



AMERICAN CANCER SOCIETY CANCER ACTION NETWORK

VOLUNTEER FUNDRAISING TOOLKIT

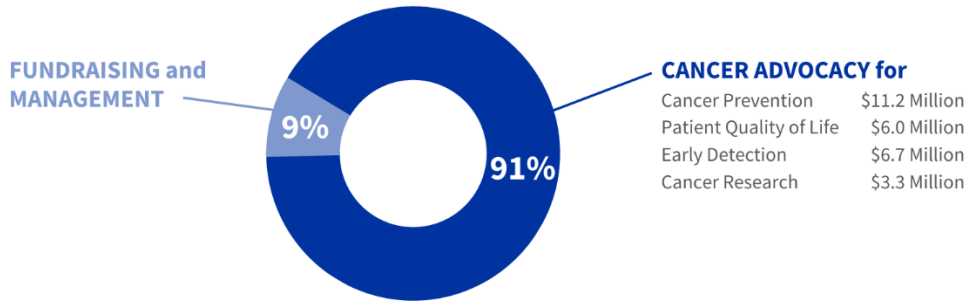
Welcome and thank you for your interest in fundraising for the American Cancer Society Cancer Action Network (ACS CAN)! You have the passion to help end suffering and death from cancer, and we have the tools to help make you wildly successful.

In this packet you'll find some introductory information on volunteer fundraising for ACS CAN, as well as many fundraising ideas to help get you started.

If you have questions, feel free to reach out to Molly Waite at 646-618-8746 or molly.waite@cancer.org.

Where Does the Money Go?

Quite simply, it goes toward historic legislative accomplishments that will save more lives from cancer. Examples include securing an increase in federal cancer research funding, expanding access to cancer care for hundreds of thousands of people and making restaurants and bars smoke-free.



In just the past year, ACS CAN has:



Secured and Protected
\$1.4 billion
in funding at the state and local levels
for critical programs, including
\$735 million
to fund lifesaving tobacco prevention
and cessation programs.



Made even more restaurants, bars
and workplaces smoke free.
Helped strengthen tobacco
control laws nationwide.
62.3% of the U.S. population
is now protected from secondhand
smoke exposure by local or
statewide smoke-free laws.



Continued to fiercely advocate to expand
access to quality, affordable health care
through Medicaid for the estimated
2.2 million lower-income individuals
in the coverage gap in the
12 states that have yet to
expand Medicaid.

©2022 American Cancer Society Cancer Action Network, Inc.

American Cancer Society Cancer Action NetworkSM (ACS CAN) Volunteer Fundraising Toolkit

Table of Contents:

1. **CANRaiser** – An online tool used by volunteers to start personal fundraising pages to help us raise the funds we need to support our mission.
2. **Volunteer Fundraising Need-to-Know for your CANRaiser** – The basic requirements that volunteers need to know before you begin raising funds to support our mission.
3. **A to Z of Fundraising** – Quick and easy tips and fundraising ideas, from A to Z
4. **Fundraising Tip Sheet** - Use the tip sheet provided to help get you started with your fundraising efforts.

CANRaiser

What is CANRaiser?

CANRaiser is the online tool used by volunteers to raise money to support ACS CAN's mission

How do I use CANRaiser?

There are five different options on CANRaiser to choose from.

Honor/Memorial allows you to raise funds recognizing a loved one or honoring someone special.

Create your own event is a way for you to host your own personal fundraising event. There are many examples and tools provided to help you get started. Check out **A to Z Fundraising** for some great ideas.

Lights of HOPE is an ACS CAN event that honors loved ones impacted by cancer with lighted bags that are displayed in communities from coast to coast.

Mission Driven Campaigns Allows you to fundraise for the mission priority of your choice. The money you raise will go directly to the campaign selected, 2022 Campaign: Research Funding

Where can I get help with CANRaiser?

There is an online tutorial as well as frequently asked questions to help get you started on each page. Once you create a CANRaiser page you will be directed to the fundraising center. From there you will find tools and resources to help make your personal fundraiser a success. Contact your ACS CAN Grassroots Manager to talk through your ideas.

