

# Every Dollar Makes a Difference!

Here are some ideas to help you raise funds to support our kids!  
Fundraising is not mandatory, but it is easier than you think whether you collect \$5 or \$1,500!



## Online Fundraising Page:

Creating an online fundraising page is quick and easy. You can send it out to your contact list or post on your social media and ask friends to help support your efforts. For details please see the next page.

## Create a Friendly URL:

This is the easy to remember website address specifically for your fundraising page. Go to "Login to MY PAGE" and click "Design My Web Page." Type in something you will remember, like your first and last name (don't include spaces). Click the check mark and then click "Apply Friendly URL."

Copy and Paste your special website address some place where you can access it easily and multiple times.

Make sure it is the full address, for example

<http://supportlongbeach.memorialcare.org/SmithFamilyRules>



## Mail Personal Letters:

Write a personal letter and send it out to your friends near and far asking them to support your efforts. A sample letter can be found at [www.torchrunonline.org](http://www.torchrunonline.org) and clicking on Fundraising Tips.



## Lemon-aid Stand or Ice Cream Social:

Have your kids set up a lemonade stand in front of your house and charge \$1.00 a cup or contact your local shop and let them know you would like to have an ice cream social. They will give you a day where you invite your friends, neighbors, and family to come by and buy a cone, cup, or sundae and a portion of the money spent will be given back to you. Make sure they let everyone know that the money is going to support your fundraising efforts for the Jonathan Jaques Children's Cancer Center.



## Ask Your Local Stores:

Do you frequent a local salon, mechanic, or dry cleaners? Let them know that you are raising money for JJCCC and see if they are interested in donating.



## Jar-O-Change:

Ask your child's teacher if their class would like to help their classmate out in raising money for the Jonathan Jaques Children's Cancer Center by putting their change in a jar in the classroom. Make it a contest for the class; if they fill the jar you will bring in cupcakes one day ... time to get clever.



## Sell Paper Hearts:

Your child can sell paper hearts (JJCCC will provide to you) during lunch or other times during the school day for \$1. Display the hearts with the student's name in a prominent location such as outside the cafeteria, in the school gym, along school hallways. Please get principal's permission before selling and displaying. This can also be done at an office or local shops like your mechanic, beauty salon, and dry cleaners.

# EMAILING AND SOCIAL MEDIA TIPS

## Emailing Friends and Family Members:

We recommend no emailing everyone in your contact list, try 5-10 at a time starting with close family and friends. We also suggest that you use your own email system instead of emailing from your fundraising page that way your friends and family are more likely to open it and it won't get sent to their junk mail.

It's as easy as 1...2...3!

### 1. Email your Friends and Family:



Using your own email system (Gmail, AOL, Hotmail, Yahoo, Outlook) , send an email to 5-10 friends and family members. Send them individually ... not everyone appreciates mass mailings.

Make sure to include why you are participating—let them know why this is important to you. Don't forget to include your special Friendly URL so they can go directly to your page to donate.

### 2. Follow-up and Thank:

We are all busy, so don't be afraid to send a follow-up email (Hey, did you get my email?). Don't pester, just nudge.

Always, always, always send a thank you. Whether that person donated or responded saying they were unable to help this year, they all deserve a thank you. Let them know how much they mean to you.



## Posting on Social Media:

You can use your Facebook, Twitter, and Instagram in many different ways to get your fundraising page and event information out there. Share different parts of your participation in the event from signing your child up to participate, fundraising, and photos of the fun you and your family had at the event using #JJCCCTorchRun.

It's as easy as 1...2...3!

### 1. Post on your Social Media

While on your social media page, write a quick message about why you are participating and fundraising for this event. Then make the ask - please click the link below to donate to my page! Copy and paste the Friendly URL you just created. The photo from your fundraising page should automatically show up. Share often! Don't be afraid to make it fun!



### 2. Follow-up and Thank

If someone donates to your page, don't be afraid to thank them on your social media and tag them in the post. It is a great way to keep your fundraising page relevant on your social media, but it will also show up on your donor's social media page for extra exposure.



**Check out our tips and tricks for social media and emails – this includes sample social media posts at [www.torchrunonline.org](http://www.torchrunonline.org)!**