

**MAKE AN  
IMPACT**

**DOING IT  
YOUR WAY!**



# COMMUNITY FUNDRAISER RESOURCE KIT

## YOU ARE UNIQUE AND SO IS YOUR SUPPORT

Are you motivated by personal experience? Do you want to support a great cause? Do you like the feeling of helping others? Whatever the reason you have chosen to plan a fundraising event, we are honored you have chosen the **Colon Cancer Coalition!**

Anyone can fundraise on behalf of the Colon Cancer Coalition. The type of fundraiser you choose is limited only by your imagination.

Thank You!

## GETTING STARTED

We appreciate the generous support of our community friends and neighbors. Follow these 3 easy steps and you will be on your way to planning a fundraiser that will help the Colon Cancer Coalition increase awareness and early detection of colon cancer and improve the health and wellness of your community.

1. Read through this resource kit.  
In this packet, you'll find important information, helpful tips & ideas, and a checklist to make sure you are on the right path to a successful fundraiser.  
This kit includes:
  - Frequently asked questions
  - Fundraiser proposal form
  - Templates, forms
  - Much much more...
2. Outline the details of your event and who you have to help you.
3. Complete the fundraiser proposal form and return it to the Colon Cancer Coalition at [fundraising@coloncancercoalition.org](mailto:fundraising@coloncancercoalition.org). You will be contacted by a Colon Cancer Coalition representative. Please allow up to 2 weeks for proposal review. Once approved you can officially start planning your event!

We simply ask that your event be credible, reputable and in line with the mission of the Colon Cancer Coalition, and all participants understand that the event is not produced by or the responsibility of the Colon Cancer Coalition.

# TIPS AND IDEAS

## PLANNING A FUNDRAISING EVENT IS A REWARDING EXPERIENCE!

- 1. Set a Goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Create Online Fundraising Page.** Visit [donate.coloncancercoalition.org/diyfr](https://donate.coloncancercoalition.org/diyfr) to set-up your page. Share to social media and invite your friends.
- 3. Advertise the Event.** Send emails to friends asking them to visit your fundraising page, hang flyers in public spaces, at places of worship, work or school to improve awareness and raise funds to fight colon cancer.
- 4. Utilize Social Media.** Social media is a great way to get the word out about your fundraiser.
  - Create a **Facebook** event, invite your friends and family, and ask them to share and invite more people. Add the Colon Cancer Coalition as a co-host to this event ([facebook.com/getyourrearingear](https://facebook.com/getyourrearingear)), then it will show up in our events list on Facebook, too! In addition, facebook fundraising is a great way to collect tax deductible donations.
  - **Twitter** is a quick way to get the message out.
  - **Instagram** and Instagram Stories can spread your message through photos.
  - And don't forget **LinkedIn** to reach people in a professional setting.

When sharing your event on social media be sure to tag us and we'll do what we can to amplify your social efforts!

 /getyourrearingear |  @gyrig |  @gyrig04

- 5. Get Creative.** If people are interested in supporting the Colon Cancer Coalition, but unable to donate funds, encourage them to share information about the event, volunteer, or provide in-kind support in the form of goods or service for the event.
- 6. Approach Business Owners.** Local businesses are always looking for ways to promote themselves in the community. Businesses, including your own workplace, may be willing to match funds or help you promote the cause by hanging flyers, distributing and office-wide email, or promoting a donation, fundraising, or percent of sales.
- 7. Check Out Our Website.** See how others have raised funds!

Community events like yours are great opportunities to not only raise money, but also reach more people with the important message that **COLORECTAL CANCER SCREENING SAVES LIVES.**

# FREQUENTLY ASKED QUESTIONS

If your question is not answered below please contact the Colon Cancer Coalition at [fundraising@coloncancercoalition.org](mailto:fundraising@coloncancercoalition.org) or 612-986-5028. We look forward to working with you through your planning process!

