



Do-It-Yourself Fundraising Toolkit

Support UNC Lineberger Comprehensive Cancer Center by raising funds to provide "Today's Best Care and Tomorrow's Best Hope" for cancer patients.





ABOUT UNC LINEBERGER

UNC Lineberger Comprehensive Cancer Center is the cancer research and treatment center at the University of North Carolina at Chapel Hill. Serving patients from all 100 counties at the N.C. Cancer Hospital, we are the only public comprehensive cancer center in the state of North Carolina. As one of only 51 National Cancer Institute-designated Comprehensive Cancer Centers, we are rated as exceptional by the NCI.

With research that spans the spectrum from the laboratory to the bedside to the community, UNC Lineberger faculty work to understand the causes of cancer at the genetic and environmental levels, to conduct groundbreaking laboratory research, and to translate findings into pioneering and innovative clinical trials.

DO-IT-YOURSELF FUNDRAISING

Fundraisers help UNC Lineberger to:

- Support patient care and groundbreaking research.
- Educate communities and inspire action.
- Raise awareness of our mission.

Every dollar raised helps UNC Lineberger's mission to provide today's best care and tomorrow's best hope for those suffering from cancer. We appreciate your support.

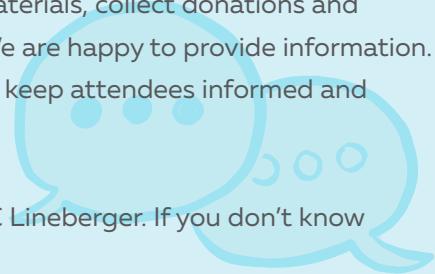
Four Fundraising Success Tools

Below are just a few ways to help educate your attendees about UNC Lineberger.

EDUCATE

Below are just some of the ways you can help educate your attendees about UNC Lineberger.

- Set up a table onsite to hand out educational materials, collect donations and distribute information about UNC Lineberger. We are happy to provide information.
- Make announcements throughout your event to keep attendees informed and engaged.
- Have a patient speak about UNC Lineberger.
- Have a physician or researcher speak about UNC Lineberger. If you don't know someone, we can connect you.



PROMOTE YOUR FUNDRAISER

- Use social media to promote your event. We are happy to use our social media channels to help you.
- Issue a press release to spread the word through local media outlets. We can review in advance if you need assistance.
- Solicit sponsors for your event. While UNC Lineberger cannot assist with soliciting sponsors, we can provide a letter to confirm that you are raising funds on our behalf. This letter will include our non-profit tax status.



For additional help promoting your event, check out page 11.

SUPPORT FROM UNC LINEBERGER

Our event staff can support your event in the following ways:

- Advising you and your volunteers on fundraising, public relations and marketing.
- Promoting your event on our website and through social media.
- Reviewing your promotional materials and approving usage of our logos.
- Letters of acknowledgment and gift receipts to your event's donors.
- A check presentation following your event to celebrate your success!



RAISING FUNDS

Once your fundraiser is complete, simply send your UNC Lineberger donations to us via web, cash or mail.

Web: Work with us to set up an online fundraising page, allowing us to receive donations directly.

Cash: Cash donations can be converted to a check or you can make an online donation to your fundraising site with any cash collected. Please note that we cannot receive cash directly from your fundraiser.

Checks: Make checks payable to UNC Health Foundation. Please note your fundraiser in the memo line.

Mail all checks to: UNC Health Foundation
Attn: UNC Lineberger Events
PO Box 1050
Chapel Hill, NC 27514



Popular UNC Lineberger Fundraisers

Let's get started! Here are some ideas of our most popular fundraisers.

GAME DAY DEDICATION

Spread the word to a wide community audience by dedicating a local sporting event to UNC Lineberger.



Decide on a sport:

Pick the sport and the date of the game you want to dedicate to UNC Lineberger.

Fundraise at the event:

- Sell tickets with the proceeds going to UNC Lineberger
- Sell raffle tickets with a prize or gift card donated from a local business.
- Host a bake sale.
- Conduct peer-to-peer fundraising by asking participants to collect donation from friends and family! Set up a competition where the individual who raises the most money can win a prize.* We can set up a peer-to-peer fundraising page for your event.
- From your fundraising page, send emails asking people to donate or join your fundraising team. Encourage everyone to send emails, post on social media and spread the word about why you are fundraising.
- Set up a table at your event and collect donations.

* Please consult relevant authorities regarding compliance before offering prizes.



