



Children's Cancer Research Fund®

Thank you for fundraising for Children's Cancer Research Fund and joining a community of fundraisers, donors, researchers and families making a difference for kids fighting cancer. We are delighted to welcome you to our community and support you in your fundraising efforts.

Our Mission

Every day, 46 families in the U.S. receive the devastating news that their child has cancer. Many will witness their child go through difficult and exhausting treatments, some of which cause late effects that can last a lifetime. **And still, 38 kids pass away from cancer every week.**

We want to stop this, so we support the brightest and boldest minds whose groundbreaking research is leading to better treatments and cures. **With your help, we can propel bold ideas, uniting researchers around the globe to eliminate childhood cancer.** When you support research, you are adding more than years to a child's life – you're giving them and their families meaningful memories and milestones.

Our Impact

Did you know that only 4 percent of federal cancer funding is dedicated to childhood cancer? CCRF works to fill in funding gaps to help research move forward. Every \$1 you raise helps researchers secure an additional \$18 in government and other funding so every dollar matters!

Our Community of Fundraisers

You can create your own fundraiser for an event, milestone, fitness challenge, to honor someone or for whatever creative idea you come up with. No matter how you choose to participate, we are proud to have you part of our community making a difference for kids with cancer and we want to make sure you are set-up for fundraising success. This packet includes everything you need to get started, from setting up your fundraising page to tips, tricks and more! The most important thing to understand when fundraising for CCRF is that we consider you a member of our community and will be with you every step along the way cheering you on.

Thank you again for being a part of CCRF and for helping us take another step closer to a cure.

Wishing you success,
Chloe

Chloe Walbruch | Community Engagement Specialist
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Minneapolis, MN 55439



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Get Started Fundraising

1. **Tell your story about why.** Many participants have a personal connection with childhood cancer. (It's ok if you don't.) Share the story of why you chose Children's Cancer Research Fund. Sharing your passion and motivation can make the difference when telling your story to your biggest supporters. Here's [a great example](#). Don't have a personal connection? You can find lots of stories through CCRF's website and Facebook posts.
2. **Emails aren't dead!** A personal email with a link to your online fundraising page and some facts about childhood cancer is a great way to share your message with a lot of people quickly. Send to groups who know each other or take a few extra seconds to address the email to one person at a time. An email ask can achieve 5x more fundraising success than just sharing on social channels alone.
3. **Ask for a set amount.** If you ask for \$50 donations you're likely to achieve \$50 donations as opposed to \$5 or \$10 donations. You can also consider asking for an amount tied to a challenge or meaningful statistic. For example, "Donate \$100 for the 100-mile bike ride challenge I'm participating in" or ask supporters to donate \$46 for the 46 children that will be diagnosed with cancer today in the U.S.
4. **Fundraise on Facebook.** [Create a Facebook fundraiser](#) through your online fundraising page participant center and leverage the power of Facebook to share why you're fundraising for CCRF.
5. **If you don't feel comfortable, don't ask for donations.** Start the conversation about Children's Cancer Research Fund, what inspired you to take get involved and why you think it's important enough to donate. Once you start talking about your efforts and get a few donations – the confidence to ask for support grows.
6. **Have fun.** Put the fun in FUNdraising! Think of fun ways to engage with your family and friends at an upcoming happy hour, dinner, game night or live stream while fundraising. If you're having fun, your supporters will want to join you in your efforts.
7. **One time isn't enough.** Whatever channels you decide on for your outreach, be sure to do it more than once! The more you share, the more it will be top of mind for your supporters to take action.
8. **Multiply your impact.** Does your company have a donation matching program? Ask your boss or HR representative if they will match funds raised from your co-workers. Do you know someone(s) that is willing to give you a donation that can be used as a match "fund" to help jumpstart your fundraising efforts? Matches increase the likeliness that someone will donate to you.
9. **Thank you matter.** Remember to always thank your donors and those who share your story! Just as you are a part of CCRF's community, make sure your donors know they are an integral part of your community. Drop a hand-written note in the mail, tag them in a Facebook thank you post, send an email – however you send thanks, make sure your supporters know you appreciate them.

Fundraising can be easy AND painless. It's a good way to forge deeper connections with people in your network and in your life! Remember, the worst thing anyone can possibly say is "No thanks."

