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# Key to Keys Fundraising Guide

# Intro / Table of Contents

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## Welcome!

By participating in a Support Through Sport program with the Ulman Cancer Fund for Young Adults (UCF) you've committed to more than just a bike ride, run, or race. You are now a part of a community of support dedicated to changing lives and ensuring no young adult faces cancer alone.

This fundraising toolkit is designed to provide you with the resources and information necessary to achieve your fundraising commitment. After 20 years of growing our impact, we have learned the tips, tricks, and mindset necessary to successfully fundraise. We are confident that if you follow the steps laid out in this toolkit, you'll meet and likely exceed your commitment this year and have fun in the process.

Thank you for helping us change lives!

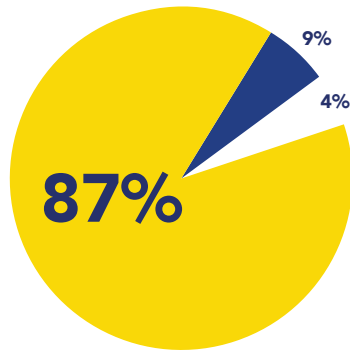
The UCF Staff

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# Where the Money Goes



87% Programs

4% Management & General Expenses

9% Fundraising

## How It Supports Our Mission

Onsite Young Adult Patient Navigation Programs



Remote Patient Navigation Program



Cancer to 5K Training Program



Young Adult Scholarships



The UCF House



4K for Cancer Community Service, Education, and Outreach



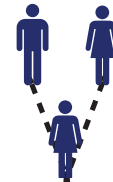
Chemo Care Bags



No Way! It Can't Be – A Guidebook for Young Adults Facing Cancer



Young Adult Specific Support Group & Events



UCF is proud to have achieved many accomplishments in the young adult cancer movement. Our success would not have been possible without the generosity of our donors and fundraisers:

- Awarding over \$650,000 in college scholarships to young adults impacted by cancer across the country
- Distributing over 15,000 guidebooks to individuals and cancer centers in all 50 states
- Responsibly allocating over 87% of all our spending towards mission-related programs
- Helping over 600 recently diagnosed young adult patients navigate their cancer experience every year
- Training over 342 cancer survivors through our free 12 week Cancer to 5K program

## Key to Keys Polices

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Our goal as an organization is to make sure you are successful in not only meeting, but exceeding your fundraising goal in the time frame allotted. The checkpoints listed below are required for all participants to meet.



## Key to Keys Deadlines

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### Credit Card Authorization

A credit card authorization form will be due at the time of registration and will only be charged if the minimum fundraising has not been completed by the last day of the trip.

### Recommitment Date

**February 1st** is the recommitment date and is intended to encourage participant to complete their fundraising as early as possible. If at least 50% of the fundraising minimum is met by this date, participants will receive certain gear in advance.

### Fundraising Deadline

**April 21st** is the final day of the experience and the fundraising deadline. All team participants are required to have fundraised their minimum by this date. For anyone who has not, their credit card on file will be charged the difference.



# Sample Fundraising Calendar

First things first. Register and create your fundraising page. Create your donor database. Who do you know and how will you ask them to contribute?

<b>October</b>	
15	Send out your first fundraising announcement via mail, email, and social media
<b>November</b>	
1	Gather your pie recipes and start baking goodies for friends and families to enjoy during their holidays.
<b>December</b>	
15	Send out your first round of thank you notes
<b>January</b>	
30	Recruit your friends and execute that bigger fundraiser you've been thinking of doing. Spaghetti dinners, date auctions, pancake breakfast, and paint nights are great ways to earn big bucks!
<b>March</b>	
1	Remind friends and family of your upcoming journey and encourage them to donate. Raise your fundraising goal if you have already met your initial goal.
<b>April</b>	
1	#SendOffIsComing Raise your goal at least \$500 every time you hit it. Supporters will come out of the woodwork when they see the amazing things you are doing on the road. Don't forget to bring your thank you notes with you to send from the road.
21	Fundraising Deadline. April 21st is the final day of the experience and the fundraising deadline. All team participants are required to have fundraised their minimum by this date. For anyone who has not, their credit card on file will be charged the difference.





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## RARA Fundraising

Now that you've decided to participate in Key to Keys it's time to shout it from the rooftops! It's also time to think about how you'll be meeting your fundraising commitment. To alleviate any concerns you may have about reaching your commitment, we have a four step fundraising method – RARA! This method will help you meet and exceed your goal:

- 1 Ready
- 2 Ask
- 3 Remind
- 4 Appreciate

## Ready!

As you begin the process of fundraising, we recommend that you practice identifying your audience and story.