Success Story

UNC Men's and Women's Soccer decided they wanted to make a difference for families who were experiencing financial difficulties while their child was receiving treatment for cancer. They conducted a month-long peer-to-peer fundraising effort during September. By reaching out to friends and family they were able to raise almost \$15,000 to help these families in the first year of their Carolina Soccer Kicks Childhood Cancer campaign!

SELL FOOD

Decide on a delicious food item or meal that will get your community involved.

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- Pick a food item, date and location.
 - Sell sponsorships to help defray the costs of the product.
 - Set-up a website so that people can pre-order the product and make additional donations.
 - On the designated date, participants come to the location and pick-up their meal or food item.
 - If you have enough volunteers, you can also deliver the food item for a minimum order.



Success Story

The Triangle-area Coldwell Banker Real Estate offices have banded together to organize a Pig Out Against Cancer. Agents sell sponsorships for the event and solicit donations and pre-orders in advance of Pig Out day. On the designated date, they serve hundreds of plates of barbecue in Chapel Hill, Raleigh, Pittsboro and Durham. In nine years, this event has raised over \$100,000 to assist UNC Lineberger's Comprehensive Cancer Support Program.

PARTICIPATION SPORTING EVENT

You can plan a community race, sports clinic or golf tournament. The possibilities are endless!

- Registration fees for your event include a portion donated to UNC Lineberger.
- Get sponsors for your event so more registration revenue can be used as a donation rather than for expenses.
- Conduct peer-to-peer fundraising – ask participants to collect donations from friends and family! Set up a competition where the individual who raises the most money can win a prize.* We can set up a peer-to-peer fundraising page for your event.
- From your fundraising page, send emails asking people to donate or join your fundraising team. Encourage everyone to send emails, post on social media and spread the word about why you are fundraising.
- Host a party following your event with auction items.

*Please consult relevant authorities regarding compliance before offering prizes.



Success Story

The Polar Challenge Golf Tournament and Polar Party was a golf tournament and "wrap-up" party organized by a group of friends more than 20 years ago. Recently, the group decided to support UNC Lineberger to keep the money they raised in the local community rather than continuing to give to a national charity. In addition to fundraising games on the course, they hosted a post-tournament party and charged spouses and friends a small cover charge. The party included dinner and auction. In the past two years, the group raised more than \$45,000 for UNC Lineberger's ovarian cancer program.



PLAN A PARTY

Plan the Event:

- Get a few friends together who would like to support UNC Lineberger.
- Consider the best day to host your event to ensure that it does not conflict with an important holiday or other community event. Secure the date and location.
- Decide on a theme. Carry the theme throughout your invitations and décor.
- Send out paperless save-the-dates and invitations.
- Reach out to local businesses to donate food.
- Hire entertainment – perhaps a DJ or band if it is a larger gathering.
- Charge a cover or request guests make a donation to UNC Lineberger. We can set up a fundraising page which guests can access from a laptop or mobile device.
- Sell raffle tickets or solicit auction items from your local business community.

Success Story

A cancer survivor enlisted the help of a few friends to host a party with a Kentucky Derby theme. Guests were encouraged to wear hats and bowties, the race was played on a large screen, and a band performed afterward. Local businesses donated food and the venue provided a cash bar. There was a wine pull and other raffle opportunities. This event has become an annual tradition in their community and has raised almost \$100,000 in the past three years for UNC Lineberger.



Additional Fundraising Ideas

When it comes to fundraising, you are only limited by your imagination. No matter how big or small your fundraiser is, you're making a difference and helping to save lives. For a little extra inspiration, here are some more ideas for your consideration.

COMMUNITY EVENTS

Neighborhood/workplace bake sale:

Host a bake sale for your office, neighborhood or school. Ask others to donate baked goods and advertise everywhere you can.



Themed meals:

Invite your community over for a themed breakfast or dinner, and ask for a donation in return. Partner with a church or community center to get the space donated, or ask local businesses to donate food and beverages. You can also hold a fundraiser at a local restaurant and donate a percent of the proceeds. Many chain restaurants have programs on their websites where you can apply to be a recipient of a percentage of sales for a day.

Poker/bingo tournament:

Find a location to host a tournament. Ask local businesses to donate food and prizes, and charge an entry fee to play.

Silent auction:

Reach out to local businesses for prize donations. Plan a fun evening where people bid for prizes and raise money.

FRIENDS, FAMILY & COLLEAGUES

Special occasion fundraiser:

Donate your birthday or anniversary to UNC Lineberger. In lieu of gifts, ask your friends and family to make a donation in your honor to your fundraising page. Many survivors commemorate their cancer survival anniversary in this way.

