

How to Fundraise for UW Carbone Cancer Center



**Carbone
Cancer Center**
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE
AND PUBLIC HEALTH

A simple guide for success and fun while planning your fundraiser

About This Guide:

The ideas, tips and suggestions listed in this booklet are a helpful tool for you when planning your fundraising event on behalf of UW Carbone Cancer Center. It is designed for grateful patients and their supporters who want to make a positive impact on continuing vital cancer research in Wisconsin.

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How to Plan an Effective Fundraiser

What type of event do you want to hold? There are many different types of fundraising opportunities. Before you settle on an idea, you may want to consider the following things.

The most successful events are built upon 4 important P's:

Passion:

Extremely successful fundraisers involve turning something you are *passionate* about into a fundraising opportunity. Examples: bicycle rides, competitive marathons, motorcycle rides, cooking/baking, run-walks, wine or beer tasting, jewelry, sporting events, women's fashion, golf, live music concerts, community festivals, etc. Think about what you (and your friends or family) enjoy doing the most, and plan a fundraising event around that idea.

Planning:

How much time in advance do you need to plan? *Typically, a good fundraising event usually takes about 3-6 months to plan and execute.* How many people you need to involve in the planning process to accomplish all the tasks of your fundraising event will depend on the type of fundraiser. Holding a wine tasting event is very different than a motorcycle ride. Ideally, you'll need to pull together a group of friends & family who are willing to plan with you. It's more fun to have reliable people willing to do the work with you than trying to do it all by yourself.

Promotion:

The famous line from a certain baseball movie is: "If you build it, they will come." This is true to a certain point, but if you really want to get a lot of people to attend you must be a self-promoter. *Here are some areas to consider:* Do you need to contact local media outlets (newspaper/radio/TV)? Do you need help writing a press release and distributing flyers/posters? Do you know a tech-savvy individual who can set up a Facebook page, Twitter account or other fundraising website to sign up participants and get donations? Communication of your event is paramount to your success.

Place:

Just as in real estate sales, your event location matters! Will the event be indoors or outdoors? If you're outdoors, and bad weather is on the horizon, do you have a "rain date" should Mother Nature interfere? Also, you need to think about ease of access to your location, especially parking. If you are indoors, and you're thinking of using a conference room, church, hotel, restaurant, or bar as your hosting location, you need to get in contact with any venue you wish to use ASAP, as popular locations get booked months in advance.



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Popular Community Event Ideas and Tips on How to Plan Them

Golf:

Golf outings have a long tenured reputation for being successful fundraisers. The first thing you need to do is pick a golf course and talk to their golf pro to reserve a date. Mondays through Wednesdays most golf courses are flexible to book a charity golf event, as these are slower business days for them. Golf courses book up very quickly in the summer months, so you may want to consider a Fall or Spring timeframe. You need to call at least 6 months in advance if you're set on a particular date. The golf course can set up all the games on the holes such as "closest to the pin" or "longest drive." You can solicit area businesses for prizes each golfer can win. You will need to set a price (based upon golf course fees) and collect all the registrations. A good suggestion is having "foursomes" of golfers play in a "scramble." A scramble is when all four golfers hit a ball from the tee, and they play the mutually agreed upon best hit ball. The other rule is a 2 putt maximum on the greens. This keeps the play moving and you can golf 18 holes in about four hours. Combining a cocktail hour, and/or dinner following golf featuring a raffle and silent auction is a nice way to bring in some extra revenue.

Run/Walks:

Running or walking events are extremely popular. Usually they are 5k or 10k in length that has a looping course back to the starting location. Great places to hold such an event is at a city or county park shelter, which possibly has pre-established paved trails. City streets are fine, although you'll need to contact your local municipality about getting permits and police officers at all major intersections regarding this. Most municipalities charge for event permits, and you'll need to budget accordingly. A great free website when planning your run/walk is www.mapmyrun.com to plot out a course, distances, and trails. *These are things you'll need for your event:* tents, tables, chairs, orange street cones, directional signs, bib numbers, event participant t-shirts, soliciting business sponsors, walkie talkie radios, volunteers to help day-of the event, food vendors, having plenty of water and water stations along the course, first aid station, stage, PA system, and/or having an emcee or honorary race marshall (i.e. Mayor, alderman, TV/Radio personality, sports figure, etc.).

