



Fundraising Toolkit

American Cancer Society

Thank you for helping us save lives!

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We exist because the burden of cancer is unacceptably high. We are the only organization that integrates advocacy, discovery, and direct patient support to measurably improve the lives of people facing cancer and their families.

With the help of millions of supporters, we launch breakthrough research, create empowering resources for people to outsmart cancer, enable local communities to support those affected, and convene powerful activists to create awareness and impact. We believe that multicultural engagement and the diversity of our volunteers and employees are essential to the American Cancer Society's work to ensure that we make a difference in every community touched by cancer.

Discovery

\$450M+
in grants

Largest private, nonprofit funder of cancer research in the US

Advocacy

50 states
the District of Columbia,
Puerto Rico & Guam

Advocacy presence at every level of government

Patient Support

79M+
Lives touched
per year

Direct patient support* in prevention, screening, lodging, transportation, navigation, survivorship, education

*Patient support programs and services touch 21,000 communities within the US and its territories, or 71% of ZIP codes.



“

The American Cancer Society is able to make the cancer journey easier for patients and their caregivers because of YOU, along with more than one million other volunteers across the country. Your willingness to selflessly invest your time as a volunteer with the American Cancer Society is so impactful and so valued. Thank you for joining our family and our mission. Your compassion is easing the cancer burden and inspiring hope, and we couldn't do what we do without you.”

Dr. Karen Knudsen
Chief Executive Officer

Fundraising Tips

Make it personal:

People love giving to people they know. Sharing your personal story when you make an ask, like why you're fundraising and your connection to our organization, and even sharing photos or videos, will help your friends and family better connect with our mission. Your supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your messages to reflect your reason for fundraising and share updates as your progress grows!

Set a goal:

Fundraisers with a specified target are more likely to reach their goal and make a greater impact, so share your goal with your network.

Donate first:

Being the first to donate to your fundraiser will show your network how dedicated you are to making positive change and hitting your goal.

Spread the word:

We suggest starting by creating a list of people you plan to reach out to.

1. Start with your closest inner circle – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. Cast a wider net – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation toward your goal!

Fundraising Tips

Personalize your individual fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.

Friends, Family, Peers, and Business Contacts

- Send emails or letters to friends and family (don't forget out-of-towners), asking them to make a donation to your campaign. Remember to ***always provide a link*** to your personal fundraising website.
- Text your close friends with a link to make a donation. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
- Offer to do an activity for a donation. "For a \$25 donation, I will do 25 push-ups and post it on my social media!"
- Coordinate a fundraising effort tied to an activity you commit to doing when you hit a specific milestone. For example, commit to wearing a tutu for a day or dyeing your hair pink when you hit your fundraising goal.
- Leverage companies as "match day" sponsors. "Today, all donations up to \$X will be matched by Business Name."

Fundraise Through Social Media Networks

- As you share your pictures and information about your event, ask followers to make a donation to help you become the top fundraiser, or top fundraising team, while supporting the American Cancer Society's mission to help save lives from cancer.
- Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.

Coordinate an Off-site Fundraiser

- Ask a local business to donate an item (such as a cooler, golf or fishing outing, restaurant gift certificate, weekend at a vacation rental, gym membership, etc.), and rally friends and family to ask for donations to win the prize(s). Draw the winner on the last day of the challenge.
- Ask a local business to host a fundraiser, or have a local restaurant donate a portion of their proceeds to your campaign.

For more fundraising ideas visit: acsresources.org/fundraisingideas/

Fundraising Dashboard

1. REACH YOUR GOAL FASTER WITH FACEBOOK
Set up a Facebook Fundraiser through your dashboard to raise money through social media. On average, connected fundraisers raise more than \$130 through Facebook.

- 1 Connect your American Cancer Society fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

2. MY PROFILE

EVENT: ACTIVE CY21 Test CFP Event (Blue - TESTING ONLY)

GROUP AFFILIATION: No Group Affiliation

Edit My Details

VIEW MY PUBLIC PAGE

PERSONAL PAGE URL [View Info](#)

3. [https://www.facebook.com/your-url](#) UPDATE COPY

4. [Grid of social sharing icons]

5. WHY I SUPPORT THE AMERICAN CANCER SOCIETY

Why I Support the American Cancer Society

Cancer has affected so many people I know and love that it's inspired me to join this American Cancer Society event. Taking part in this event gives me the chance to make a difference and honor those touched.

