

TECH TACKLES CANCER

Fundraising Toolkit

JUNE 21, 2022 | 6PM

THE SINCLAIR

52 Church St., Cambridge, MA

Interested in raising crucial funding to help advance scientific research and care for those living with pediatric cancer in Boston? Sign up your team today! Can't make it to the event? That's ok! You can register and raise funds virtually to support our important cause.



Thank You

Thank you for registering to raise crucial funds to end childhood cancer! All funds raised through Tech Tackles Cancer will be distributed to our philanthropic partners One Mission and St. Baldricks. More information about their important work can be found within this package along with valuable information on being a team captain and raising funds.

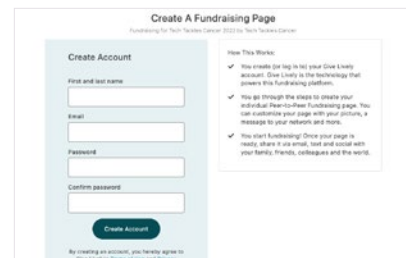
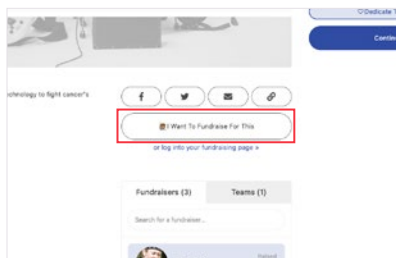
If you have any questions along the way, please contact Nicole at nicole@hackreduce.org.



REGISTER TO RAISE FUNDS ONLINE

Step #1 is creating your personal fundraising page by registering online.

1. Go to [this link](#)
2. Click the "I Want To Fundraise For This" Button
3. Create your personal fundraising page and set your fundraising goal
4. Complete the registration form



CUSTOMIZE YOUR PAGE

Make it personal! Did you know that when individual pages are personalized with a story and photo you are likely to raise 4x the amount of money? Share your "why" and include a photo for best results.

MOTIVATE YOUR DONORS

Your team page is ready—now its time to recruit your team members and motivate them to join you in raising crucial funding. Motivating your team is your #1 goal as a Team Captain. There are no fundraising minimum for someone to register on your team, but encouraging each of your members to reach a goal is a good first step.



Lead by Example

Make the first donation to your page!



Host a Fundraiser

Build comradery, team building, and put the FUN in fundraising.



Make the Ask!

Start by sending an email to your colleagues, friends and family. Share your “why” for participating and ask them to join you by participating or donating!



Post, Post, Post!

The best way to get the word out about your team is by sharing updates on your social media and also on your team page.



Check In

Check in with your donors on a regular basis. Share your goals and how you are trying to reach your goals.



Matching Gifts

Don't forget to ask your employer or remind your donors to inquire about matching gifts!



Get Creative

Find some creative ideas in this toolkit or come up with a unique idea of your own. The best way to begin raising funds is through an email or letter writing campaign but hosting an event at your workplace or with family and friends can be a great way to raise funds and awareness.



Follow Up, Encourage and Thank!

Did you know it takes most people being asked 4x before pulling the trigger to donate or join your team? Its not for a lack of interest, but usually life gets in the way. Follow up, encourage your team and most of all give thanks for funds and participation regularly.

FUNDRAISING GUIDE

THINK ABOUT YOUR NETWORK!

The following are some tools that can help you promote your participation in Tech Tackles Cancer.



