

End Colon Cancer  
**Coast to Coast**



# Fundraising Tips and Tricks

## **Welcome to Coast to Coast!**

Thank you for joining the effort to end colorectal cancer. Your efforts are part of a nationwide movement uniting fundraisers from all 50 states to make a meaningful impact. Whether you're a seasoned fundraiser or new to the cause, these tips and tricks will help you make the most of your campaign.

---

## **Getting Started**

### **1. Define Your "Why"**

Start by sharing why you're passionate about ending colorectal cancer. Whether it's a personal story or a desire to make a difference, your "why" will inspire others to join your mission.

### **2. Set a Goal**

Aim high! Setting a clear fundraising goal encourages others to help you reach it. Share your progress and celebrate milestones to keep momentum going.

### **3. Choose Your Event**

Pick a fundraising idea that fits your interests and community. Here are some suggestions:

Golf to End Colon Cancer: Host a tournament or mini-golf day.

Sweat to End Colon Cancer: Turn fitness goals into fundraising—run, walk, or hold a yoga class.

Party to End Colon Cancer: Organize a themed event, gala, or celebration.

Creative Fundraising: Let your imagination run wild with bake sales, talent shows, or online gaming marathons.



## Tips for Success

### 1. Spread the Word

- Social Media: Share updates on platforms like Facebook, Instagram, and Twitter. Use hashtags like #EndColonCancer and #CoastToCoast.
- Email: Reach out to friends, family, and colleagues. Personalize your message and include your fundraising link.
- Local Connections: Post flyers in your community, ask local businesses to support you, or host a kickoff event.

### 2. Make It Personal

- Share photos or videos to connect emotionally with potential donors.
- Thank your supporters publicly to show appreciation and encourage others to give.

### 3. Leverage the Power of Matching Gifts

- Encourage donors to check if their employers match charitable contributions. This can double or even triple their impact!

### 4. Engage Your Community

- Team Up: Form a fundraising team with friends, family, or coworkers.
- Challenge Others: Host friendly competitions to see who can raise the most.

### 5. Stay Connected

- Keep your supporters updated with stories of progress and impact. Share how their donations contribute to ending colorectal cancer.



## Maximize Your Impact

### 1. Use Fundraising Tools

When you commit to raising \$500 or more, you'll receive an Alliance Fundraising Box with resources to support your campaign. Utilize these tools to stand out and reach your goal.

### 2. Highlight the Movement

Remind your supporters that Coast to Coast is a nationwide community working together. Share how their contributions are part of a larger mission.

### 3. Promote Key Dates

Encourage participation in the celebration Scope It Out Coast to Coast event on the National Mall this March. It's a celebration of your hard work and the movement's impact.

---

## Fundraising Language to Inspire

### Calls to Action:

- "Join me on my journey to end colorectal cancer Coast to Coast!"
- "Every dollar raised brings us closer to a cure. Donate today!"
- "Together, we can make a difference. Help me reach my goal!"
- Sample Social Media Post: "I'm raising funds to end colorectal cancer through the Coast to Coast campaign! Every step we take, every dollar we raise, gets us closer to a cure. Support my fundraiser and join the movement. [Insert donation link] #EndColonCancer #CoastToCoast"



## Recognition and Rewards

Celebrate your success! Coast to Coast offers fundraising commitment levels with special benefits, including the Alliance Fundraising Box for those who commit to raising \$500 or more. These perks are our way of saying thank you for your dedication and impact.

---

## Final Words

Every dollar raised, every conversation started, and every event hosted brings us one step closer to ending colorectal cancer. Thank you for being a vital part of this nationwide movement. Let's go Coast to Coast and make a difference together!