Casual dress day:

Organize a dress-down day at the office. Work with your boss/HR department to host a day where employees can dress casually in exchange for a donation.

Tea, coffee or cocktails:

Host an open house event and ask participants to give a donation rather than bringing a hostess gift.

ATHLETIC EVENTS & ACTIVITIES

Charity yoga/barre/cycling class:

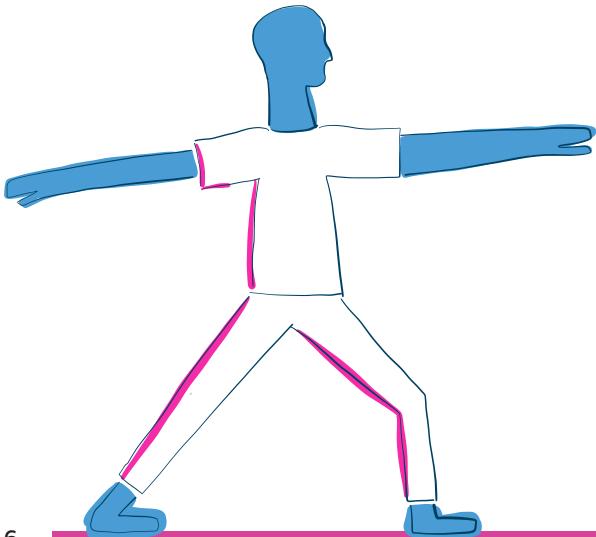
Ask a local fitness studio to donate registration fees for a class.

Recreational sport tournament:

Set an entry fee and ask family and friends to start a team to compete at fun and easy sports such as cornhole or bocce. Build a bracket to create competition and offer donated prizes to the winners.

Race for UNC Lineberger:

Join an already established racing event and dedicate your race to UNC Lineberger.





Fundraising for Kids

If you want to get young people in your community involved, or if you are a kid all-star and want to organize your very own fundraiser, this quick guide will help you reach your goals.

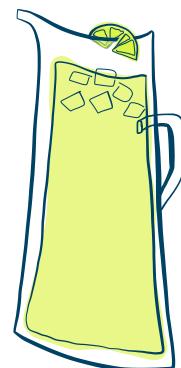
Create a change jar

Create your own change jar and drop in your spare change at the end of each day. Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work,. Make a sign for your change jar that explains why you are collecting the money.



Host a lemonade stand or bake sale

Make lemonade or bake something sweet and set-up a stand to sell goodies in your neighborhood.



Use your birthday

Instead of gifts for your birthday, ask your friends and family to give you a donation for UNC Lineberger.



Be a social media star

Create a video with you, your siblings or your friends asking for donations. You can create a song or a short skit to include in the video. Be sure to tell people why you are raising funds for UNC Lineberger. Post the video on social media and ask people to donate.

Crowdfunding

Before getting started make sure you have an attainable goal, a realistic timeline to achieve the goal and an audience for your fundraising idea.

GETTING STARTED

- Set your goal
- Put together a list of friends and family who might be interested in publicizing your campaign
- Think about social media posts and emails that you and your supporters can share before and during your campaign
- Think about if anyone in your circle of friends and family might be interested in providing a matching gift (example: We have an anonymous donor who will match dollar to dollar up to \$5,000 for the first 24 hours of the campaign.)



EXPLAIN

Before your campaign actually starts, talk to friends and family about why this is important to you, and get their support.



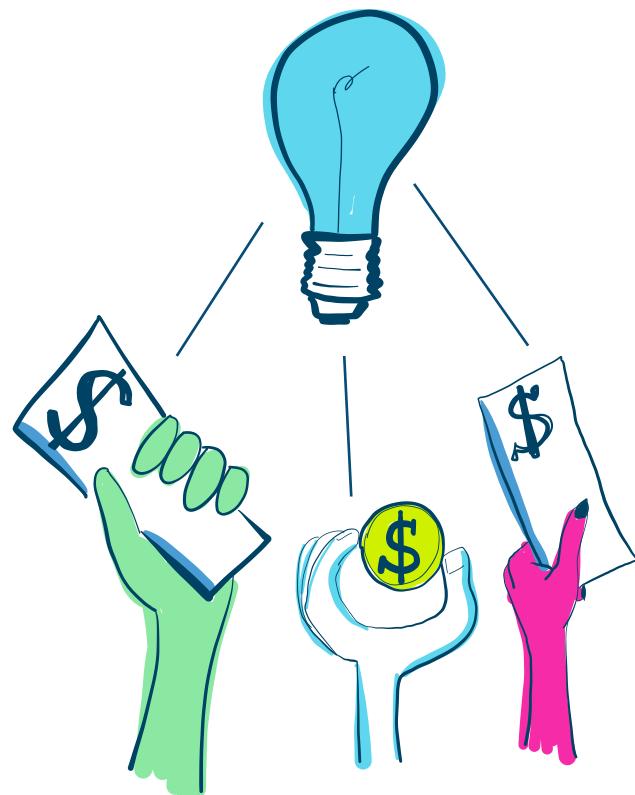
LAUNCH

To launch your campaign, email your potential supporters and launch a social media campaign. Continue to update your supporters throughout the campaign to encourage more people to give.