Fundraise through CANRaiser with these 4 easy steps

1. Set up your personal CANRaiser page.

- Visit www.fightcancer.org/canraiser and create your page.
- Customize the text of your page by sharing your story and information about your fundraiser.
- Upload your own photos.
- Create a custom URL website link to direct people to your personal page

2. Let your friends know.

- Send emails through CANRaiser with the templates provided. It's always best to start with your closest friends.
- Post your event URL on social media. Start by tagging and thanking someone who already has donated while asking for new donations. To tag someone simply type the @ symbol and start typing the donors name. This will tag them in the post.

3. Keep track of your donations and RSVPs for events.

- Log in to your fundraising center and view your progress on the thermometer on your page
- You can track donations and RSVPs made to your personal page

4. Celebrate, send thank-you emails and process the donations.

- Send a thank you email to anyone who donated to ACS CAN on your page.
- When donations are not made online, quickly submit your donations to your ACS CAN Grassroots Manager.
- For donations made at the event or outside of your CANRaiser page, make sure to complete an ACS CAN membership form for those who want to be members of ACS CAN. (People who donate through your CANRaiser page are automatically enrolled as members of ACS CAN). You can download an ACS CAN membership form right from the fundraising center on CANRaiser.
- No matter what you choose to do as a volunteer, the American Cancer Society Cancer Action Network is here to help and support you. Please use this toolkit as a starting point to help organize your fundraising efforts, and don't be afraid to reach out to your ACS CAN Grassroots Manager with any questions or for more information.

Volunteer Fundraising Need-to-Know for Your CANRaiser

Thank you for your commitment to conducting volunteer fundraising for ACS CAN. In making this effort, you will be representing the dedicated volunteers who advance our mission. As you know, you will represent ACS CAN and your efforts will help us raise funds and develop greater interest from your community. For those reasons, it is important that we give you the right guidance for soliciting contributions that assure the entrusted funds are appropriately handled and the brand of ACS CAN is protected.

Is a contribution to ACS CAN tax-deductible?

No. Contributions to ACS CAN are not tax-deductible for charitable or business expense purposes. It is important to be clear about this point when fundraising. As a result, tax receipts will not be provided to donors.

Do I need to include the ACS CAN tax disclaimer on event materials?

Yes. Any document requesting donations for ACS CAN needs to include this tax disclaimer: “Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible.” That is true even if the flyer is created by the venue hosting the event.

Does ACS CAN provide tax receipts?

No. Contributions or membership payments to ACS CAN are not tax-deductible, so tax receipts will not be provided.

What are the rules around becoming an ACS CAN member when someone gives?

Any donor who donates \$10 or more through your CANRaiser personal page will become a member of ACS CAN. If you receive a contribution, you will need to fill out an ACS CAN membership form for the donor to become a member.

Does ACS CAN reimburse volunteers for their event expenses?

No. ACS CAN is not financially responsible for a volunteer’s event expenses.

Is the use of the membership forms required?

In the case where funding may be received in person and not through the CANRaiser online site, the standard ACS CAN Membership Form must be used whenever possible. If someone wants to make a contribution without becoming a member, ACS CAN will accept it. Promptly enter the proceeds in your online fundraising center and deliver the contributions to your ACS CAN Grassroots Manager.

Volunteer Fundraising Need-to-Know for Your CANraiser

What content must be on material prepared for a fundraiser?

All material that you create must clearly state that contributions support the “American Cancer Society Cancer Action Network.” It must contain the tax-disclaimer language: “Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible.”

All materials prepared must be approved by your ACS CAN Grassroots Manager.

Can the American Cancer Society Cancer Action Network logo be used?

Yes, the ACS CAN logo can be used on event materials. You can contact your ACS CAN Grassroots Manager for a copy of the logo. All materials prepared, including use of the logo, must be approved by your ACS CAN Grassroots Manager.

Can I accept checks?

Yes. Checks should be made to “ACS CAN” and promptly provide it with the Membership Form to your ACS CAN Grassroots Manager. (If someone does not want to complete a membership form, turn the check into your ACS CAN Grassroots Manager.)

