

Fundraising Tips and Ideas

Once you've registered for **Walk with Love 2016**, learn how easy it is to increase **your impact** for breast cancer research through fundraising! Maybe you are raising money in honor or in memory of a friend, family member, or your own breast cancer experience. Maybe you are raising money because you are passionate about eradicating breast cancer. Whatever the reason, all you need to be a successful fundraiser is a strong belief in the cause, follow-through with your ideas, and a dose of creativity.



Donations to Walk with Love can be made two ways:

- **Online:** Donations can be made directly to your personal or team fundraising page online. The process is fast, easy, and secure.
- **Check:** Checks can be made payable to Dr. Susan Love Research Foundation and mailed to Dr. Susan Love Research Foundation, 16133 Ventura Blvd., Suite 1000, Encino, CA 91436.
Note: To receive credit towards your personal fundraising page, make sure donors include your name and WWL 2016 on the check.



Get started.

Already registered for Walk with Love 2016? Way to go! Still need to sign up? Click [here](#) to visit our registration page. After you register, you will automatically receive an individual fundraising page.

- **Be sure to personalize your page.** Login to your page and choose the *Edit Your Page* link at the top to create your own page title and personalize your story.
- Don't forget to add photos and a description of why you're involved with Walk with Love. (Use the plus sign to add photos to your page.)
- Set a fundraising goal and don't be afraid to dream big! Your page will default to \$250, but feel free to change it to whatever your personal goal is. There is no fundraising minimum to participate in Walk with Love.
- Consider making a donation to your own fundraising page. Other people are more likely to donate to your page when they see that someone has already contributed.
- Use the *Updates* tab at the top of your page to post updates as you reach milestones in your 5K training or fundraising efforts. You can add photos or videos as you go, too!



Start or join a team.

Want to make an even bigger impact? Participate in Walk with Love with your friends, family members, neighbors, or co-workers. **Together**, you can make an even greater impact towards supporting breast cancer research. There is no fundraising minimum to start or join a team – the only required element is enthusiasm!

You can form a team in honor, memory, or support of a someone you know affected by breast cancer. Click [here](#) to register yourself and start a team. Remember, you must first register and create a team

before your team members will be able to join. When you register for Walk with Love, you will automatically receive your own fundraising site. Teams will also receive an additional team fundraising page where team captains can customize the page with a team photo and story. Supporters can donate to your team page or to individual team members.



Write an inspiring email.

Writing personalized emails to friends and family can be a great way to get your fundraising started. Send personal emails to some of your closest friends and family and ask them for donations first, since they are most likely to donate. Don't forget to also reach out to more extended groups, such as your co-workers, school groups, and sports team members.

- Start your email by explaining your connection to Dr. Susan Love Research Foundation. **The best way to meet your fundraising goals is to tell your personal story of why you have chosen to raise funds.**
- In a sentence or two, explain why you are participating in Walk with Love. Include a link to your fundraising page and be clear to potential supporters that you are looking for donations.
- Thank them for their time and support.
- **Always remember to be yourself when writing an email asking for donations.** If something feels forced or doesn't sound like something you would say, scrap it.
- It's helpful for potential supporters to understand where their money will be going and what it will be used to accomplish.
 - Dr. Susan Love Research Foundation is committed to eradicating breast cancer through innovative research, education, and advocacy.
 - By shifting the focus and investment towards research, we will find what causes breast cancer and learn how to prevent it.
 - While advances have been made in the diagnosis and treatment of breast cancer, we still do not understand what causes breast cancer or how to prevent it. DSLRF is committed to identifying where and how breast cancer begins and is engaged in innovative approaches to conducting and inspiring research that will contribute to progress in this field.
 - DSLRF is a trusted resource for the public to learn more about breast cancer risk assessment, detection, prevention, and treatment.



Use social media.

Social media can be a great way to spread the word that you're participating in Walk with Love 2016 and raising valuable funds for research and educational programs.

- Use the links on your personal fundraising page to post to your Facebook, Twitter, LinkedIn, or blog.
- Training for the 5K? Post on your Facebook when you go for your run or walk, asking friends and family to support you in your training.

2016 Walk with Love™

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- Thank your donors publicly on Facebook or Twitter and include a link back to your personal fundraising page. Once friends and family see that others are donating, they may be more likely to also make a contribution.
- Blog about your involvement! Use your personal blog to tell your story and let friends and family know why you are supporting this great cause!
- Make sure you follow DSLRF on Facebook and Twitter – you can always “share” our posts to spread the word about Walk with Love!
- Every post doesn’t need to be an ask for a donation. Don’t be afraid to mix it up and share inspiring stories, personal testimonials, or interesting research!
- Highlight milestones by letting your networks know where you stand on your training or fundraising progress.



Create a wraparound event.

You can also host your own fundraiser prior to Walk with Love! Grab your friends or your Walk with Love team and put together a dinner party or bake sale. Ask a local restaurant to donate 10% of their profits on a designated night to your team. Offer babysitting services for an evening and donate your proceeds to your event. Ask team members to donate homemade meals to sell. The sky is the limit with your Wrap-Around Event!



Don’t forget to thank your donors.

We want all supporters to understand the impact of their gift and how it will benefit breast cancer research. A thank you phone call, email, or hand-written note is always a great touch. You can also thank donors who donate directly to your fundraising page by commenting directly on the page.

Invest with confidence.

DSLRF has received a 4-star Charity Navigator rating for three consecutive years, putting it in the top 12% of rated charities in terms of fiscal performance, accountability, and transparency. DSLRF is also a GuideStar Exchange Silver Level participant and a member of the Better Business Bureau Wise Giving Alliance.



Questions? Feel free to give us a call at 310-828-0060, extension 126, or email us at events@drsusanloveresearch.org.