

# TABLE OF CONTENTS

## 1 FUNDRAISING BASICS

Fundraising as easy as 1-2-3!  
Put fundraising ideas into motion by creating a page, getting organized and practice strong leadership.

## 2 CREATE A FUNDRAISER

Write your ideas down and make it official with a fundraising page ready to jump into action as soon as you are!

## 3 GET ORGANIZED

Keep track of what and when tasks need to be done to optimize your fundraising efforts.

## 4 COMMUNICATE

When it comes to fundraising, communication is key! Learn ways to reach out and keep everyone in the loop.

## 5 STREAMING A FUNDRAISER

Learn how to showcase your creative ideas to onling audiences via livestream! Platforms include Twitch, YouTube and Facebook Live.

## 6 RESOURCES

Logos, templates and topical links for additional help setting up your fundraiser.

# Fundraising as easy as 1-2-3!

Sign up on [Givebutter](#)

Do you have fun ideas for a Prevent Cancer Foundation® fundraiser?

## CREATE

a fundraising page

1

You will need:

- Team name
- Event time & place
- Fundraiser goal

## ORGANIZE

a timeline and schedule

2

Tasks to complete:

- Recruit teammates
- Download the Prevent Cancer Foundation graphics package
- Plan fundraising milestones
- Schedule communication updates and outreach (via social media or email)
- Create a unique hashtag for your fundraiser
- Draft thank yous for donors

## COMMUNICATE

Lead by example and be the loudest member of the team

3

This may include:

- Being the first to donate
- Updating/scheduling your fundraising page/socials consistently
- Sharing posts by others
- Celebrating fundraising milestones
- Providing message/post templates to your teammates



# 1

## CREATE A FUNDRAISER

Setting up your fundraising page will take about 10 minutes.

Sign up on [Givebutter](#)

Need help navigating on Givebutter?

[Team page tutorial](#)

### Are you fundraising as an individual or a group?

As you think about what kind of fundraiser you want to create, you can hit the ground running and start fundraising today by joining our official team called “[Fundraise Your Way](#).” This is the fastest way to get started, especially for individual fundraisers.

If you’ve recruited friends, family or colleagues to join the cause, you’ll want to create your own team and provide a few additional details.

Check out [Names Chill](#) for some team name inspiration!

### What is the story and motivation for your fundraiser?

Express what inspired you to host this fundraiser and how donating to the Prevent Cancer Foundation supports the cause. For example, you may have a loved one who has battled cancer, and you hope to inspire others and spread awareness of cancer prevention and early detection practices.

### What is your fundraising goal?

You can edit your goal anytime, but consider how much you would like to raise during your event when setting up your fundraiser. If you’re not sure just yet, start with the default suggested amount!

### When and where will your fundraiser take place?

Whether you’re hosting a 5k, music, art or gaming stream, consider where your supporters can watch and stay updated with your fundraiser’s progress. Hosting is a breeze through one of our fully integrated platforms, so consider using [Tiltify](#), [Twitch Charity](#) or [Streamlabs](#).



### Will you include imagery that is unique to your fundraiser?

The image you choose could be anything from a personal photo to a work of art, and will represent your campaign. Remember, if you’re working as a team, this image will show up across everyone’s fundraising posts!





# 2

## GET ORGANIZED

Staying organized is a necessary component of a successful fundraiser. Create a schedule and timeline leading up to and throughout your fundraiser.

Some items to include:



Download  
official logos

Download and use official Prevent Cancer Foundation graphics in all of your promotional materials. These are high resolution and will help ensure readability and recognition. Please be sure not to alter the design, color or aspect ratio to avoid distortion when using our logos.

Make a schedule for when you will post updates to social media, and be sure to bookmark the link to your streaming page and any other associated social media accounts for easy access.

Whether you're planning a one-day or week-long event, consider how many times you would like to keep people updated with your progress through social media.

Here are some things to consider when planning your posts:

- Determine if posts will include an image and/or text.
- Consider making some pre-made posts for when you reach fundraising milestones. For example, if your goal is to raise \$1,000, you could celebrate when you reach \$250 or \$500. At the very minimum, it's good to have a post ready for if/when you reach your goal! There is no fundraising amount too small, so don't worry if you don't reach your goal.
- Claim a unique hashtag to unite all posts related to your fundraiser.
- Keep the link to your fundraising page handy. Always provide the link when posting to social media. This makes it as easy as possible for supporters to click and donate.
- Reach out to recruit teammates or early supporters. It can be an honor to be asked to participate or support a friend, family member or colleague, so ask around!
- Write up thank you messages that can be emailed or shared on social media. This is a great way to give shoutouts and special acknowledgements, a final total raised, and serve as the official wrap up of your fundraiser. [Click here for Thank you message templates.](#)

Create a save-the-date flyer. You can use an app to put some text over an image, create an original design or fill in the blanks using [Canva!](#)



# 3

## COMMUNICATE

Good leadership includes showing as much as telling, so get ready to hit the ground running! Some things to consider:

- When you create a master event schedule, be the one to stick to it and remain consistent.
- Your supporters are out there, so make sure to create a consistent plan so they know what to expect, where to find your donation page and what to look forward to during the event. Remember to set calendar reminders for yourself to stay on schedule. There are several programs to help keep you organized, such as [Google](#), [Microsoft Suite](#), [iCloud](#) or [Trello](#).