Where do I deposit offline proceeds?

Enter the information into your fundraising center and then follow the instructions for Society Donations Batching. Reach out to your staff partner for more information.

Can I sell goods and services to raise funds for ACS CAN?

While there are “sale” ideas in the Fundraising A to Z section of this guidance, you cannot really sell anything through CANraiser or in person on behalf of ACS CAN. You can offer courtesy goods and services to those who give. Selling goods and services could require ACS CAN to acquire a vendor license and/or collect sales tax under state and local laws. “Bake sales” and the like should include materials that explain this concept. Flyers and signs should contain this language: “Prices are suggested contribution amounts. All proceeds go to the American Cancer Society Cancer Action Network. Goods and services are provided courtesy of volunteers to the ACS CAN.” Materials should also include the tax-disclaimer language: “Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible.”

Can I host a fundraising event such as a dinner party, workout class or other special activities?

Yes. So long as all proceeds are directed to ACS CAN and the requirements described above, such as getting approval on material and tax-disclaimer language, is followed. If you have the event at a commercial location, such as a restaurant, you continue to be responsible for the costs and all proceeds collected must go to ACS CAN.

Volunteer Fundraising Need-to-Know for Your CANRaiser

Can I make a commitment for a restaurant night where some of the meal purchase goes to ACS CAN?

Not without an ACS CAN Grassroots Manager's approval after receiving legal counsel. In many states, charity laws regulate these events and restaurants are not consistent in how they comply with the laws. Many restaurants have their own written contracts that a volunteer might be offered but should not sign. ACS CAN may be obligated to report the contract to a state charity agency. For that reason, we ask that you discuss the option with your ACS CAN Grassroots Manager and they will discuss the idea with ACS CAN legal counsel. While a volunteer cannot enter an agreement on ACS CAN's behalf, ACS CAN may at its option decide to enter the agreement to support your volunteer efforts.

Can I serve alcohol at a fundraising event?

ACS CAN prefers that alcohol is not served at most fundraising event. However, in circumstances where a licensed provider (bartender) is involved, ACS CAN would provide a contract to the vendor that would assure the venue has an appropriate license and insurance. Your ACS CAN Grassroots Manager would have to work directly with the venue to complete the contract. The volunteer would remain responsible for the cost of the event, including alcohol.

Can I hold a raffle or sweepstakes to fundraise for ACS CAN?

No. Unfortunately state laws are very strict regarding this type of activity, and it would require ACS CAN to operate the event. For that reason, volunteers are asked not to conduct these activities.

Can I hold an auction?

Generally, yes. Most states do not consider an occasional charity fundraising auction for contributed goods and services to be a selling activity. It is important that materials are clear: "This auction is conducted by volunteers to benefit the American Cancer Society Cancer Action Network, Inc. All proceeds go to ACS CAN, and goods and services were contributed." Materials should also include the tax-disclaimer language: "Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible."

For additional CANRaiser resources, please visit www.fightcancer.org/volunteerfundraisingtoolkit.

Volunteer fundraising questions? CANRaiser questions?

Contact Molly Waite at 646-618-8746 or molly.waite@cancer.org.

A to Z Fundraising

A

Art Sales – Local artists or art students produce creative works and host a show, where family, friends and community members can donate to ACS CAN and receive a unique masterpiece.

Ask Everyone You Meet – The number-one reason people don't donate to a good cause is because they weren't asked. Reach out via email, social media messages, etc., to share why you're passionate about volunteering for ACS CAN, and ask for a donation.

Assembly – Be handy during the holidays, by offering to assemble gifts that come with "some assembly required," and donate your fees to ACS CAN.

Auctions of All Kinds – Talk to your employer about auctioning a prime parking space or a half day or whole day off from work, or offer a picnic lunch, afternoon desserts, homemade dinners, local artwork or other creative and fun items.

B

Babysitter Service – Babysitters are always a commodity!

Bagel Donations – Ask a local vendor for a discount on bagels if you buy a few dozen each Friday. Take them to work and collect donations for them.

