



FUN WAYS TO FUNDRAISE

Turn your passion into impact with these creative ideas to make reaching your goals exciting and memorable.

ScopeltOut™
colorectal cancer alliance
Washington, DC

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We know fundraising can be a bit intimidating, whether you're an expert or a rookie. We put together these tips and ideas to help jumpstart your fundraising success. If you need assistance or support with your fundraising efforts please email, Jasmine Browder at jbrowder@ccalliance.org.

THANK YOU, THANK YOU, THANK YOU!

Make sure to thank your donors! When you receive a donation, send an email or card thanking that person for supporting your efforts to end colorectal cancer within our lifetime. Handwritten notes are very powerful.

SPREAD THE WORD! DON'T BE SHY.

Tell everyone you meet about the Colorectal Cancer Alliance and why you are fundraising. Passion attracts people, and you never know who has been impacted by colorectal cancer and might want to join or donate.

FUNDRAISE AT YOUR WORKPLACE!

If appropriate:

- Ask your company to match what you raise. Some companies have a matching gift policy, so check to see if your company does.
- Ask your boss for a company contribution or sponsorship. They will likely be impressed by your dedication and passion for the cause.
- Share your fundraiser in an employee newsletter or Slack group.
- Ask colleagues to join or support your team.
- Offer to speak briefly in a team meeting about the cause.
- Make a "donation thermometer" to hang above your desk at work. Your coworkers will want to help you reach your goal
- Ask your employer to host a casual dress day. In exchange for a donation to your cause, employees can wear regular clothes to the office.

FACEBOOK AND INSTAGRAM FUNDRAISERS

- Reach your supporters where there are...online! Launch a Facebook or Instagram fundraiser and boost your efforts with easy and quick calls to give.
- Connect your fundraising page to your Facebook or Instagram fundraiser [by following these simple steps](#).

GET CREATIVE

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| "ASK 10 FRIENDS FOR \$20" MINI-DRIVE | "PINTS FOR PREVENTION" BAR CRAWL OR BREWERY NIGHT |
| Challenge your loved ones to help you raise \$200 by getting 10 people to donate \$20. Challenges and deadlines help motivate supporters to get behind your cause. | Contact local bars and see if you can do a fundraising crawl. Negotiate with the bars for a certain amount of the proceeds to go toward your team if customers mention that they're there to support the fundraiser. |
| THE BLUE HAIR (OR BEARD!) DARE | THE 'DARE-ME' LADDER |
| "If I raise \$X, I'll dye my hair/beard BLUE for ScopeltOut." Tips: <ul style="list-style-type: none">• Add sparkle• Use temporary/wash hair dye or wear a blue wig• Create a before/after video | Set up a ladder of dares tied to fundraising milestones: <ul style="list-style-type: none">• \$100 → sing a song on social• \$250 → Share a throwback photo• \$500 → pie in the face• \$1,000 → create a short "colon health rap" video |
| "ASK ME ANYTHING... ABOUT MY COLON" LIVESTREAM | "SPARE CHANGE" DONATIONS |
| Host a quirky, friendly AMA on Instagram, Facebook or TikTok. <ul style="list-style-type: none">• Share CRC myths, screening facts, and your personal connection.• Let donors ask anything• Every \$25 = you answer a funny or heartfelt question• Every \$50 = you share a fun personal story or fact about the race | Small asks add up. <ul style="list-style-type: none">• Encourage people to donate the cost of their morning coffee, lunch, or a ride-share.• Post sample asks: "Skip one latte and help me end colorectal cancer." |
| CHOOSE MY WALK DAY OUTFIT CHALLENGE | BIRTHDAY OR ANNIVERSARY DONATIONS |
| Make giving playful and let your supporters dress you for event day! <ul style="list-style-type: none">• \$25 = choose my race-day socks• \$50 = I'll run wearing a silly hat• \$100 = I'll wear a blue wig• \$250 = I'll wear a poop emoji costume | Have an upcoming milestone? Ask for donations instead of gifts. This is a quick switch that raises meaningful amounts. |

NEED SUPPORT OR MORE FUN IDEAS TO FUNDRAISE?

Email Jasmine Browder at jbrowder@ccalliance.org or give us a call at (202) 628-0123.