Live Music Night at a local venue, bar or other popular establishment:

Having a concert or live music event can bring a large amount of people out to support your event. First you'll need to determine what band or performer you'd like to have. That can ultimately determine how successful of an event you will have. If the band is a well-known local or national performer, you could bring in some serious donations as the fan base will come to see the show no matter what. Next, you'll have to pick a venue with a stage, adequate parking and check on the availability of the venue for hosting it. The performer and the bar will likely charge you for their services, however you can negotiate on several areas to reduce expenses and increase revenue for your event. *Examples:* Your event pays for the band/performer's travel expenses or lodging in return for no fee to perform. Or, the venue can keep all the drink sales if you can keep the cover charge at the door.

Garage/Yard Sales:

Find out when the "community wide" garage sale is in your community and plan your sale for that day. Typically, start about 1-2 months before you intend on doing your sale. Ask your family and friends to donate their gently used items to you and store in your garage. Put an ad in the paper and online (Craigslist) about your sale and that all the proceeds will be going to UW Carbone Cancer Center for cancer research. Several people have been organizing such garage sales annually for years. Some 3-day sales have been known to generate over \$3,000 when planned and promoted effectively.

Youth & Teen Fundraising Ideas

This is a list of various successful ideas that have worked for youth-organized, cancer research fundraising events. We encourage you to come up with any new ideas to help raise funds for UW Carbone Cancer Center.

“Pass the Hat” during halftime at basketball games: When the cheerleading squad goes out for their halftime dance, have the announcers make a statement that hats/buckets will be passed around. Fact: Every day, 79 people in Wisconsin are diagnosed with cancer. Put 79 seconds on the game clock and see how many donations you can get in that time. FYI, one school in 2010 raised a whopping \$700 by doing this. It took a little more than one minute.

Hold a “Pink Out” t-shirt night: Coordinate selling t-shirts based upon the type of cancer you are supporting. Example: pink for breast cancer, blue for prostate, purple for pancreas, etc. Youth sell t-shirts for \$10 each with your school name/mascot & local sponsor names on them to be worn at a Friday varsity games. All the parents and students wear them in the bleachers, thus looking like one solid, unified color.

Add a Dollar to youth sport event tickets: Work with the athletic director and your sports booster club at your middle or high school for approval. Add an “optional” dollar to the entry price of a game (football, basketball, etc.) tickets and have signage that states each dollar goes to UW Carbone Cancer Center.

Baby Sitting Services: High school students can make themselves available for babysitting. Advertise throughout the community. All your babysitting fees will go to UW Carbone Cancer Center.

Bake Sale: Hold a bake sale at school, church or other visible places in the community.

Car Wash: Get your high school sports team/student council together for a local town car wash along a popular street in your town. Also, have a bake sale/brat stand at the same time. Ask for a “suggested donation” for the car wash. You may pick up a few extra donations with that in mind.

Hold a “Dance for a Carbone”: Charge \$2-\$5 for school dance entry. Have flyers that state the proceeds of school dances benefit the UW Carbone Cancer Center’s cancer research fund.

Do a lunch hour raffle: Sell raffle tickets to fellow students for \$1-2 each. Make sure giveaway item is donated from local store/business. Examples: gift cards, DVDs, etc.

“Fishing” over the lunch hour: Set up a booth during the lunch hour in the cafeteria that looks like a pond with poles, etc. Have students use poles to hook a floating prize in a small kiddie swimming pool and charge to fish for a prize.

Windshield Washing: Collect donations for washing windshields as cars pass through drive-up window at a Fast food restaurant/drive-thru coffee shop.

Your Event Checklist & UW Carbone Cancer Center Contact Information

- 2-3 months before your event:**
 - Send All Event Details to UWCCC
 - Including Date, Time, Location, etc. (we will be posting your event on the UW Health website so ALL details are appreciated)

- Send Your Contact information to UWCCC**
Including name, address, phone number and current email address of the “primary event coordinator” (If we have any questions about the event we will contact this person)

- Contact UWCCC for publicity materials**
 - Press releases
 - Registration Forms
 - Hi-res logos

- During Event:**
 - Make sure donation checks are made out to UWCCC and the event name is in the memo line (NOTE: If a check is made out to a person please have them endorse the check *before* sending it in)
 - If a cash donation is made, please ask if they require a tax receipt – if they do, write down the donor’s contact info: name, address, and exactly how much money they donated to include with the money.

After Event:

- Send all donations into UWCCC within 30 days after your event concludes, so checks don’t expire.

*UW Carbone Cancer Center
Attn: Development & Marketing Staff
600 Highland Avenue, K4/658
Madison, WI 53792-6164*

Thank you for your efforts of organizing an event. The money raised will allow our researchers to develop better methods of diagnosing, treating and preventing cancer.

If you have any questions during anytime throughout the event process please feel free to contact us.

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