Bake “Sale” – Get friends or colleagues to bake up some goodies to use to collect donations at the office or at sports games or other events.

Balloon Day – At schools or worksites, collect donations for balloons, each of which has an ACS CAN message attached. Consider taking orders in advance, and delivering them on a designated Balloon Day.

A “NO-bake Sale” – Coworkers pay so they don't have to bake goodies.

Barbecue Lunches – Prepare barbecue lunches for donations! Charge extra for delivery.

Birthday Celebration – Help save lives from cancer by asking people not to purchase cards or gifts for your birthday, but to donate to your CANRaiser celebration page

Block Party – Have a neighborhood block party. Collect donations for food and admission.

Book “Sale” – Encourage coworkers, family and friends to dust off their bookshelves and contribute a book that can be used to encourage contributions for taking a book from the “sale”.

Bounce-A-Thon – At schools or worksites, ask students or colleagues to collect pledges for basketballs bounced during an hour of the day. Ask a local business to donate a prize for the most bounces in an hour and/or the most funds raised.



A to Z Fundraising

Bowling Chance – A donation to ACS CAN gives you the chance to throw two balls (toy bowling set). If you strike both sets you win a prize. A local business provides the grand prize or multiple prizes.

Bowl Away or Strike Out Cancer – Plan a bowling event that can be held annually and is more than your average night at the lanes. Collect donations instead of tickets. The cost is \$10 for adults per heat and \$5 for kids. Volunteers could also focus on getting \$25 lane sponsors.

Breakfast Treat Day – Bring in healthy treats, like fruits or yogurts, for morning meetings, and encourage donations in exchange for the treats. Offer desk-side delivery for pre-orders.

Brown Bag Lunch Day – Everyone brings in their own lunch and donates the money they would have spent eating out to ACS CAN.

Bus Tours – Arrange for a bus trip to someplace fun. Collect donations in addition to the price of the ticket. For Instance, \$20 bus ticket and a \$10 donation. Pay the tour company for the tickets and direct the donations to ACS CAN.

C

Car Wash – Wash cars for customers and employees alike.

Chari-tea – Invite friends to a tea party, and encourage them to wear their finest hats. Ask for a suggested donation from those attending, and ask each participant to provide a component of the tea (finger sandwiches, biscuits, exotic teas, etc.). To add awareness to your fundraising event, ask a survivor to share their story.

Challenge Family and Friends – See who can out-donate whom. If your sister gave \$25, challenge your brother to give \$30, etc.

Change Jar – Keep a change jar in high-traffic areas and make fun change jars and share with friends to encourage them to do the same at home.

Chili Cookoff - Challenge colleagues at work to participate. Have other colleagues make donations for a chili lunch and let them select the winner

Cleaning Service – Provide a housecleaning, attic, basement or garage cleaning service to encourage donations to ACS CAN.

Coin Cans at Small Scale Sporting Events – Place ACS CANS at sporting events like a little league game and collect donations. Have the event announcer tell the crowd that we “CAN” beat cancer when we donate to the cause.

Coin Rolling – Save all your extra change and then roll it once a month. You’d be surprised how much money you’ll have to donate!

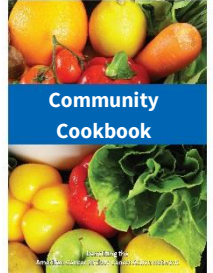
A to Z Fundraising

Coin Toss – Ask the local mall if you can collect all the coins tossed in the fountain for a designated time period. Be sure to have signs up stating that the coins will be donated to the American Cancer Society Cancer Action Network.

Comedy Club – Ask a local comedy club to host an evening where all ticket proceeds go to support ACS CAN. Work with your ACS CAN Grassroots Manager on a contract between ACS CAN and the venue.

Cookbooks – Collect recipes from coworkers, family or friends, and have them published.

Craft Fairs – Set up a table at a local craft festival and solicit donations to ACS CAN with courtesy items for donors.



