



# HOW TO RAISE \$2,000 IN 6 WEEKS

## FOLLOW THESE TIPS TO MEET YOUR FUNDRAISING GOAL

### WEEKS 1 – 2

- It's easier to ask for support when you've made your own contribution! Make a gift to yourself on your Fantasy Day fundraising page of \$25, \$50, \$100, or more.
- Personalize your Fantasy Day fundraising page and share why you support the fight against cancer
- Ask 5 family members and 15 friends to make a gift of \$25 each
  - Be sure to share the impact that each gift has at Dana-Farber:
    - a \$25 gift could help stock the Jimmy Fund's toy closet
    - a \$50 gift could help support a lifesaving clinical trial
    - a \$75 gift could help purchase state-of-the-art research equipment
    - a \$100 gift could support the development of new cancer fighting drugs at Dana-Farber

### WEEKS 3 – 4

- Share your efforts! Post your personal fundraising page on Facebook, Twitter, LinkedIn, or other social media sites and let your network know that your goal is to raise \$50 a day over the next two weeks.
  - Pin your fundraising status as the top post on your Facebook page so it is highlighted all week
  - Update how close you are toward reaching your goal each day.
  - Remember to publicly say, "Thank You!" every time someone makes a gift

### WEEK 5

- Send a personalized Fantasy Day fundraising letter to 5 colleagues, asking each for a gift of \$25 or more. Find out if your company has a matching gift program. If so, you just doubled your ask!
  - Ask 3 local retailers (e.g., salon, restaurant, coffee shop) that you frequent to make a gift of \$25 or more toward your Fantasy Day efforts. Share your reason for participating by making it personal and defining your needs.

### WEEK 6

- Send your personalized Fantasy Day fundraising letter to your entire address book. Let everyone know how much you've already raised and how much more you need to reach your goal.
  - Be sure to send at least one round of follow-up emails to your entire networking group. Sometimes people just need to be reminded! Remember, you are asking people to give toward a universal cause and not to you, personally.
  - Host a fundraising event. Have a bake sale, organize a yard sale, or host a Red Sox viewing party at your place!

To learn more visit [www.JimmyFundFantasyDay.org](http://www.JimmyFundFantasyDay.org)

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