



**MOVING FOR THE CURE  
FUNDRAISING TOOLKIT**

May 2021





## JOIN THE CHOLANGIOCARCINOMA FOUNDATION'S 2ND ANNUAL ATHLETIC VIRTUAL FUNDRAISER: MOVING FOR THE CURE!

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Moving for the Cure, allows participants in any area, of any age, and of any athletic ability to raise money through an athletic event of their choosing. You can choose to run, bike, walk, play a game of volleyball, host a dance party, or roller-blade. Choose any activity that gets you moving!

Our goal is to keep our cholangiocarcinoma community engaged in a fun and safe way while raising money for the Foundation.

FOR MORE INFORMATION VISIT:  
[cholangiocarcinoma.org/moving-for-the-cure](http://cholangiocarcinoma.org/moving-for-the-cure)

# TIPS FOR GETTING STARTED



ENJOY ANY ACTIVITY, ANYWHERE, AND RAISE MONEY FOR THE CHOLANGIOCARCINOMA FOUNDATION.

ALL AGES AND ATHLETIC ABILITIES CAN PARTICIPATE.

## 1 FORM A TEAM

Bring together a group of people who are enthusiastic about fighting cholangiocarcinoma. Understand your team's strengths and delegate roles accordingly.

## 2 CHOOSE THE "RIGHT" EVENT

Get creative with your team! Use our Fundraising Ideas section to brainstorm. Choose an event that your team is passionate about, it could be ANYTHING!

## 3 REGISTER!

Register for Moving for the Cure online at [cholangiocarcinoma.org/moving-for-the-cure](http://cholangiocarcinoma.org/moving-for-the-cure) to receive support from our team. Each participant will receive a shirt, a bib and an awareness wristband.

## 4 SET UP AN ONLINE FUNDRAISING PAGE

Create a personalized online fundraising page via MobileCause to take your fundraising efforts to the next level and make it easier to share event details with your network of friends.

## 5

## SPREAD THE WORD!

It's time to let your community know about your event. Consider who will be most likely to contribute or participate in your event and determine the best way to reach them. Be sure to check out our templates and best practices for spreading the word about your event!

## 6

## COLLECT DONATIONS & HOST THE EVENT

Ideally we would like all donations through your MobileCause portal, but if that is not possible, please make sure any check or cash donations associated with your event contain your name (or your team's name) and that is for Moving for the Cure. Please send checks/cash to: Cholangiocarcinoma Foundation 5526 W 13400 S #510, Herriman, UT 84096.

## 7

## CONGRATULATIONS!

Acknowledge yourself and your planning committee for organizing a successful fundraising event. Send thank-you letters and emails to participants and donors to let them know the impact they've made by supporting your event.

## 8

## SHARE YOUR SUCCESS!

Share your event success story with our Moving for the Cure team. Email [meredith@cholangiocarcinoma.org](mailto:meredith@cholangiocarcinoma.org) with your photos, videos, story, or anything you want to share! We would love to hear from you!

# TIPS FOR ONLINE FUNDRAISING



## 1 PERSONALIZE YOUR PAGE BY ADDING YOUR OWN TEXT AND PICTURES

Make sure to include why you're participating in the event and/or creating the fundraising page. Your contacts will be interested to see what your connection is to the cause.

## 2 BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE

By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate.

## 3 SET A REALISTIC FUNDRAISING GOAL, AND TRY TO BEAT IT!

We suggest a goal of \$200 per person or \$350 per family but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep your fundraising on track.

## 4 SET A FUNDRAISING DEADLINE

Establish a time frame for reaching your goal. Make sure to communicate the end date with your contacts.

## 5 SHARE ON SOCIAL MEDIA

Whenever you post on social media, don't forget to include a link to your personal fundraising page. This will give your followers a way to support the cause if they can't attend the event. Use the hashtags #M4C2021, #CureCC #BileDuctCancer

## 6 REACH OUT TO YOUR CLOSEST CONTACTS FIRST TO BUILD MOMENTUM

Share on social media. Your distant contacts are more likely to donate when others are supporting the cause. When reaching out to contacts, make sure to explain how their donation helps the Cholangiocarcinoma Foundation.

# TIPS TO PROMOTE YOUR EVENT



## SAMPLE KICK-OFF EMAIL

Subject: Help cure cholangiocarcinoma

Dear Family

I am very excited to share with you the Cholangiocarcinoma Foundation's first virtual athletic fundraiser called Moving for the Cure!

This fundraiser allows participants in any area of the world, of any age, and of any athletic ability to raise money through an athletic event or physical activity of their choosing and perform it during the week of July 18.