D

Dances – Students can hold a dance with the admission fee donated to ACS CAN. Pick a theme – sock hop, beach party, disco, square dance, dance for senior citizens, etc.

Day Spa – Provide haircuts, manicures and massages and collect donations for each.

Decorating Service – No time to decorate? Provide a holiday decorating service – for a donation, of course!

Dedicate Your Efforts – Send handwritten letters, along with self-addressed, stamped envelopes, to friends, family, coworkers, business associates, health care professionals and other community members on your holiday mailing list. Share the story of why you're personally dedicated to supporting ACS CAN, and ask for donations to help cancer patients use their voices with elected officials. If appropriate, dedicate your efforts to someone in your life who's faced cancer.

Deliver Meals – Have a meal day to where you will cook and deliver breakfast, lunch or dinner to local businesses. Email a company contact ahead of time with the menu and suggested donation amounts, and let them pre-order.

Dime Fundraiser – Bring some empty water bottles to work and collect dimes from your colleagues (if you fill a water bottle, you can raise \$100). Gather a team of people at work to help – get 10 people to fill 10 bottles and that's \$1,000 right there!

Dinners – Coordinate spaghetti dinners, gourmet feasts, etc., and collect donations of your attendees.

Dress Casual Day – Check with your employer about hosting a dress-down day. Employees who donate to ACS CAN will be allowed to dress casual on a specified work day.

Duck Race – Collect donations for rubber duckies that will “race” down a local stream or river, with the owner of the winning duck getting a donated prize (movie tickets, gift certificates, etc.).

A to Z Fundraising

E

Eat Healthy; Be Happy – Gather friends together for healthy snacks and some fun, like a walk through a historic neighborhood. Ask for donations at the door to donate to ACS CAN.

Envelopes at Restaurant Tables – If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, “Please help save lives from cancer. Support American Cancer Society Cancer Action NetworkSM (ACS CAN). We work to make the fight against cancer a top priority for our elected officials. Donations to ACS CAN, are not tax-deductible.”

Email – The number-one reason people give for not donating is because they aren’t asked. So, ask! Email family, friends and colleagues asking for a donation. Share the story of why you're committed to supporting ACS CAN.

Errand Service – Some people never have time for all those errands. Help them out by doing it for them, and ask for a donation to ACS CAN in lieu of payment.

F

Face Painting – Set up a booth at a local community event. Kids love it! And ask for donations.

Flowers and Plants – Collect donations for extra houseplants or bouquets from your garden, and watch your donations blossom.

Fruit Baskets – Ask local stores to donate the fruit, baskets and cellophane. You collect donations for the baskets in advance (suggested \$20 per basket). Consider hosting a basket-making party, and ask friends to help make and deliver baskets.

G

Garage Sales – Clean out your attic, garage, and basement, and host a garage sale to raise money for ACS CAN.

Gift Shopping Service – You do the shopping for those people who have no time to do it themselves. Ask for a donation to ACS CAN in lieu of payment.

Gift Wrapping – During the holidays, set up a table at the local mall or in a particular store. Get the paper, ribbon, and other supplies donated.

Golf Tournament – Work with your local golf course to host a golf scramble. This kind of gathering could provide some unique opportunities to network with members of the community in a completely new way! You could look to community businesses to donate prizes and awards.



A to Z Fundraising

H

Haunted House – Organize a haunted house and ask for a suggested donation. Don't forget the hayride and apple cider.

Helper for a Day – Shovel snow, rake leaves, or mow your coworker's or neighbor's lawn, and ask for a donation to ACS CAN in lieu of payment.

Home Parties – Host a jewelry, kitchen, candle, clothing or home decorations party and ask for a donation to ACS CAN for courtesy items or services.

Hole-in-one – Set up a portable putting green in your office. For a donation, let people try to put it in. Have prizes for anyone who gets a hole-in-one.

Holiday Party – Decorate the office for a favorite holiday. Admission price is a donation to ACS CAN. Ask local vendors of holiday decor to provide items to offer for additional donations, or to use as prizes for games.

I

Ice Cream Social – Set up an old-fashioned ice cream parlor and soda fountain, offering refreshing summer treats for a donation to ACS CAN.