CELEBRATE!

At the end of your campaign, celebrate your success and thank your supporters!



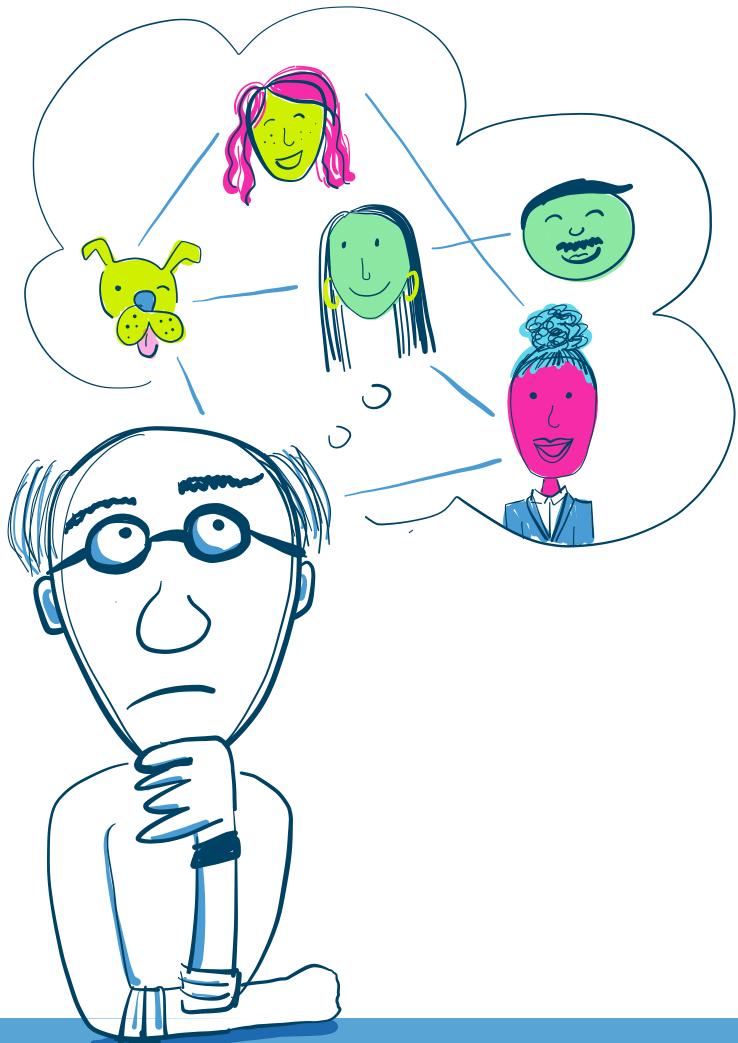
Success Story

In February 2020, Beth Silverstein raised \$70,000 in support of the Cancer Genetics Clinical Fund. Beth began planning in September 2019 for a campaign scheduled to launch February 2020. From September to December, Beth set a goal, worked on crafting her story, and talked to friends, family and co-workers about her campaign. A week before the official campaign launch, Beth raised her original goal of \$25,000 to \$50,000 because she leveraged connections, secured a matching gift, and knew in the first few days she would exceed her original \$25,000 goal (which she did!). Strategic planning helped Beth crush her goals.



Making the Ask

The most important aspect of fundraising is knowing who to ask. When asking for a donation, remember to consider all of the different groups of people you know. People want to support your efforts – you just need to ask.



THINK ABOUT WHO YOU KNOW

Personal relationships can be more than just family and friends!

1. Family – consider more than just your immediate family and include people you might see over the holidays or relatives who live beyond your local community.
2. Friends – this includes your close friends as well as your acquaintances. Consider friends from different times in your life: childhood, high school, college and beyond! Also think about groups that you belong to: PTA, social clubs, gyms, etc.
3. Community groups – think about other organizations such as church, civic, religious, volunteer activities and virtual groups.
4. Businesses you frequent- consider asking your doctor, hairdresser, dry cleaner or local coffee shop. Any of these people may want to give if you ask.
5. Neighbors – use fundraising as a way to meet people in your neighborhood.
6. Co-workers and clients – start with your current colleagues, then reach out to former co-workers as well. Ask your business clients, partners, vendors and even fellow alumni!