Samples & Examples

In this section you will find a selection of email and social media templates that share CCRF's mission and will help you in making asks and thanking donors. Please feel free to personalize any of the samples you see here and use what works best for you!

Email Ask – Kid's Story

Hello [Donor Name],

If you haven't heard, I've created a fundraiser for Children's Cancer Research Fund **[add details about the type of fundraiser you created]**. You can help me reach my goal.

I need your support because kids like Cash deserve to spend their childhood just being a kid.



Cash, acute lymphoblastic leukemia Survivor

I believe we can do better for Cash by creating better treatments and, one day, a cure. This is why I'm raising funds for CCRF and why your support is so critical. Your donation will help get innovative discoveries from the lab to children's bedsides quickly.

Please donate to my fundraising page **<insert hyperlink>**.

Thank you for joining me in the fight against childhood cancer.

Sincerely,
[Your Name]

Email Ask – Fact Focus

Hello [Donor Name],

I've created a fundraiser for Children's Cancer Research Fund and need your support. **[Personalize with details about your fundraising event, a milestone (such as a birthday) or the person you are honoring]**

Did you know only 4 percent of federal cancer funding goes to childhood cancer? That's not a lot considering 46 children are diagnosed with cancer every day in the U.S.

Childhood cancers also tend to be more aggressive than adult cancers. Research has helped increase overall survival rates to 80 percent, but many treatments still cause lifelong effects including hearing loss, heart damage, cognitive delays, infertility and more.

Kids fighting cancer deserve better, safer treatments – and together we can help to provide that. Please check out my online fundraising page and make a donation to help me reach my goal of raising [\$ insert goal].

<insert hyperlink to personal fundraising page>

Thank you for joining me in the fight against childhood cancer.

Sincerely,
[Your Name]

Thank You Message

[Donor's name], thank you for your gift!

It is because of supporters like you that a future without childhood cancer is possible. With your contribution, I am closer to reaching my goal. I am proud to have you in my community helping improve the lives of children affected by cancer.

Thank you for believing that kids fighting cancer deserve better, safer treatments and, one day, a cure.

Sincerely,
[Your Name]

Social Media Thank You

Facebook: Thank you [tag donor] for donating to my fundraiser for @ChildrensCancerResearchFund! I'm hopeful that together, we can discover a cure for childhood cancer by fueling groundbreaking research. **[Fundraising URL]**

Twitter: Thanks so much for your donation to my fundraiser for @ChildrensCancer, [tag donor]! **[Fundraising URL]**

Instagram: This one is for [tag donor] and your generous donation to my fundraiser for @ChildrensCancer. **[Fundraising URL]** [photo relevant to your fundraiser like a birthday celebration pic, or a training run for a challenge]

Social Media Asks

	Fact Focus	Kid's Story
Facebook	<p>Friends and family, I need your help! I'm fundraising for @ChildrensCancerResearchFund. Please donate and give kids the chance to just be kids. #beafundraiser [Your Fundraising URL]</p>	<p>I'm fundraising for a world without childhood cancer, so that kids like Cash can get better treatments with fewer late effects. Please donate to my fundraiser for @ChildrensCancerResearchFund.</p> <p>[Your Fundraising URL]</p> <p>"I think we really take having healthy children for granted. I have two other children, and I realize now how much I took for granted the little things that go right every day." –Mona, Cash's Mom https://ChildrensCancer.org/cashs-story-fighting-acute-lymphoblastic-leukemia/</p>
	<p>Did you know only 4% of federal cancer funding goes to childhood cancer? That's not enough considering 38 kids pass away from cancer every week in the U.S.</p> <p>I'm fundraising to change that. Donate to my page for @ChildrensCancerResearchFund. [Your Fundraising URL]</p>	<p>Kids like Liam are stronger than childhood cancer, thanks to funding from @ChildrensCancer. Please donate [Fundraising URL]</p> 
Twitter	<p>I signed up to #beafundraiser for @ChildrensCancer to help the 46 kids diagnosed every day in the U.S. Please donate [Your Fundraising URL]</p>	
	<p>Did you know some childhood cancer treatments are 40-50 years old? I'm fundraising for better treatments & a cure [Your Fundraising URL]</p>	
Instagram	<p>Be a part of funding better treatments and cures for childhood cancer by donating to my fundraiser! @ChildrensCancer gets innovative discoveries from the lab to children's bedsides quickly – support this important cause today [Your Fundraising URL]</p>	<p>My training workout today was hard, but it's nothing compared to surviving cancer four times, all before your 12th birthday. Zein is my hero, and I'm training for him.</p> <p>Support superheroes like Zein by donating to my fundraising page [Your Fundraising URL]</p>
	<p>1,260. That's how many families will receive the devastating news that their kid has cancer in the 30 days I have left to train for my (run/challenge/race/ride). Donate to my page and to a future where that number is a lot less [Your Fundraising URL] [training/running photo]</p>	