J

Jewelry Sale – Ask a local artist to donate a few special pieces to auction or use to encourage donations as a courtesy gift.



K

Knock Out Cancer – Ask your employer if you can set up a punching bag in your office lobby or cafeteria. For a donation to ACS CAN, let staff take out their aggressions on cancer.

Knit to Save Lives – Use your knitting or crochet skills to make easy items like coffee cup cozies, scarves or hats, and offer them for a donation to ACS CAN.

L

Lawn Service – While you are mowing your lawn, ask to mow someone else's for a donation to ACS CAN.

Letters – Write one letter for friends and another for business associates. Be sure to thank them for the specific amount they gave you last year. Ask to have the checks returned to you by a set date. It's harder for people to ignore when there is a due date. Don't forget to include a self-addressed, stamped envelope for a better reply rate.

A to Z Fundraising

Line Dancing – Work with a local club or hall to offer a night of line dancing lessons. Ask a DJ to donate their services and get someone to teach the lessons. All proceeds would be donations to ACS CAN.

Loose Change “CAN” – Display a can decorated with the ACS CAN logo wherever you can, such as convenience store counters or supermarket check-out lanes. Let people know they CAN help save lives by donating to ACS CAN.

Lunch with the CEO – Auction a lunch or maybe a round of golf with the CEO or president of your company.

M

Movies – Rent short videos (classic films or cartoons are great) and have a movie week during lunch hour. Charge “admission” that are actually donations to ACS CAN and invite employees to eat their lunch while they watch.

N

Name Bead Bonanza – Take orders and create personalized bracelets, key chains, or necklaces for a donation to ACS CAN.

O

October Festival – Have pumpkins, straw bales, dried corn stalks, colorful gourds and bright flowers for your decor. For the main attractions, consider a pumpkin-carving or scarecrow-decorating contest, apple bobbing, face painting or a bake sale.

Odd Jobs – Call on neighbors and ask to do some odd jobs, such as cleaning out rain gutters, shoveling snow, raking leaves, etc.

P

Parking – Collect donations for parking spaces during major community events such as fairs and carnivals. You can also provide valet parking service for a donation.

Pet Fashion Show – Have a pet fashion show for pets to flaunt their favorite outfits. Collect donations as an entry fee and vote for the best outfits, most creative outfits, etc.

Pet Service – Offer to walk dogs or feed animals when people are traveling or working long hours for a donation to ACS CAN.

Personal Donation – Start off your campaign by making a personal donation. Your friends, family and business contacts will realize how important this cause is to you.

Pies – Make delicious pies, and collect donations for those interested. Use fresh fruits and seasonal flavors.



A to Z Fundraising

Potluck Lunches at the Workplace – Name every Wednesday “ACS CAN Potluck Day.” Participants take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace for a donation.

Pretty Baby Contest – Have coworkers bring in and display their baby pictures (with no names attached) in a common location. Place a jar in front of each. Other coworkers "vote" for their favorite with donations into the jars. The winner is the one whose jar has the most money.

Q

Quilt Creation – Offer plain quilt squares for donations, for people to decorate in honor of a loved one who's faced cancer. Ask a local craftsperson to create a quilt with the squares, and auction the quilt at a major public event.

R

Recycle – Collect aluminum cans and take them to a recycler. Or if you are near a bordering state that gives refunds on returnables, turn them in for cash.

Rock-and-roll Party – The neighborhood teens can get together for an evening of fun and music in your family room, and the other parents can pay not to have the noise at their house.

Romance – Auction a romantic dinner prepared by you, or a local chef or restaurant.

S

Shutterbug Mania – Into photography? Take candid shots around the community or schools and give to donors for a suggested donation value. Or take photos at a friend's wedding!

Skate Away Cancer – Get a group together for ice skating, roller skating, or skateboarding, with each person donating.

Splash Hop – Hold a swim party at your local community pool or gym. Have it in the winter at an indoor pool, complete with tropical snacks and drinks.

Sports Challenges – Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Donations for entering or losing can be suggested.

