

Thank you for fundraising for Children's Cancer Research Fund as you participate in Date for Life! I am delighted to welcome you to the team and support you in your fundraising efforts.

We believe a world without childhood cancer is possible.

Every day, 42 families in the U.S. receive the devastating news that their child has cancer. Many will witness their child go through nauseating 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 fundraising, we can propel bold ideas, uniting researchers around the globe to eliminate childhood cancer.

Did you know that only 4 percent of federal cancer funding is dedicated to childhood cancer? Every \$1 you raise as part of our 2019 Date for Life team helps researchers secure an additional \$18 of additional funding from government and other sources. Our team goal is to raise \$20,000 for childhood cancer research, and we believe that every dollar could be the dollar that helps us find a cure.

We fund innovative and promising research.

LAUNCHING NEW IDEAS

We give seed grants for innovative research projects that hold great promise but don't yet qualify for federal or larger funding. Without this support, many brilliant ideas wouldn't move forward. [Read about the latest research advancements.](#)

FILLING FUNDING GAPS

Gaps in research funding slow down or halt potentially lifesaving projects. [We fill these funding gaps](#) so we can bring better treatments to kids more quickly.

TURNING CLINICAL TRIALS INTO STANDARD TREATMENTS

[Clinical trials](#) are critical to providing kids with options when they've exhausted the existing treatment protocols. These trials also test novel treatments that lead to new and improved therapies for kids with cancer everywhere.

FOSTERING COLLABORATION

We collaborate with leading researchers who stay keenly attuned to the ever-changing landscape of cancer research. The research we fund is shared with more than 9,000 experts around the globe, helping accelerate promising discoveries.

TRAINING THE NEXT GENERATION OF RESEARCHERS

Fewer doctors are choosing a career in hematology/oncology, so we're helping attract and train researchers by funding **emerging scientists** and fellowships that build experience and expertise. For more than 35 years, we've funded over 90 fellows who are working around the world to create safer, more effective treatments for kids.

Date for Life

Date for Life has been an incredible partner for the past 10 years raising nearly \$592,000 for childhood cancer research in this unique and very fun way. Thank you for being such a vital part of this year's event and getting us one step closer to a cure.

Don't hesitate to reach out if you'd like to brainstorm ways to fundraise and tell your story!

Wishing you success,
Lan Freitag

Lan Freitag | Community Fundraising Manager

Children's Cancer Research Fund | Direct: 952-224-8490

7301 Ohms Lane, Suite 355

Minneapolis, MN 55439

GETTING STARTED FUNDRAISING

1. **Tell your why.** Some of you may have a very personal connection with children's cancer, and some might not. Share the story of *why* Date for Life and *why* you were compelled to fundraise and make a difference in childhood cancer research. 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 about what you are doing for Date for Life 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.
3. **Ask for a set amount.** If you ask for \$50 donations you're likely to get \$50 donations as opposed to \$5 or \$10 donations. Use the power of setting dynamic donation amounts. They work!
4. **Fundraising isn't scary.** Often the fear of asking can be the hardest part to overcome. Once you start talking about your efforts and get a few donations – the confidence to ask for support will grow.
5. **If you can't stomach it, don't ask for donations.** Just talk about the event. Start the conversation about Date for Life and what inspired you to become a bachelor or bachelorette, and why you think it's important to support the event/Children's Cancer Research Fund.
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 party! 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 for your outreach, be sure to do it more than once! We lead busy lives, the more you share, the more you will be top of mind to get your supporters to take action.
8. **Multiply your impact.** Does your company have a matching donation program? Ask your boss or HR representative if they will match your funds raised from your co-workers. Do you have 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 and the amount that someone will donate knowing that their dollar will stretch further and will take your fundraising to the next level.
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 team, make sure your donors know they are an integral part of your team. Send a hand-written thank you note, tag them in a Facebook thanks, zip an email/text, or give them a call!

Fundraising can be easy AND painless. It's a great 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 + TEMPLATES

In this section you will find a number of emails that Nicole, a 2018 Date for Life Bachelorette used in her very successful solicitations.

First Email

Friends and Family,

My 35th birthday is on March 1st and this year I am doing something different to celebrate. On March 1st I will be participating as a bachelorette at the Date for Life event raising money for Children's Cancer Research Fund (CCRF). What does it mean to be a bachelorette at this event? I am assembling a date package and I along with my date package will be auctioned during the event. That might sound scary, but it's nothing compared to what the thousands of kids across America who are battling cancer go through every day.

Did you know that every week 38 children pass away from cancer? CCRF changes the lives of thousands of children each year through research breakthroughs and advancements in treatment.

Cancer has touched many of our lives. I first learned about this horrible disease as a little girl when one of the boys in my neighborhood was diagnosed with leukemia. His treatment rid the cancer for many years but as we entered high school he relapsed. He received a bone marrow transplant from his brother and today, over 20 years later, he is a survivor.

In the United States, brain tumors are the most common type of childhood cancer. Some of you know last month my family lost one of our loved ones to brain cancer. My cousin fought a courageous battle over 8 years against this disease. My cousin would have been 38 on March 5th, just 4 days after the Date for Life event.