VIEW MORE

6. MY COMMUNICATIONS

My Donors Contacted Manage Contacts

DOWNLOAD LIST

NAME	AMOUNT	DATE RECEIVED	ACTION
ApplauseSurvivor Test	\$35	11.29.2018	THANK
Jennifer Tester	\$5.28	11.29.2018	THANK
ApplauseSurvivor Test	\$35	11.29.2018	THANK
ApplauseSurvivor Test	\$35	11.29.2018	THANK
Celia Madden	\$10	11.26.2018	Thank You Sent

VIEW 5

7. MY BADGES

- Donor
- Personalized Page
- Received Donations
- Team Leader
- Survivor
- Caregiver

Log in and access your Fundraising Dashboard from your computer, tablet, or phone. It's so easy to ask for donations and track your progress to your fundraising goals!

1. Create a Facebook Fundraiser and link your Facebook fundraising to your Dashboard.
2. Make a short URL for your fundraising page and share with your friends and family.
3. Edit your personal fundraising goal.
4. Add photos and a video to personalize your fundraising page.
5. Update your personal story and share why you support the American Cancer Society.
6. View and thank your donors and send emails to your contacts.
7. See all available activity and status badges, including those you have already earned.

NEED HELP? 1.888.227.2345

Download the ACS FUNdraising App

Download now:



Fundraise



Join the fight for a world without cancer! Download our **free** FUNdraising App today. It's so easy to accept donations and track your progress to your fundraising goals.

1. Set up a Facebook Fundraiser – it's easy to do and will help you reach your fundraising goal faster!

2. Share your fundraiser with your Facebook and LinkedIn networks. Send it to your contacts via text or email, too.

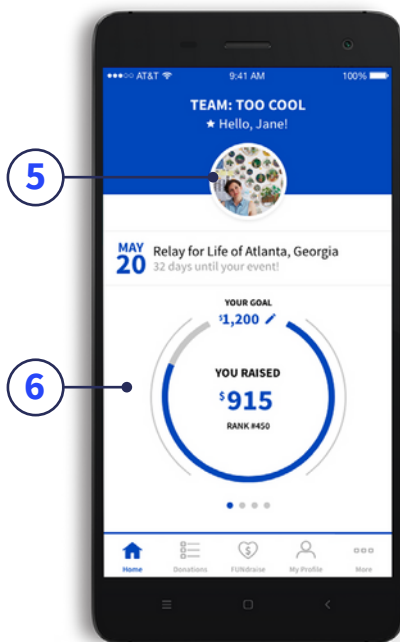
3. Accept in-person credit card and check donations with state-of-the-art scanning technology and bank-grade security features.

4. Solicit donations via PayPal, Google Pay, or Apple Pay – perfect for donors who prefer easy digital payment methods.

5. Easily update your personal profile to share your cancer-fighting story.

6. Keep track of your fundraising goals and progress with real-time updates. Track all mobile and web donations made to you, your team, and/or your event.

Track Your Progress



Here are some other things you can do with our user-friendly app:

- Send donation receipts and thank-you notes.
- Keep track of event-wide messages from your event coordinator and volunteers.
- Fundraise for the American Cancer Society Cancer Action NetworkSM (ACS CAN) so we can continue our work to make cancer issues a national priority.
- Use the text message templates in the app to text potential donors right from your phone.

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch the attention of potential donors and inspire immediate action.

EXAMPLE 1: Donation request to friends and family

Subject: I'm ready to save lives – can you help?

Dear [insert name],

This year, I am fundraising for the American Cancer Society (EVENT NAME).

This is a cause I personally believe in. (Share personal connection to cancer.)

Would you be willing to make a contribution to my fundraiser? Every dollar raised will help fuel innovative, high-impact research to find more – and better – treatments, uncover factors that may cause cancer, and improve quality of life for people facing cancer.

To donate, simply click [Insert link to fundraising page]

Thank you in advance for your generosity and support.

With love/Sincerely,

[Your name]

Email Examples

EXAMPLE 2: Time-sensitive donation request to friends and family

Subject: Only [insert number] days left to help me reach my fundraising goal

Dear [insert name],

I only have [number] days left to finish fundraising for [event name].

I'm sure you know people who have been affected by cancer. This cause is pretty personal to me, and that's why I have partnered with the American Cancer Society.

This past year, thousands of people diagnosed with cancer were scared and unsure where they could turn during such a difficult time. Fortunately, the American Cancer Society was there to help – fueling cancer research, offering live 24/7 support, ensuring greater access to quality care, influencing public policy, and providing patient support. Every dollar we raise truly makes a difference.

To donate, just click here. [Insert link to fundraising page]

It would also really help if you could share my fundraising link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support!

With love/Sincerely,

[Your name]

Email Examples

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shoutout on social media.

EXAMPLE 3: Thank You

Subject - Your support brings hope – thank you!