I will be *(insert activity here)* and hope to raise *(insert fundraising goal here)* by July 24.

Please consider a donation. 100% of the money raised will go to the Cholangiocarcinoma Foundation. Your support will make a difference in the fight against bile duct cancer!

*(Insert MobileCause link here)*

Thank you,

## SAMPLE THANK YOU EMAIL

Subject: Thank you!

Dear Sarah

Thank you for your donation of \$XXX. Your support will significantly enhance awareness and recognition of bile duct cancer and raise critical funds for research, outreach and education to serve all those affected by cholangiocarcinoma.

I am really looking forward to Moving for the Cure July 18 - 24th. I could not do this without your support.

Thank you,

## SAMPLE - END OF EVENT

Subject: Help cure cholangiocarcinoma

Hello Everyone,

I did it! On July XX, I completed the *(insert activity here)*. The event was amazing. I had an incredible time, and you were a part of my event success!

THANK YOU to everyone who made a contribution to the Cholangiocarcinoma Foundation. Your generosity will go a long way and will support so many. For those of you who would still like to donate to the Cholangiocarcinoma Foundation, there is still time. Our deadline for donation collection is July 31.

Please donate here: *(Insert MobileCause link here)*

Thank you for all your support and words of encouragement while I trained for the event. It was an amazing experience, and I can't wait until next year!

Warmest Regards,

## SAMPLE FACEBOOK/INSTAGRAM POST

I will be *(insert activity here)* during the week of July 18 in hopes of raising *(insert fundraising goal here)* for the Cholangiocarcinoma Foundation. Any amount is appreciated and all funds go directly to fight this devastating cancer. Together we can bring hope and drive progress for a cure!

#M4C2021 #movingforthecure #curecca #bileductcancer

*(Insert your MobileCause link here)*



# FAQs



## WHAT IS A VIRTUAL ATHLETIC EVENT?

A virtual athletic event is any exercise that you choose to complete wherever you would like. You can walk, run, use a treadmill, bike, swim or hike. The beauty of a virtual event is that you can move at your own pace wherever you choose.

## WHEN WILL I RECEIVE MY SHIRT?

All shirts will be mailed the week of July 5. Any registration completed after July 1 cannot be guaranteed a shirt by the week of July 18.

## I HAVE RECEIVED SEVERAL CHECK DONATIONS. WHERE CAN I SEND OFFLINE DONATIONS?

All checks or offline donations can be mailed to the Cholangiocarcinoma Foundation, 5526 West 13400 South, #510, Herriman, Utah 84096 U.S.A. Make sure to include your name and that you are raising money through Moving for the Cure.

## WHAT ARE THE AGE RESTRICTIONS FOR THE EVENT?

There is not an age restriction for the event. Any age can participate.

## WHEN SHOULD I COMPLETE MY ACTIVITY?

We ask that you complete your event the week of Sunday, July 18 - Saturday, July 24th. Please respect any COVID-19 restriction in your area. Wear your shirt and bib and take a selfie. Share it on social media using hashtag #M4C2021

## I HAVE NOT REGISTERED YET, CAN I STILL PARTICIPATE?

Anyone who registers after July 1st will be sent a shirt but it is not guaranteed to arrive by the week of the event.

## I'M INTERNATIONAL, CAN I SIGN UP?

Yes. All International participants will be charged an additional \$15 for shipping for an individual or \$25 for a family.

## DO THE SHIRTS FIT TRUE TO SIZE?

Our shirts are a cotton/polyester blend. The shirts are unisex sizing. Shirts cannot be returned or exchanged once they are mailed.

## CAN I BUY ADDITIONAL SHIRTS?

Yes, you can, additional shirts are \$10 each and will be available during the registration process.

## I HAVE REGISTERED, HOW DO I SET UP MY FUNDRAISING PAGE?

Once you register, you should receive 2 emails. One is a confirmation email and the second is an email with the subject line "Your Fundraising Page is Ready". This email contains your personal fundraising line as well as your texting keyword and number. With this link, you may edit your page's message, image and fundraising goal.

The link to your fundraising page can be shared with family and friends through social media or in an email.

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# QUESTIONS?



YOUR SUCCESS IS IMPORTANT TO US, AND WE ARE HAPPY TO HELP YOU.

PLEASE DON'T HESITATE TO CONTACT US.

Meredith McGuffage – [meredith.mcguffage@cholangiocarcinoma.org](mailto:meredith.mcguffage@cholangiocarcinoma.org)

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