

INTRODUCTION

Thank you for participating in a One Mission Community Fundraiser. Every dollar you raise will help fund vital One Mission programs and services that are helping kids get through cancer. Since 2009, One Mission has raised over **\$14.6 Million** dollars for kids fighting cancer and their families!

We know fundraising can be a little daunting at first, but we're here to help you every step of the way! This guide contains helpful tips and tools that will assist you in meeting (or better yet) exceeding your fundraising goals.

CONTENTS

- Create Your Fundraising Page
- Make the "Ask"
- Why it Matters
- Social Media
- Host a Fundraiser
- Templates, Promotional Tools and Downloads
- Donation Form for Check & Cash Gifts

CREATE YOUR FUNDRAISING PAGE

Creating an impactful personal fundraising page is the first step to fundraising success. Share your personal reasons for throwing a fundraiser for One Mission and explain why people should support you. The following are some tips to help you create an impactful fundraising page.

Set a fundraising goal – and when you reach it, increase it!

Include a photo – include a picture of yourself prior to shaving so donors who may not know you personally can put a face to the name.

Make it personal – making a personal connection to the mission increases your fundraising. Be sure to customize the content on your fundraising page to include:

- Been touched by cancer in some way
- Why you were inspired to help kids with cancer

Why it is important – Tell donors why making a contribution your fundraiser in support of kids fighting cancer matters. See the [How We Help](#) section to learn about One Mission programs and how the money YOU raise helps kids with cancer and their families. People want to feel good about their donations. It's important to share this info on your Fundraising Page as well as when you [Make the ASK](#) for donations.

One Mission is registered 501(c)(3) tax-exempt public charity. Donations are tax-deductible to the extent allowed by the Internal Revenue Code.



TIP: For those of you starting teams, be sure to check out our [Team Captain's Toolkit](#) for helpful info and tips on leading teams to fundraising success.

"Fundraising was so much easier than I expected! Once people heard I was shaving my head to help kids beat cancer they were eager to support me. I enjoyed sharing my story and felt great pride that I was doing something good."

– Mary, Buzzee

Raise \$400 in 4 Days!

All you have to do is ASK!

Day 1:
ASK
4 family members to sponsor you for \$25 each.

Day 2:
ASK
4 friends to sponsor you for \$25 each.

Day 3:
ASK
4 businesses you frequent to donate \$25 each.

Day 4:
ASK
5 co-workers to sponsor you for \$20 each.

(Check to see if employer matches donations – great way to double your donations!)

MAKE THE “ASK” – START FUNDRAISING!

You will raise money when you ask for it. The more people you reach out to, the more money you will raise. People can't support you if you don't ask. Ask often and ask a lot - it's for the kids..

Jump start your fundraising – make a donation to yourself and others will follow.

Start early – the more time you have to fundraise, the more successful you will be.

Send emails & go social – promote your participation through email and social media.

ASK family, friends, fellow students and colleagues to support you. Always include a link to your fundraising page. Ask supporters to forward to their network.

Ask in person – Here are some ways to get the conversation started:

- Did you know each day in the U.S., 43 kids are diagnosed with cancer? I am helping kids fight cancer, will you join me?
- More than 15,000 kids are diagnosed with cancer in the United States each year. Bankruptcy rates are more than twice as high for pediatric cancer patient families than the general population. One Mission helps ease the financial burdens for these families.

SHARE YOUR STORY!

Follow-up – don't hesitate to follow-up with people you haven't heard from, sometimes people just need a reminder.

Double contributions with matching gifts – many employers will match charitable contributions made by their employees. Remind donors to check with their HR department to find out if their company has a corporate Matching Gift Program.

Thank your supporters – thank supporters when they make a contribution and when you reach milestones such as 50% or 75% towards your goal. Thank them again after the event.

Keep fundraising – continue to raise money after the event by sharing your experience with family, friends, colleagues and donors.

Have fun – giving back to those who are less fortunate is one of the best ways to express gratitude in life and feel proud of yourself and your accomplishments so HAVE FUN!



WHY IT MATTERS

Explain how donor's gifts make a difference. The lives of patients, parents and siblings are dramatically changed when a child is diagnosed with cancer. In twelve years that One Mission has been around, we have raised over **\$14.6Million** for pediatric cancer patients and their families which has allowed us to help nearly **36,000 patients and families**.

Below are just a few examples of how the programs and services funded by One Mission and the people like you are making life easier for patients and their families.

- Brightening the road to recovery for patients by funding programs like Catered Meals, which provides multiple meals each week to patients and families in the hospital removing the financial burden buying food every day, providing toys for the "Treasure Chest" to reward kids for being so brave, hosting birthday and holiday parties to give kids and families a much needed break from the daily toll of hospitalization and providing music and art therapy which provides an emotional outlet for patients and promotes healing.

