



JOHN WAYNE GRIT SERIES

A Cancer Fighter's Guide to Fundraising

John Wayne was a man of action and a man of few words — which is the best way to think about fundraising for your John Wayne Grit Series event! We've outlined a few simple steps to help you make strides fundraising while you're making progress training.

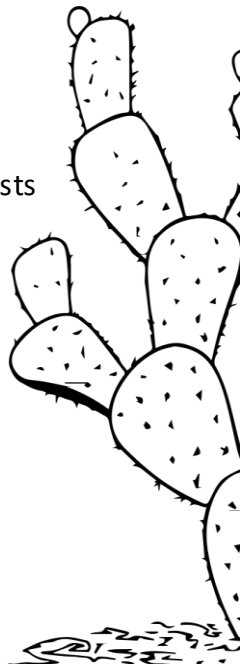
When it comes to sharing your mission with friends and family, give it to 'em straight, keeping your communications short and simple with a bold ask for them to support you as you fight for those battling cancer!

Step 1: Personalize your fundraising web page

- **Tell** people why you're fundraising and encourage them to saddle up and support your efforts! If you're running/walking in honor or memory of someone, share their story.
- **Post** a photo or two on your page to get people inspired and make that personal connection.
- **Set** a big, brave fundraising goal — this is not time to back down in the fight against cancer! See details below about how to set a goal and make a plan to get there.
- **Get** help if you need it! Email greg@johnwayne.org at John Wayne Cancer Foundation for fundraising support and advice.

Step 2: Make a list of prospective donors & reach out to them

- **Include** everyone you know, and we mean EVERYONE, partner! (*See ideas below*)
- **Ask** for donations without fear, knowing that you're taking a stand to cure cancer!
- **Write** a letter or email — *or double down and send both!* — to all of your contacts.
- **Know** your audience and consider how to customize each "ask" to get results. Asking **in person** is best, call your family and friends to schedule a coffee meeting with them. A **face time video call**, or **phone call** is the next best thing to a meeting. **Email** and **social media** posts are a great way to reach a lot of people quickly, and **texts** are great too as they have a high open rate! It all depends on what you think will be the most effective and how far you are willing to go for the cause.
- **Make** it personal — tell people why you're in this fight against cancer, share information about John Wayne Cancer Foundation, let them know their dollars make a difference!



•***Share the link to your fundraising web page in every message, letter, email, post and text*** Make it easy for your donors to get to your page so they can donate.

•**Start Early** – Like John Wayne said, “Hurry it up, we’re burning daylight”. It is important to get started early, start 2-3 months before the event, if possible. That will give your supporters time to donate on your page by event day.

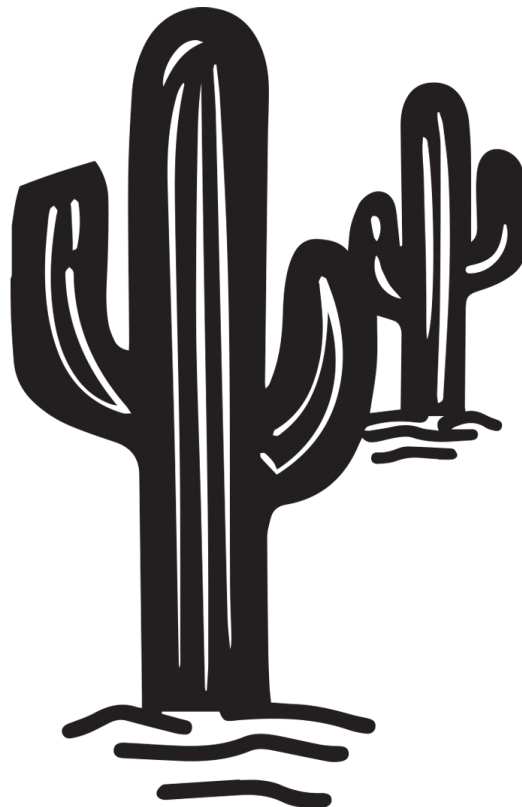
•**Follow up** — as John Wayne himself would tell you, persistence pays off. Reminders are key! Be sure to send at least five emails to your contact list, people need reminders and will enjoy being updated on your fundraising and training progress. Send reminders twice the week before the event and also send out a “last chance to donate” message on event day with a picture or video of you at the finish line. Be sure to include the link to your page so your supporters can donate to help you reach your goal.