Dear [Name],

My fundraising has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for the American Cancer Society (ACS).

With your help, I have raised [\$X] toward the ACS mission. I encourage you to follow the American Cancer Society on Facebook, Instagram, and X to stay up to date on their work and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

Social Media Examples

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. As you share your pictures and information about your fundraising, ask followers to make a donation to help you become the top fundraiser while supporting the American Cancer Society's mission to help save lives from cancer.

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of your social channels to spread the word!

Facebook Example

"I'm raising money for the American Cancer Society. I've raised [amount] so far, but I still need [amount] to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts?"

Please feel free to share this post and encourage your own friends to give to my [cause, project, or event].

Thank you in advance for your generosity!" [insert relevant #hashtag, URL, and photo]

X Example

"Help me raise money for the American Cancer Society! I only need [amount] to reach my goal. Make a difference!" [insert relevant #hashtag, shortened URL, and photo]

Instagram Example





"I'm raising money for the American Cancer Society, and I need your help! Even a small donation would assist me in reaching my goal of [amount]. With a donation of [amount], you'll be helping the American Cancer Society achieve their vision to end cancer as we know it, for everyone. Read more about my campaign and make a donation by clicking the link in my profile!" [insert relevant #hashtag]

**** Note:** *If you place a link in the description of your Instagram photos, your followers won't be able to click on it. Make sure you include the link in your bio so that supporters have access to your campaign.*

Social Media Best Practices

Share American Cancer Society facts and mission:

- 1 in 2 men and 1 in 3 women in the US will be diagnosed with cancer in their lifetime.
- Every 15 seconds, another American will hear the words, “You have cancer.”
- Your donations help improve lives.
 - \$100 could help four people facing breast cancer connect with a trained survivor. By helping fund the American Cancer Society Reach To Recovery® program, you could help someone facing breast cancer find a peer and a mentor, as well as a friend. Please donate today. [LINK TO FUNDRAISER]
 - \$200 can help provide 4 free rides and invaluable relief. Getting to and from treatment can be a constant struggle, but not when you help give the gift of a free ride for people with cancer. Please donate today. [LINK TO FUNDRAISER]
 - \$420 can help provide hope in the form of 6 free nights of lodging. You could be the reason why people with cancer and their caregivers have a free place to stay when treatment is far from home. Please donate to today. [LINK TO FUNDRAISER]
- Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone whom your friend wants to honor or remember.
- Thank donors on social media and tag them in your posts as a way to reach other potential donors.

Channel	Optimal Media Type	Optimal Copy Length	Optimal Image Size	Best for:
	<ul style="list-style-type: none"> • Video • Photos 	Under 120 characters	1:1	Telling personal stories of impact. Share why you’re participating with family and friends. Tag @AmericanCancerSociety
	<ul style="list-style-type: none"> • Video • Photos • Links 	Under 140 characters	1:1	Sharing news and engaging with your employees, participants, and community members discussing the event. Tag @AmericanCancer
	<ul style="list-style-type: none"> • Photos • Short videos 	Under 150 characters	1:1	Photography from events and real-time moments. Tag @AmericanCancerSociety
	<ul style="list-style-type: none"> • Links to articles • Photos 	Under 100 characters	1:1	Sharing news about your business, corporate partners, announcements, etc. Share why you’re supporting ACS through your networks. Tag American Cancer Society

Thank You

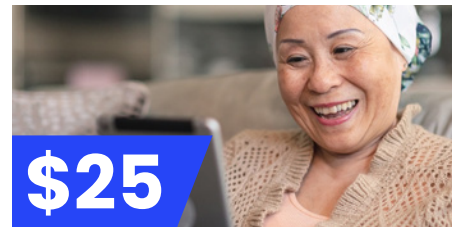
Your fundraising improves lives.



can help people find hope and support online through our **Cancer Survivors NetworkSM**.



could help put **free cancer education** in the hands of those who need guidance.



can help people facing breast cancer connect with trained survivors through our **Reach To Recovery[®]** program.



could help 1 person find **free answers** and much-needed support through our **24-hour helpline**.



can help provide **1 free ride** to treatment through our **Road To Recovery[®]** program.



can help provide **1 free night's stay** at a Hope Lodge[®] community for people with cancer and their caregivers.

Give with confidence.

Every year, 81% of our expenses go directly toward funding our mission to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

The American Cancer Society is proud to hold top ratings from Charity Navigator, the Better Business Bureau Wise Giving Alliance, and Candid. High ratings from these widely recognized and respected charity rating and watchdog groups demonstrate our continuing commitment to accountability, transparency, and ethical practices.

You can give with confidence, knowing that we have been independently evaluated for effectively stewarding donations.