For a complete list of programs that One Mission funds [click here](#).

Suggest a giving level – here are some examples of how your supporter's dollars will be put to work.

\$10 could fund 1 parking pass relieving a huge financial burden.

\$25 could fund 2 toys for a patient care package.

\$50 could fund an end of chemo celebration.

\$100 could fund 3 birthday parties, allowing kids to celebrate even in the hospital!

"When we told Katie (patient sister) that Jay would be in the hospital for five months her first reaction was, 'But he'll miss my birthday party, and Will's!' But the One Mission Resource Room staff made it possible for us to have wonderful, special birthday parties for them right at the hospital. One Mission has helped in ways that are hard to measure."

— Family of Jay, Patient.



The official
One Mission
Buzz Off
hashtag is:

#buzzforkids

USE SOCIAL MEDIA TO YOUR ADVANTAGE

Social media channels like Facebook, Twitter, Instagram, YouTube and Pinterest can be very effective tools in helping you achieve your fundraising goals...and they are FREE!

Fundraisers who use social media to promote their fundraising efforts, on average raise 40% more than those who do not.

Click here to find sample [Social Media posts](#).

Make sure **YOU** are connected to the Buzz Off on all of our social media channels.

- Like the One Mission [Facebook](#) page
- Follow One Mission on [Twitter](#), and [Instagram](#), and [TikTok](#)
- Add a link on the signature line of your email to your personal fundraising page or [BuzzForKids.org](#)

Here are the One Mission and Buzz Off hashtags.

#onemission

#buzzforkids

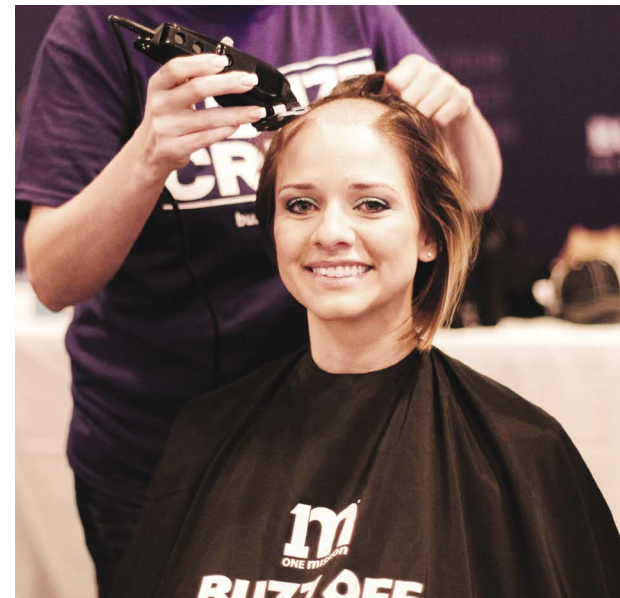
#whateverittakes

FACEBOOK

Share your fundraising page on Facebook!

Under the 'Get Sponsors' tab in the fundraising system, you have the ability to share your fundraising page on Facebook. This will give supporters the opportunity to donate to your page directly from Facebook.

- Every update should include a link to your personal fundraising webpage and a photo.
- Highlight fundraising milestones as you reach them. Include stories about why you are fundraising.
- Tag your donors in your posts that thank them for their contribution.
- When you get close to your goal encourage your friends to help you reach and exceed it.
- Ask your friends to share your fundraising webpage with their friends.
- Don't just post about your fundraising activities, it should supplement your social media activity not replace it.



Here is a great video from Buzzee Sam. You can make a video like this to send to your donors as a thank you and you could also send this to those who haven't donated yet!

[Click Here.](#)

TWITTER

Twitter is real time communication. Here are some easy ways to use your Twitter feed to help spread the word.

- Retweet (RT) posts from @onemission
- Consider including hashtags like #fundraising, #giveback, etc to connect with like-minded people
- Include a photo! Tweets with photos get more attention than tweets without
- Ask your friends and family to retweet you
- Use a link shortener like bitly.com for your fundraising page link
- Tweet often!

INSTAGRAM

There are over 200 million active users and 40 million photos per day on Instagram which means endless opportunity for you to engage your network.

Think of ways that you can use your Instagram account to provide a sneak peek into the behind-the-scenes action of what you are doing to prepare for your fundraiser.