Stick a Fork in Cancer – Stick a Fork in Cancer is a dine-out campaign where local restaurants donate a portion of their sales on a given day or week. The idea is to get multiple restaurants on board during this set period. Promote the event and thank participants through social media, and offer each participating restaurant a certificate of appreciation to display. Any effort of this type should be cleared with the ACS CAN Grassroots Manager and ACS CAN legal in advance due to state charity laws.



A to Z Fundraising

Super Bowl Party – Organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this for basketball playoffs, the Indy 500, Masters final round, etc. This is an especially good idea for any location with a large-screen TV.

T

Table Tents – Ask a restaurant if you can put table tents on their tables asking patrons to contribute to ACS CAN by adding a donation to their check. Typically, restaurants require an agreement with ACS CAN which the ACS CAN Grassroots Manager would need to manage.

Tailgating Party – Hold a tailgate party (at the game or in your house) before the game and ask for donations.

Taste of the Town – Ask several local restaurants to donate food. Collect donations for tickets and have all the restaurants set up their dishes in one local location, such as a community center. Your guests get to sample many different foods.

U

Unique Boutique – Collect or make one-of-a-kind items and raise funds via a silent or live auction. Try it during the holiday season.

V

Vacation Day – Ask your boss if you can offer a bonus day off for the colleague who raises the most for ACS CAN.

Vending Machines – Coordinate with your vendor to add 5 cents to the cost of a snack or soft drink in a particular venue or office with, the extra nickel going to ACS CAN. Any arrangements would require approval through the ACS CAN Grassroots Manager and contract with the vending machine company.

W

Wall of Hope – Designate a wall for display at work or in your community. Each time you collect a donation, provide a card for the donor to write their name or the name of a loved one who's faced cancer, and add it to the wall. Create a competition between colleagues or offices to get the most cards on the wall.

Weight Loss Competition – Host a competition and have everyone donate a dollar for each pound lost

A to Z Fundraising

Wine Tasting – As with any fundraiser – but especially with this one – the wine must be donated and all liquor liability laws must be followed. ACS CAN will be required to enter a contract to require the server to be licensed and insured. Work with your ACS CAN Grassroots Manager.

X

X-out Cancer – Hold a tic-tac-toe tournament, with donations serving as entry fees going to ACS CAN, and prizes for winners donated from local businesses.

Y

Yard Sale – Designate a day as your community-wide yard sale, with all funds raised going to ACS CAN. Have maps printed up showing where all the sales are.



Yoga – Work with a local yoga studio to host a special one-time class, or a weekly class, where donations will be made to benefit ACS CAN in lieu of a class fee.



Z

Zoot Suit Party – Hold a swing dance party and give an award for the best Zoot Suit.

Zzzz – Work with your boss to plan one day where all employees can come in a half-hour late. Each employee contributes a set donation to sleep in and dream of a world without cancer.

Fundraising Tip Sheet

FIVE STEPS for successful fundraising



1 Start Off Strong

Not sure where to start? Kick-start your campaign by making a self-donation. You'll show others how much this cause means to you and inspire them to contribute, too. Next, take some time to plan how you will invite your contacts to donate to your campaign.



2 Tell Your Story

The best way to connect people to our mission is to share your story.
Share why you stand with the American Cancer Society in the fight against cancer.



3 Find Your Audience

Thanks to technology, you have multiple ways to connect with your potential donors. While social media may be a popular option, not everyone can be reached that way. We encourage you to create a diverse fundraising plan to make sure you reach everyone on your list.

In addition to social media (Facebook, Instagram, Twitter, etc.), consider reaching out via email, text, phone calls, and other traditional methods.



4 Follow-up

Most people are busy, so you may not capture everyone's attention the first time.
Don't be afraid to ask again or reach out to them a different way.



5 Thank and Recognize

There are a lot of other worthy causes people can choose to support. Make sure your donors know how much you appreciate their decision to support the one closest to your heart.

As soon as they make a donation, thank them with a personal message and share the potential impact of their donation. If you can, find ways to recognize them on social media.