Every dollar we raise matters because every \$1 you donate helps researchers secure \$18 of additional funding to discover a cure for childhood cancer. And the more research we fund, the closer we get to finding a cure for cancer for everyone.

Please consider supporting CCRF by attending the Date for Life event, bidding on my date package* or silent auction items. If you cannot attend or wish to make a direct contribution please consider a tax-deductible gift by clicking on the link to my [fundraising page](#). My goal is to raise \$10,000 before the event.

*Married and coupled friends may bid on my date package and take their significant other.

Event Details

What: Date for Life 2018

Date: Thursday, March 1st

Location: The View at Minneapolis Event Center

Time: Doors open at 6pm

Tickets: General Admission \$45, VIP \$85, or Table Sponsor \$500. Click [here](#) to purchase

Make a tax-deductible gift on my [Fundraising page](#)

Learn more about [Date for Life](#) and [Children's Cancer Research Fund](#)

I greatly appreciate your support and consideration of a donation to support the research efforts that will one day find a cure for cancer.

Warmest Regards,
Nicole

FOLLOW-UP EMAIL

The big event is this week and I wanted to share an update

I am still working towards raising \$10,000 for CCRF by Thursday. As of this morning I have raised \$7,975. If you are unable to join us on Thursday night, consider a donation to support research towards new treatments and finding a cure for cancer. [fundraising page](#)

For those curious about my date package it consists of dinner at Seven Sushi and Steakhouse before heading over to Target Field to watch the Twins take on the White Sox on April 13th. The game includes 2 field passes and 2 Delta Sky360 seats. Bids will only be accepted in person at the event between 7-8:45pm.

Tickets are still available for the event and may be purchased [here](#)

Thank you to all who have already donated, those who still plan to and those who plan to join me Thursday night. Your support is greatly appreciated by me and everyone who has been affected by cancer.

Nicole

THANK YOU EMAIL

This past Thursday I participated as a bachelorette at the Date for Life Event and it was a blast! Attached you will find pictures of my friends and I at the event. I have to give my wing woman, Jenna, a big thank you for helping me secure bids throughout the night. Thank you to my brother, Chip, and friends Danielle, Jon, Katie, Kiel, Lindsey, Ken, Kristen, Jessica, Susan, Mike and Jaclyn for joining me at the event!

This year's group of bachelors and bachelorettes raised the largest amount yet for Children's Cancer Research Fund. Through fundraising efforts and date auctions we raised \$110,000!! All of that money going towards advancing treatments and finding a cure for cancer.

My date package included dinner at Seven with field passes (2) and Delta Sky360 tickets (2) to the Twins vs. White Sox game went for \$1,400 - far exceeding my goal. Speaking of goals, WOW, I am so humbled by the generosity and support from all of you. Together, we eclipsed my goal of raising \$10,000 for CCRF. Combining my fundraising efforts, the date auction and anticipated RBC matches of at least \$2,500 over the next few months, we raised nearly \$17,000!!

Words cannot express how truly grateful I am for your generosity. Together, we are making a big impact and getting closer to finding a cure. I look forward to the morning I wake up, turn on the news and the lead story is that a cure has been found. Your donation goes towards supporting the research that will make that day possible.

From the bottom of my heart, THANK YOU!

Nicole

FREQUENTLY ASKED QUESTIONS

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?

Children's Cancer Research Fund works closely with researchers to fund groundbreaking projects quickly and ensure that promising discoveries continue uninterrupted. The childhood cancer experts we fund share their findings with more than 9,000 experts throughout the world through Children's Oncology Group.

Where do the donations go?

Since 1981, Children's Cancer Research Fund has given \$170 million to research, education, and patient and family services.

In our fiscal year for 2017, 71 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. Children's Cancer Research Fund helps fill in the gap through fundraising 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 Children's Cancer Research Fund 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 should I set my fundraising goal?

We encourage participants to set high goals for their fundraising to make the biggest impact towards our mission. To help us reach our team goal of \$20,000 to fund more childhood cancer research, our suggested goal for each participant is \$1000.

Our team is working with Date for Life to establish rewards for milestones achieved. We potentially will add one or two more to sweeten the deal - we will let you know once we finalize 😊.

- Raise \$1000 – receive 2 VIP to 2019 Date for Life
- Raise \$2500 – receive 2 general admission tickets to Dream Concert.

What if someone gives me a cash/check donation?

This is considered an “**offline donation**”.

For checks have them add Date for Life and your name to the memo.

2. Mail the donation and note to:

Children's Cancer Research Fund

Attn: Lan Freitag

7301 Ohms Lane, Suite 355

Minneapolis, MN 55439

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

RESOURCES

[2019 Date for Life Fundraising Page](#)

CCRF Website: childrenscancer.org

About childhood cancer: childrenscancer.org/education/

What we fund: childrenscancer.org/about-us/what-we-fund/

CCRF Mission Video: www.youtube.com/watch?v=iZ1EU2vO-Hw

Social Links:

Facebook: @ChildrensCancerResearchFund

Twitter: @ChildrensCancer

Instagram: @ChildrensCancer

YouTube: @childrenscancer

LinkedIn: Children's Cancer Research Fund