Here is how you can use Instagram to help you fundraise:

- Post high quality photos (digital camera) that inspire and evoke emotion.
- Post images often, but don't overdo it (2-3 times per week is plenty).
- Captions are key - get comfortable with the hashtag (#) and use it often and appropriately.
- Follow and tag others in photos in a meaningful way. Find like-minded individuals and engage with them on their page. Chances are, they will reciprocate and interact with you too.
- Share your images on your Facebook and Twitter accounts. This is one of the best ways to tie your networks together and build your community of engaged donors. Regram photos from the @buzzforkids account.

YOUTUBE

- If you have a YouTube channel, use it!
- Make a video (or multiple videos) to explain your participation. Then take it the next step and share your video on Facebook, Twitter and Pinterest. You can also include a link to the video in your fundraising email to friends and family.



“ASK your favorite restaurant if they would donate a percentage of proceeds for one night or if they will run a special “Buzz Off Burger” on their menu to raise awareness. Perform a random act of kindness on behalf of kids with cancer to raise awareness of One Mission and the Buzz Off. Talk about it everywhere you go. There are so many ways to make other people excited about the sacrifice you are about to make.”

— Joe, Buzzzee

HOST A FUNDRAISER

There are many creative and fun ways to reach your fundraising goal. Whether you are participating as an individual or as part of a team, the ideas below can help you raise much needed funds to help kids beat cancer.

Engage your local community – ask local businesses you frequent for their support. For example, the coffee shop, grocery store, dry cleaner, landscaper, etc. Support can be in the form of a monetary contribution and/or letting you set up a table to ask for donations from patrons.

Jeans Day or Casual Day – ask your company to host a jeans or casual day. Encourage co-workers to make a gift (ex: \$5) in exchange for wearing jeans or dressing casually.

Dinner Party – invite friends over and ask them to contribute a pre-determined amount (ex: \$50) for the opportunity to enjoy a nice dinner at your home. Ask local businesses to donate prizes and conduct an Opportunity Drawing. Please note that **raffles are NOT permitted**, however, Opportunity Drawings (where no payment is required to participate) are allowed if conducted according to the [Opportunity Drawing Conduct & Disclosure Guidelines](#).

Clean out your House – have a garage sale and ask your friends and neighbors to donate items for you to sell. Let them know that all proceeds go One Mission and make a sign at the garage sale so that customers know too.

Promote your cause – let people around town, at the gym or at school know about what you are doing.

Spare some change – ask to bring a change container into a school or local business to request people to drop in spare change to support your participation.

FUNDRAISING ACTIVITIES NOT ENDORSED; IDEMNIFICATION

One Mission, Inc. (One Mission) does not endorse or support any activities that include: alcohol; aircraft; motorized vehicles; fireworks; firearms; contact sports; any other inherently dangerous activities that may cause injury to its participants; or any activities, communications or publications that are illicit or illegal in nature. By conducting a fundraising event on behalf of One Mission you acknowledge and agree that One Mission has no control over the event, or management responsibilities for such event, and, therefore, cannot and will not be held responsible or liable to any bodily injury, personal injury, advertising injury, property damage, economic damage and/or reputational damage that may occur as a result of such fundraising event and/or activities associated with or incidental to such event (such injury or damages, including claims for such injury or damages, “Losses”). By sponsoring, holding and/or managing a fundraiser event for the benefit of One Mission, you accept all responsibility and liability for all claims of Losses and agree to defend, indemnify and hold harmless One Mission, its directors, officers, employees and agents from and against all claims and Losses. You also understand that raffles are not permitted or endorsed by One Mission, and therefore agree not to conduct a raffle to benefit One Mission.



TEMPLATES, PROMOTIONAL TOOLS AND DOWNLOADS

Visit our [Fundraising Center](#) for access to the following:

Sample Fundraising Letters

Customize and send out to friends and family to ask for their support.

Flyers

Post and hand out in your community, at school and work.

Planning Guide

[Download this guide if you plan to host an event!](#)

[All of the information you need to be successful can be found here.](#)



CHECK AND CASH DONATIONS

Record and track check and cash contributions

The most efficient way for your donors to give is through your online personal fundraising page so please encourage them to do so. In instances where people make an offline contribution by personal check, please use the Donation Form below to properly record and submit these donations. Offline donations will be added to your personal fundraising page within 7-10 business days. One Mission will send electronic tax receipts to anyone who makes a contribution of \$25 or more when an email address is supplied. For all other donations, cancelled checks can be used as the receipt. Remit collected checks and a copy of the pledge form to:

One Mission
69 Milk Street
Suite 308
Westborough, MA 01581

Note: One Mission does not accept cash donations. You will need to write ONE personal check for the total amount of cash donations received and record them on the Donation Form. For cash donations, you may issue donors a cash receipt if requested.

[Donation Form](#)

[Cash Receipt](#)