We encourage you to think BIG. From the moment you sign up, everyone becomes a potential donor. Take some time to sit down and create a list of people who may be willing to contribute to your efforts. We recommend you start with:

- ▶ Family and friends
- ▶ Current or former colleagues and classmates
- ▶ Your professional, volunteer, or religious networks
- ▶ Your social media connections
- ▶ Donors who have supported you in the past

Don't be afraid to ask people who are outside of your community to support you. Almost everyone has been affected by cancer in some way.

Once you have brainstormed your list of potential donors, practice telling your story by asking yourself the following questions:

- 1 What does Key to Keys mean to me?
- 2 Why did I make the commitment to participate in Key to Keys?
- 3 How has cancer impacted my life?
- 4 Why do I believe it's important to support the Ulman Cancer Fund for Young Adults?

## Ask

All of our most successful fundraisers have one thing in common: they ask as many people as possible for support. It's that simple. Don't be afraid to ask – from the moment you sign up and prepare, it's time to start communicating with potential donors!

Start by creating an email or mailing list of the people you identified in step one – a donor database. Then you're ready to write your first fundraising email or letter. While drafting this letter, ask yourself the following questions:

- ▶ What is Key to Keys and where does the money go?
- ▶ Why am I participating?
- ▶ What is my fundraising commitment and how much progress have I made?
- ▶ How can a donor support me?

### Sample Letter

Dear Deborah

This April I will be embarking on a 1,500+ mile Experience from Baltimore, MD to Key West, FL. I will be doing this through the Ulman Cancer Fund for Young Adult's Key to Keys program. I am doing this trip in order to create an avenue of funding and support for the fight against cancer. Our mission is to raise awareness, unite communities, and inspire hope towards the eradication of cancer. We will be doing this by visiting cancer patients at hospitals and cancer centers, as well as raising awareness about UCF's mission in the towns we stop in along the route.

I reach out to you for support during this experience, in the form of a tax-deductible donation. As one of the 35 participants taking on this journey, I have accepted the challenge to raise over \$4,500 before we are able to hit the road this spring. Some of the money will go towards supporting the trip, but a majority of the funds will be used for the Ulman Cancer Fund's direct services.

I have dreamed of an Experience like this for a long time now. Being able to support young adults affected by cancer, makes this dream more impactful than I could have ever imaged it to be. I will accomplish my goal of raising \$4,500 and set forth on our ride, dedicating my quest to the family and loved ones you may know who have battled cancer. I ask that you pass this letter on to anyone whom you may feel be interested in aiding my fundraising efforts. I truly appreciate your support and want to thank you from the bottom of my heart.

Sincerely,  
Lucy Lou

Once you've drafted a letter, ask a family, friend, or the program coordinator to review it. Then, think about how you might build on this initial letter to create several communications to your potential donors. We recommend sending at least 4 communications to your donors from sign-up to Send-Off.

- ▶ Announce that you've decided to participate in Key to Keys, share your story and why this is important to you, make your first ask.

\*Reach out to the program coordinator for more email examples and templates.



## Remind

As you fundraise you'll encounter donors who are willing to donate but forget to follow through. That's why it's important to provide reminders to the people who have pledged to support you.

- ▶ Share an update on your training/progress to your goal at certain milestones – 25%, 50%, 75% etc. This is also a great opportunity to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven't yet done so.
- ▶ Prior to Send-Off share details about your experience so far and what you're looking forward to. Remind potential donors of our overall fundraising goal and how much of an impact they've already had.

### Sample Letter

Hi Deborah-

I just wanted to remind you about my Key to Keys Experience this spring. Have you heard about the amazing work the Ulman Cancer Fund for Young Adults does? They are dedicated to changing lives by creating a community of support for young adults and their loved ones, impacted by cancer. Their programs like Cancer to 5K are truly life changing! And remember, 87% of every dollar donated goes to providing direct services to young adults impacted by cancer!

You can check out my fundraising page- and see why I'm dedicating 8 days to fighting cancer. (Insert Page Link)

Thanks for your support!  
Lucy Lou

### Sample Letter 2

Hi Everyone!

I'm getting closer to my goal of raising \$4,500 for the Ulman Cancer Fund! But I still need your support. With your help, I have raised \$1,000 so far and I'm 25% of the way towards my goal!