FUNDRAISING IDEAS

- 1 Host a Fundraiser:** There are many creative and fun ways to reach your fundraising goal. Hosting a fundraising event can be a great way to engage your whole team, community, or workplace in your efforts.
 - Ask local businesses for support
 - Ask your workplace to host a casual or themed outfit day
 - Host a bagel breakfast or pizza day at the office
 - Host a spare-change drive at your reception desk
 - Host a vendor campaign and ask your biggest office vendors for your support
 - Do a restaurant Dine-out Night
 - Host a Trivia Night
- 2 Check with your manager** to see if special incentives for participation or fundraising can be given. Like a free day off for raising the most funds, or matching gifts!
- 3 Social Media:** share your story on LinkedIn, sign up through the application to pair your fundraising with Facebook. This is a great way to spread awareness while also raising funds.
 - On average, participants who create a Facebook Fundraiser raise twice the amount as those that don't
 - It's quick and easy and far-reaching!
- 4 Send emails!** If you don't ask—then you don't receive. Email your friends, family, colleagues and ask for their support. Most times 1 email = \$25!
- 5 Speak at a company-wide or team meeting:** ask to be on the agenda.
- 6 Include a blurb** in your company's newsletter or any weekly communications.
- 7 Ask your manager or your CEO** to send a company-wide email on your behalf
- 8 Set-up a table** in the break room or lunch room and invite folks to learn more
- 9 Take it offline:** Those who combine raising funds online, with raising funds offline raise 3x more than those who raise funds only one way. Have a bake sale, make a phone call, or host a community event



Fundraising

Guide

TIPS FOR SUCCESS

- Plan ahead. Start fundraising early to ensure you reach your goals
- Stay in communication regularly with your donors!
- Capture the moment. Share photos and experiences of success along the way.
- Show gratitude. Be sure to thank folks often for their dedication to your efforts.
- Celebrate successes!
- Make it FUN!

HOW TO RAISE \$500 (OR MORE) IN 10 DAYS

- Make a \$25 self-donation.
- Ask two family members to donate \$25 each.
- Ask five friends to contribute \$20 each.
- Ask five co-workers to give \$10 each.
- Ask five neighbors to donate \$10 each.
- Ask five people from your place of worship or gym to each make a \$10 donation.
- Ask your place of employment for a company contribution of \$50, or to match the total you raise, dollar for dollar.
- Set up a Facebook Fundraiser with the goal of raising \$50 or more from friends in your network.
- Ask three businesses you frequent (e.g., hair salon, dry cleaner, favorite restaurant) to contribute \$15.
- Hold a virtual team fundraiser. Ask your team to donate the first \$30. See how much you can raise beyond that to help you exceed your goal!

FAQs

When is the event?

Tech Tackles Cancer will take place on Tuesday, June 21st from 6-10PM at the Sinclair in Cambridge.

Are you selling tickets to the event?

Tickets to the event are widely available through various sponsorship opportunities. A limited number of general admission tickets will be available based on capacity in June. Check back for more details or follow along with us on social media for updates!

Is there a fundraising minimum for individuals?

Featured performers are asked to set a fundraising goal of \$10,000+ to raise through their personal and professional networks. We will help provide marketing assistance, fundraising tools and best practices to help you achieve your goal!

I don't want to perform but would like to raise funds.

There is no minimum to sign up to raise funds individually outside of the featured performer commitment. We welcome anyone who would like to join our cause and raise crucial funding for our philanthropic partners. Contact nicole@hackreduce.org for more information on getting started.

Are we held to our goal if we do not reach it?

Although we hope to raise as much money for our philanthropic partners as possible, we will not be charging for any balance to goal.

Can I buy tickets?

Limited general admission tickets will be available for purchase in June. Please check back for details.

Are there sponsorship opportunities?

Yes, sponsors are a key part of our fundraising efforts. Please visit our sponsorship page for more details or to download the prospectus.

What charities do you support?

In 2022, Organizations supported include St. Baldrick's and One Mission.

Is my donation tax-deductible?

Yes. Hack Reduce is a registered 501c3. Your donation or sponsorship is fully tax-deductible.

Where should I send checks?

Please make checks payable to **Hack Reduce, Inc.** Checks can be mailed to:

Theresa Leung, E.A., RTRP
55 Station Landing, # 536W
Medford, MA 02155

Can I make a donation online?

Yes!

- To make a general event donation: <https://secure.givelively.org/donate/hack-reduce-inc/tech-tackles-cancer-2022>
- To support the fundraising campaigns of one of our featured performers: <https://secure.givelively.org/leaderboard/hack-reduce-inc/tech-tackles-cancer-2022>