Click here for  
Fundraiser  
Schedule  
Templates



Be proactive throughout the process by checking posts with your unique hashtag.

Everyone has their own perspective to share, but the goal and heart are in the same place. If you're loud and proud of the cause, teammates and supporters will feel emboldened to join in the enthusiasm!

Find inspiration using  
Hashtag Generator

If you're solo, don't hesitate to post and share as often as you're able, and show appreciation for supporters. If you're leading a team, remember that you set the pace and tone of the event, so keep it positive and inclusive.

Be the first one to make a donation to your campaign. This is an excellent opportunity to show your investment in the cause and include an uplifting message that encourages others to do the same.





# STREAMING A FUNDRAISER

Things to consider when planning your online streaming event:

## **Which platform will you stream on?**

[Twitch](#), [YouTube](#) or [Facebook Live](#) are the easiest platforms to fundraise for the Prevent Cancer Foundation!

Once your account is ready on one of the above platforms, sign up for [Tiltify](#) or [Streamlabs](#), as these services will officially link your fundraiser to the Foundation. They both automatically process and keep track of donations!

## **How long will your event run?**

Whether you are a team of one or 100, as the team leader, you will likely be present for the entire event. Have an estimation of how long you would like the event to run, and remember to build in breaks for yourself if it runs several hours.

## **How many people will be involved?**

Some people may help you plan and others may be willing to host a segment during your stream. It's important to know what tasks are expected from each teammate.

In the event that a teammate is unable to perform or assist the day of the fundraiser, determine who or what will take their place.



Live events have a way of getting ahead or behind schedule, so scheduling some wiggle room or breaks between segments to make space for delays to help keep the schedule on time.

To take your fundraiser above and beyond, you may also want to consider including prizes or donation incentives. Prizes take extra time, but they are a great motivator for additional donations.

- **Physical prizes:** These will require packing and shipping, so make sure you budget for that.
- **Digital prizes:** Gift cards or subscriptions can be easily emailed to the winners
- **Donation incentives:** Add bonus exhibitions in the speedrunning showcase, such as dyeing your hair, shaving your head, or performing 50 burpees on camera if you reach a certain fundraising goal.



# RESOURCES

## Foundation Branding

[Click here for various logos to use in your promotion](#)

[Click here for our Branding and Style Guide](#)

## Social media flyer templates

Free, easy to use templates through [Canva](#)

## Social media post templates (more on [Givebutter](#))

### Save the Date

On (DATE), I'm doing a @Twitch charity stream supporting @PreventCancer. Consider donating now at (DONATE LINK): every \$1 given provides \$X for cancer research, advocacy and education. #YourHashtagHere

### Day Before Event

Don't miss my charity stream to help spread the word about cancer prevention tomorrow on @FacebookLive. I'll be live at (TIME), with all donations benefiting @PreventCancer. Tune in, give, and help us #YourHashtagHere

### Day of Event

I'm streaming live RIGHT NOW at (URL) to fundraise for @PreventCancer. If we raise (GOAL) by the end of the stream, I'm vowing to (INCENTIVE)! Early detection of cancer can mean less extensive treatment, more treatment options and better chances of survival. With your help, we can #YourHashtagHere

### Thank You

Thank you to everyone who tuned in to my charity stream supporting @PreventCancer today! Your donations. It's not too late to give, visit (DONATE LINK) to help save lives and #YourHashtagHere

Additional [Thank you letter templates](#)

## Stream Customization

Overlays are decorative frames that beautify your stream, and are especially helpful if you have a specific theme for your fundraiser, or when using multiple cameras at once.

Donation Alerts and Widgets are fun tools to help engage with viewers and inspire more donations. You can choose an image or logo to pop up when donations are received and pair it with a custom notification sound to alert you and other viewers.

Note: you must stream through an Open Broadcaster Software (such as [OBS](#) or [Streamlabs](#)) to customize your look when streaming on Twitch, or use Restream Studio for Facebook Live and YouTube.

### Givebutter

[Overlays, Templates and Guides, Scheduling tools & more](#)

### StreamElements

[Themes, Widgets, Donation Alerts & more](#)

### Streamlabs

[Overlays, Donation Alerts, Widgets, Twitch panels & more](#)

### Tiltify

[Creating Overlays, Alerts, Donation tracker & more](#)

Have more questions?  
Reach out to Amanda Wallach,  
[amanda.wallach@preventcancer.org](mailto:amanda.wallach@preventcancer.org)  
for help!

