfort Kit to help during treatment OR \$500 to provide assistance for a low income woman for one month through the COCA Cares Financial Assistance program).

Money raised during Jodi's Race stays right here in Colorado to help women battle #OvarianCancer. This funding supports programs like COCACares that helps women with the funds they need to pay rent and medical bills, buy groceries and put gas in the car. Please contribute to my fundraising page.

1 in 75 women will be diagnosed with #ovariancancer, yet there is no screening test. COCA volunteers share symptom information at health fairs and farmers' markets to help raise the odds. You can help in this valuable awareness campaign by contributing to my Jodi's Race fundraising page.

## Top 5 Fundraising Frustrations

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**#1:** “I don’t have time to fundraise.” We’re all busy, but effective fundraising can be done quickly—we’re talking minutes here! All it takes is setting aside some time to do it. It’s as fast as sending one of our pre-written fundraising emails.

**#2:** “Everyone else fundraises, so I don’t have to.” The truth is only 30% of people do 100% of the fundraising. That’s right, a very small number of people are doing ALL of the fundraising. Imagine what we could accomplish if everyone stepped up and did some fundraising!

**#3:** “People only give if they like the cause.” No, people give because **you** are doing the asking and it’s a great cause. You’ll see. Start by asking family and friends who know you and trust you. Early success with them will lead to confident fundraising among a wider circle of friends, family, coworkers, and even people you don’t know so well. **Tip:** *Potential donors will be even more willing to give if you ask them to match or exceed your own personal donation — see how this works.*



We’re counting on you so women can continue to count on us.

***Thank you for your support!***