



ScopeltOut
colorectal cancer alliance
Washington, DC

Fundraising Toolkit

Kickstart Your Fundraising

Now that you've registered for DC ScopeltOut, and personalized your page, the next step is to tell your friends, family, and colleagues about your commitment to **end colorectal cancer!** Below are some best practices, tips, and sample language you can utilize to help you reach your goal.

Prior to asking others to make a gift, be sure to make your own personal donation to the event. It is a lot easier to ask someone to support you if you already have some skin in the game!

Making the Ask

- Invite friends, family and colleagues to join your team.
- A personal ask should be memorable. Introduce yourself, explain the event, and share why you are supporting the Alliance through DC ScopeltOut and ask them to support you by donating.
- Tell your story, making it personal to make it powerful.

An ask should end with a concise question that makes your request clear.

Here are some ideas:

- "Will you donate to/join my team?"
- "Would you be willing to support my fundraising efforts?"
- "Do you want to help us end colorectal cancer within our lifetime?"

Send a Personal Email or Letter

Make it personal when telling your story. Include important details such as:

- Why are you involved with the DC ScopeltOut?
- How has colorectal cancer affected you or someone you care about?
People respond and relate to a personal cause.
- Share where and how to donate by adding the online link to donate in your message.
Donating online is easy and instant!

Need templates to work from?

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

Fun Ways to Fundraise

Need creative ideas to reach your goal?

[Check out and download our list of Fun Ways to Fundraise.](#)

Thanking Your Supporters

Once you receive a donation, it's important to quickly thank the donor for their support. You can say thank you via text, email or send a personal thank you note.

Get Social & Spread Awareness

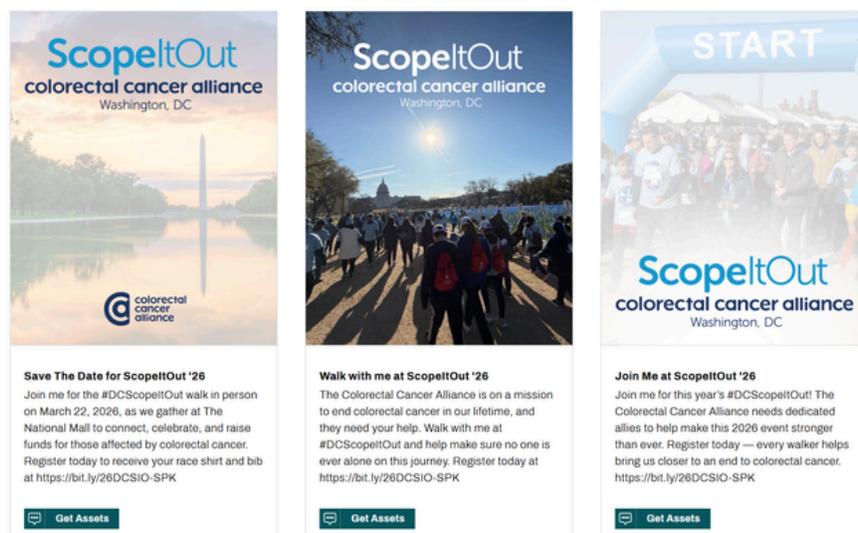
Social Media

Spread the word on social media about DC ScopeltOut and invite your friends to share information on their pages, too. You never know who might see a post and feel compelled to join your team or make a donation.

Facebook: [Colorectal Cancer Alliance | Washington D.C. DC](#)

Instagram: [Colorectal Cancer Alliance \(@colorectalcanceralliance\)](#) • [Instagram profile](#)

Download our social media toolkit and gain access to ready to share graphics. But don't forget to personalize your captions and link your fundraising page!



Facebook & Instagram Fundraisers

Reach your supporters where there are...online! Launch a Facebook or Instagram fundraiser with easy and quick calls to give. Connect your fundraising page to your Facebook **by following these simple steps.** Or start a **Instagram fundraiser!**

Need Assistance or Have Questions?

Email Jasmine Browder at jbrowder@ccalliance.org.