HOW TO ASK FOR A DONATION

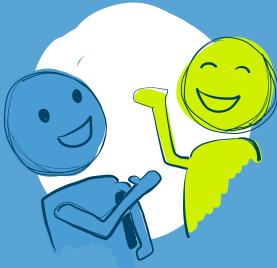
Figure out how you want to reach out to ask for donations. Here are a few ideas:



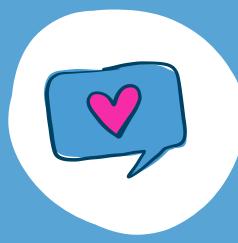
PHONE



E-MAIL



IN-PERSON



SOCIAL MEDIA*



MAIL A LETTER

*If you like to use social media to fundraise, consider creating a fundraiser through UNC Lineberger's fundraising platform. We will provide you with a link that you can use, and donors can make their donation directly on the platform.

How to Raise \$1,000 in 10 Days

Asking for donations can be a daunting task when you first get started.

Here's our guide to help you reach and surpass your goal.

DAY 1 \$25

Kick start your fundraising and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have.

DAY 2 \$125

Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small. If 10 of your connections donate \$10, that's \$100!

DAY 3 \$175

Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!).

DAY 4 \$425

Ask five businesses or companies that your company works with to sponsor you for \$50 to raise \$250.

DAY 5 \$450

Ask your company if you can accept donations in exchange for a dress-down day at work. Charge five of your co-workers \$5 each and add \$25 to your fundraising!

DAY 6 \$575

Reach out to five family members and ask them to donate \$25 each, getting you \$125 closer to your goal!

DAY 7 \$775

Ask 10 close friends to each give a \$20 donation to raise an additional \$200

DAY 8 \$875

Ask four neighbors to each make a \$25 donation to raise an additional \$100

DAY 9 \$925

Ask 10 members from a club or house of worship if they will give \$5 each to raise an additional \$50

DAY 10 \$1,000

Ask three businesses you use a lot (dry cleaners, nail salon, coffee vendor, barber/hair stylist, etc.) to give \$25 for the final \$75!



Where the Money Goes

Let people know how their donations can make a difference. Any amount helps UNC Lineberger's mission to provide the best care and give hope for the future.

Three Easy Ways to Promote Your Event

Below are three easy ways to promote your fundraiser.

USE SOCIAL MEDIA

- Create a fundraising page and post the link on your social media channels. We are happy to help you set it up. Be sure to include details about why you support UNC Lineberger.
- Consider a “takeover” of a popular social media account that people follow (i.e. your school Instagram or your local sport team’s social account) and use it as an opportunity to promote your event.
- Create a hashtag or use one of ours - #unclineberger, #todaysbestcare, #tomorrowsbesthope.
- Make a geofilter, sticker or GIF for the day of your event.
- Post photos of your fundraiser on social media.
- Don’t forget to tag UNC Lineberger so we can see all of the awesome things you are doing and share with our followers!

Facebook: @unclineberger

Twitter: @UNC_Lineberger

Instagram: @unclineberger@unclineberger

GET CREATIVE

- Use a free site like Canva to make materials like flyers, posters and even a shareable graphic to help get the word out.
- The materials should include UNC Lineberger’s logo, the date and location of your fundraiser, and a contact for sign-ups or questions. Check with us for digital logo files and usage guidelines.
- Promote your event in-person (flyers, posters, campus tables, bulletin boards), through email, on social media (Facebook, Instagram, TikTok, Snapchat, Twitter) or through local magazines and newspapers.
- Ask local sponsors to get involved (i.e. your local pizzeria, your bank or other businesses).
- Incentivize people to attend with food or prizes.

RECRUIT EVENT AMBASSADORS

- Find people who are passionate about getting involved and ask them to be ambassadors for your event. Their job is to recruit others to the fundraiser on social media and by word of mouth.
- Get other influential people involved in the event (i.e. star athlete, local news anchor, your dean).
- Get event ambassadors any promotional material you create to share both online and in-person.



REACH OUT IF YOU NEED HELP OR HAVE QUESTIONS

We are here to help! Email Elizabeth_Rubio@med.unc.edu if you have questions or need help getting started. You can also review our FAQ's and Guidelines which you will find on-line. The most important thing to remember is that fundraising for UNC Lineberger should be fun! You are making a difference in the lives of others and there is no better way to spend your time.