I'd love if you'd share my Key to Keys Experience with your relatives, friends, and networks. So many people have been impacted by cancer, and this journey is for them too. I'm riding in [honor/memory] of [\_\_\_\_], and I would love to dedicate some of my days to others who have been impacted by cancer. [INSERT PAGE LINK].

Thank you for helping me help others!

Russell

## Appreciate

As time-consuming as it can be, nothing is more important than taking the time to say thank you to all of the people who supported you this year. Always take the time to thank each donor in a personal way. Remember, you can access your donor address through the report created by the Program Coordinator.

- ▶ During your trip, provide updates to your donors about how your experience is going. This is also a great opportunity to thank those that have supported you, and remind others there is still time to support you.

### Sample Letter

Thank you!

Dear Rob,

I just wanted to send you a quick note to sincerely thank you for supporting my Key to Keys Experience and the Ulman Cancer Fund for Young Adults. I certainly could not have done it's without you!

With the generous support of people like you, we are able to change the lives of countless young adults and their loved one. We raised over \$157,000! But this experience has gone beyond simply raising funds, it means so much to me how my community rallied together to help support this cause and you were a big part of that.

Again, thank you! Your support means so much to me and I truly appreciate your generosity.

Sincerely,

Harry

# Social Media Tips & Tricks

Consider using Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, or any other platform while prepping and participating in Key to Keys.

## Facebook

Facebook is the perfect channel for storytelling in many different forms, as well as sharing links. When using Facebook in your fundraising efforts, consider sharing a status update with your story, a photo, and a link to your fundraising page. Be sure to "tag" the Ulman Cancer Fund page and/or UCF Experiences page, as well as individuals who have donated. This will expand the reach of your post.



**Teresa Gates-Matthews**

March 29 · AddThis Sharing · 🌐

In 11 days I'll be headed down the East Coast with a group of unique strangers on a journey we won't forget! Our mission is to raise awareness of The Ulman Cancer Fund for young adults. Cancer doesn't care who it effects, age or gender, race or size! It's out to chew up anyone it can get its grips on! I'd be very surprised if as you read this that you haven't known someone in your circle touched by a Cancer diagnosis! The Ulman Cancer Fund provides excellent services for young adults and their families. It is my hope you will never need them or the services they provide! But if you do, they are top dog in what they do!

Most of my teammates have reached their goal and beyond! If you have considered a donation, Thank you! Make today your donation day! If you have already donated, Thank you for supporting me! Ulman's motto is "Cancer Changes Lives-So Do We!" Help me change someone's life!



**Teresa Matthews's Fundraising Page**

Last April I stepped out of my comfort zone and joined forces with a tribe of strangers. I knew very little about them and they knew very little about me! The one thing we did know about each other was that we shared a common bond, a Cancer diagnosis had touched our



**Kimberly Benton** 😊 feeling thankful.

May 27 · Sterling, VA · 🌐

THANKS EVERYONE for supporting me and the Key to Keys TEAM. As a group we are almost at our goal of \$160,000...take a look! Again, THANK YOU ALL!



**The Ulman Cancer Fund for Young Adults – 2016 K2K Team Page**

Your donation to The Ulman Cancer Fund for Young Adults enables us to create a community of support for young adults, and their loved ones, as they fight cancer...

ULMANFUND.ORG

## Instagram

Instagram is another great platform for keeping your friends and family up to date using photos of your fundraisers, weekend training, and your UCF swag. You can't share your fundraising page link in captions of photos – but you can include the link in your bio. Make sure you use #Key2Keys2018 and we will repost our favorites!



**Jennifer Jasper McGrann**

March 30 · Mount Laurel, NJ · 🌐

In 10 days the Ulman Cancer Fund, myself and over 20 supporters will be heading out on an awesome cycling adventure from Baltimore to Key West. The cities we will be stopping in are on the attached map.

Every morning we have a dedication circle where we will dedicate that days ride to a person or persons who have won their fight, are currently fighting or in memory of someone who has lost their battle with cancer. If you have someone you would like me to donate one of my days of riding to, please let me know and I will pedal that day in their name.

We are \$1500 away from reaching my goal of \$4500! Please consider making a donation to my page. Every donation (100% tax deductible) makes a difference in the life of a young adult (ages 15-39) with cancer. Check out my fundraising page and PLEASE help me hit and exceed my goal!

<http://tinyurl.com/JasperStrong>