•**Social Media**

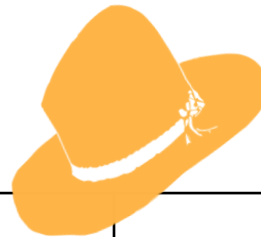
- Post as often as possible on Social Media and make sure to include the link to your fundraising page so your followers can donate to help you reach your goal.

- Go to www.classy.org/sso and log in to access your JWGS personal fundraising page. Click the Facebook and/or Twitter icons on your fundraising page, and it’ll automatically open a post window for you. Write a note and just hit “post!” (The post will automatically include a link to your fundraising page in the post). Note, do not set up a separate fundraising page on Facebook (like a birthday fundraising page), it is best to just use your original fundraising page, one page is best, not two.

- Check** with your company about **corporate matching gifts**. You could double or triple your fundraising with matching gifts!

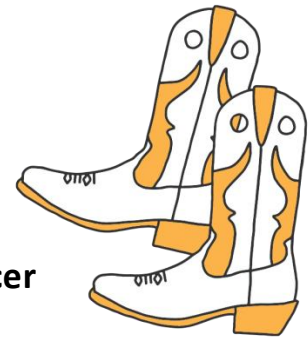


Who Can I Ask to Donate on my Fundraising Page?



<p>Who is my: Mom, dad, aunt, cousin, uncle, grandparent, accountant, appraiser, architect, attorney, auditor, babysitter, baker, bartender, beautician, bookkeeper, boss, caterer, chiropractor, contractor, dentist, engineer, financial planner, interior decorator, mail carrier, notary, nurse, nutritionist, optometrist, painter, pharmacist, photographer, physical therapist, physician</p>	<p>Who Sold Me My: House, car, advertising, antiques, boat, paint, bicycle, bed, books, bridal gown, burglar alarm, cabinets, pets, suit, dress, computer, cosmetics, dry cleaning, eye glasses, flowers, furniture, sports equipment, hot tub, house, condo, insurance, loan, investments, jewelry, manicure, mortgage, real estate, motorcycle, picture framing, stereo, storage, television, tools, travel package</p>	<p>I Know People At: Bowling alley, day care, church, synagogue, temple, mosque, golf course, hardware store, college, health club, high school, hospital, hotel, kennel, library, museum, night club, pharmacy, post office, gallery, resort, restaurant, supermarket, volunteer group, deli, grocery store</p>	<p>My Other Networks: Facebook, LinkedIn, Twitter, blogs, wedding party, children's teachers, college friends, fraternity, sorority, alumni association, military friends, current colleagues, former colleagues, childhood friends, sports league teammates, family of close friends</p>
---	--	---	--





Set A Big Fundraising Goal & Knock Out Cancer

As John Wayne famously said, “Don’t pick a fight, but if you find yourself in one, I suggest you make damn sure you win.” If you want to knock out cancer you have to stretch your limits and go beyond what you think is possible. Setting a big fundraising goal and asking your supporters to help you reach it are paramount to your fundraising success. You can make your own fundraising plan using the one below as a template. The JWGS team wants to support you every step of the way on this brave and important journey. And, our team is always at the ready to help you set your goal, create your fundraising plan, and brainstorm — because we’re all in this battle together. Reach out to us anytime via email at greg@johnwayne.org.

Sample Fundraising Plans Below

Goal: \$1000			
Donate	•	Donate \$25 to get the momentum started	= \$25
Email	•	Send 40 emails o Receive (15) donations X \$40 average = \$600	= \$600
Social Media	•	Post fundraising page link on Facebook page. o Receive (15) donations X \$25 average = \$375	= \$375
Corporate Involvement	•	Hold a dress-down day o 20 employees X \$5 each to dress down = \$100	= \$100
			Total: \$1,100



Goal: \$5,000			
Donate	•	Donate \$100 to get the momentum started	= \$100
Email	•	Send 100 emails o Receive (50) donations X \$40 average = \$2,000	= \$2,000
Social Media	•	Post fundraising page link on Facebook page. Post weekly updates including donor acknowledgments o Receive (30) donations X \$30 average = \$900	= \$900
Personal Asks	•	Schedule 5 personal meetings/phone calls with friends, family members or acquaintances who can give \$250 or more. o Receive (1) \$500 donation OR (2) \$250 donations	= \$500
Corporate Involvement	• •	Hold a dress down day o 50 employees X \$5 each to dress down = \$250 Secure a corporate sponsor = \$1,000	= \$1,250
Events	•	Host an event for your friends (dinner party, BBQ, etc.) o \$500 average proceeds	= \$500
			Total: \$5,250

