



Hillview Service Team's 5th Annual Relay for Life Friday, May 31, 8-11pm, 2019



Fundraising tips and things to know

- **It's okay to ask for donations.** There are many people who have had cancer or had a friend or family member who have been impacted by cancer and they want to do something to help find a cure and to help people who have cancer (from wigs to wheelchairs). Some people will be very happy to have an opportunity to donate to help this cause. Other people will not make a donation because they may already give a lot to other worthy causes.
- **Should I ask people to donate based on the number of laps I walk around the track?** We suggest you keep it simple and ask people to donate any amount to support you in the event (not based on your # of laps).
- **Make it personal.** Personalize your webpage if you'd like with your parents' permission. Update the "Why I Relay" with your story. Add a photo of you or your team if you want. Make personal phone calls if you can.
- **Send emails, texts, or make phone calls.** Just paste your personal fundraising url from your dashboard into what you send and people can click on it and donate!
- **Do I have to fundraise?** No, there is no cost to participate. You may choose to fundraise if you would like to help the American Cancer Society.
- **Some people need reminders.** Some people are very busy and you may need to remind them if they do not answer your emails, texts, or phone calls the first time. It's okay to politely resend several reminder communications to people you have not heard from. Give about 1-2 weeks in between your reminder communications to give them a chance to respond. You can send a final reminder 1-2 days before event day telling them it's the last chance to donate before the event.
- **You can ask your parents if they will post to Facebook..** Even though not many middle school students use Facebook, many adults do. I posted my daughter's personal page link on Facebook and a manager I worked with 20 years ago in China made a \$100 donation. You never know how many people out there have been impacted by cancer and would be happy to support this cause.
- **Plan a bake sale with your team.** Buy or bake items to sell in your neighborhood, park, etc. Make sure to ask permission at the location before setting up a bake sale. You can accept credit card and check donations using the free mobile app if someone has an iphone. You can also accept cash (but cash is not preferred).
- **Go door-to-door with some team members.** Ask your neighbors to support you and donate. You can accept credit card, and check donations using the free mobile app if someone has an iphone. You can also accept cash (but cash is not preferred).
- **Donations are tax deductible** using this info for the American Cancer Society - ACS Tax ID # 13-1788491



How to send emails to request donations

There are several ways you can send emails that include your personal URL:

- Use your student email or personal email account -
- Use the Relay for Life Website -
 - Login with their student email address and password 'Hillview!'. Click on 'my dashboard' in the purple bar. Scroll down to 'personal page url'. Copy and paste your unique URL in an email to family and friends. You can also click on "ask for donations" on my dashboard (directly under the team name) and it will take you through steps.
- Use the free Mobile App - instructions later in this document on sending emails and texts

Please keep track of your donors and thank each one of them.



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How to post to Facebook

- **You can ask your parents if they will post to Facebook.** Even though not many middle school students use Facebook, many adults do. I posted my daughter's personal page link on Facebook and a manager I worked with 20 years ago in China made a \$100 donation. You never know how many people out there have been impacted by cancer and would be happy to support this wonderful cause.
- **Instructions** - Have your parents Login to their Facebook account and make a post with some text and include the link to your personal fundraising page (instructions to find link on page 12).
 - Sample text: "My daughter and her friends are walking in the American Cancer Society's Relay for Life event at her middle school in May. If you would like to support her and donate to fund research to cure cancer and services for people fighting cancer (from wigs to wheelchairs), please use this link. I know there are many important causes, thank you for considering this one. There are approximately 300 Hillview students participating this year so feel free to find and support the student(s) you know.
 - Personal page URL - see page 12 on where to find it. Copy and paste the entire URL from the website to the end of your text.
 - When people click on the picture in the post, it will take them to your personal fundraising page and they can make a donation.
 - It is okay to post now and also post again 1-2 days before the event with a final reminder.