FAQs

Who is Children's Cancer Research Fund?

Children's Cancer Research Fund supports the brightest scientists whose ideas make the greatest impact for children with cancer. We also support vital family services and advocate for childhood cancer education and awareness.

How are the fundraising dollars used?

We provide research funding to the nation's leading childhood cancer hospitals and research centers. With funding, we empower researchers to pursue bold ideas that lead to innovative treatments and that attract additional funding. Every \$1 donated to CCRF helps generate an average of \$18 from the federal government and other funding sources. CCRF accelerates discoveries by providing a steady stream of unrestricted funding, critical in an environment where the incidence of childhood cancer is increasing and national funding is decreasing. What sets us apart from other organizations is our focus on the hardest to treat cancers, where there hasn't been enough attention or funding, and where survival rates remain low or have not improved in decades.

Where do the donations go?

Since 1981, CCRF has given over \$213 million to research, education and patient and family services.

In 2020, **85.4 percent of donations** went toward our mission. For more detailed financial information and to view our charity ratings, visit <http://ChildrensCancer.org/about-us/financials/>.

Why is fundraising important?

Childhood cancer is underfunded. Only 4 percent of federal cancer research funding is earmarked for childhood cancer. CCRF helps fill in the gap so that innovative treatments and trials can get from the lab to children's bedsides quickly.

Can my donation really make a difference?

Yes! Every \$1 donated to CCRF helps scientists secure an average of \$18 in additional funding from government grants and other sources. **\$1 = \$18**

How important is childhood cancer research?

While research has helped increase the overall childhood cancer survival rate to 80 percent, 38 kids still pass away every week in the U.S.

Plus, some childhood cancer treatments are 40-50 years old, and many still cause devastating late-term effects including hearing loss, heart damage, cognitive delays, infertility, secondary cancers and more. Because children's cancer cannot be treated exactly like adult cancers, we need specialized treatments just for kids.

What if someone gives me a cash/check donation?

If you receive cash, you can either keep the cash and send in a check for that amount to CCRF or make a self-donation on your page through your credit card.

Mail the donation and note to:

Children's Cancer Research Fund
7301 Ohms Lane, Suite 355
Minneapolis, MN 55439

Resources

CCRF Website: [ChildrensCancer.org](https://www.childrenscancer.org)

Research updates and kids' stories: [https://ChildrensCancer.org/category/stories/](https://www.childrenscancer.org/category/stories/)

CCRF financials and charity ratings: [ChildrensCancer.org/about-us/financials/](https://www.childrenscancer.org/about-us/financials/)

About childhood cancer: [https://ChildrensCancer.org/education/](https://www.childrenscancer.org/education/)

What we fund: [https://ChildrensCancer.org/about-us/what-we-fund/](https://www.childrenscancer.org/about-us/what-we-fund/)

CCRF mission video: <https://www.youtube.com/watch?v=R7eG18he3lw>

Social Links:

Facebook: [@ChildrensCancerResearchFund](https://www.facebook.com/ChildrensCancerResearchFund)

Twitter: [@ChildrensCancer](https://twitter.com/ChildrensCancer)

Instagram: [@ChildrensCancer](https://www.instagram.com/ChildrensCancer)

YouTube: [@ChildrensCancer](https://www.youtube.com/ChildrensCancer)

LinkedIn: [Children's Cancer Research Fund](https://www.linkedin.com/company/ChildrensCancerResearchFund)