## **Why support the Colon Cancer Coalition?**

The Colon Cancer Coalition is dedicated to increase screening rates for colorectal cancers. Right now screening is the BEST way to PREVENT colorectal cancer.

## **How do I make my donation?**

- Your DIY page will take donations directly to the Colon Cancer Coalition on behalf of your event. These donations are tax deductible to your donor.
- Proceeds from your event should be mailed to the Colon Cancer Coalition within 30 days of the event.

Mail donations to:  
Colon Cancer Coalition  
5666 Lincoln Drive, Ste 270  
Edina, MN 55436  
(Please do not send cash through the mail)

## **What are Best Practices for a community fundraiser?**

- Event expenses should be less than 30% of total amount raised.
- If event expenses are greater than the total collected, the event organizer is responsible for payment of these additional expenses.

## **What will my donation fund?**

- Colon and rectal cancer screening through patient navigation, FIT & colonoscopies.
- Public awareness and educational programs encouraging screening and symptom awareness.
- Messages to reach young adults about the rise in colon and rectal cancer in young patients.
- Patient care programs focusing on health and wellness during and after treatment and other patient support initiatives.

## **Will each of my donors get a receipt for their donation?**

- Because your event is a community fundraiser and not directly planned through the Colon Cancer Coalition, donors will not receive a receipt for their donation unless a check is made out directly to the Colon Cancer Coalition.
- If a cash donation is received from a donor who would like to receive an acknowledgement letter, please use the Donation Form available on the Community Events page of the website.

### **What event support is the Colon Cancer Coalition NOT able to provide?**

The Colon Cancer Coalition is happy to support your event in many ways; however, we are unable to provide the following:

- Donor Mailing Lists
- Insurance
- Raffle Coverage\*
- Volunteers
- Event Expenses
- Giveaways
- Media Contacts & Publicity
- Merchandise Sales

\*The Colon Cancer Coalition is unable to secure a raffle permit for your event.

### **What if my event loses money?**

The Colon Cancer Coalition will not supply any funding for your event and will not be responsible for any debts incurred.

- All contracts, rentals, purchases must be made in your name and not the Colon Cancer Coalition.
- Our EIN is not available for purchases.

### **Does the Colon Cancer Coalition accept matching gifts?**

Yes! Matching gifts are a terrific way to double your donor gift! Donations must be made out directly to the Colon Cancer Coalition in order to qualify for a matching gift through an employer.

### **Can I use Colon Cancer Coalition logo on my own materials?**

The Colon Cancer Coalition will provide a flyer that you can use to promote your event. Your flyer will be created for your review after the proposal review. Please allow an additional 10 business days for flyer creation.

Please note the following:

- The Colon Cancer Coalition logos are registered trademarks and cannot be legally reproduced without permission.
- You may not state or imply that the Colon Cancer Coalition sponsors your event.
- Any additional materials must be reviewed and approved by the Colon Cancer Coalition before they are used.

Materials should be sent to [fundraising@coloncancercoalition.org](mailto:fundraising@coloncancercoalition.org) for approval. Please allow two business days for approval of your materials.

*The Colon Cancer Coalition marketing team reserves the right to request changes to the use of the logos.*

- Fundraisers may not use the copyrighted information, logos, trademarks, or service marks on our website without the express written consent of the Colon Cancer Coalition.



The Colon Cancer Coalition is a leading source for colorectal cancer screening, education, and awareness across the country. We want all people to understand their risk factors and get the right screening at the right time.

**RIGHT NOW SCREENING IS THE BEST WAY TO PREVENT COLORECTAL CANCER.**

## THE PROBLEM

**1 in 23** develops colon cancer.



**51%** of those **50-54** have not been screened.

**1 in 5** colorectal cancer patients are diagnosed between 20-54.



## OUR GOAL

Prevent more lives from being cut short by colorectal cancer.



## THE IMPACT

- ⬆ Increase
  - \* Awareness
  - \* Screening
  - \* Early detection
- ☆ support patients
- ♥ save lives