



### FUNDRAISING-8 STEPS TO SUCCESS

#### **Step 1: Know your Subject**

Specifically, learn about Ovarian Cancer and GOCA. You do not have to know all the medical terms, but you should be able to tell people how many women will be touched by this disease, the efforts towards awareness and early detection and the Community Outreach programs.

#### **Step 2: Be Proud of Your Campaign**

Asking for money to fight ovarian cancer is something to be proud of and does impact the entire family, so do not be shy or embarrassed. Ask your contacts for whatever you feel is appropriate. Remember if you don't, you have not given them the opportunity to say "yes"!

#### **Step 3: Make a List**

Decide that you will ask everyone you know for a donation and make a list of names. Include everyone: friends, relatives, schoolmates, and colleagues. Remember- you can sponsor yourself! Then go a step further: identify people you do not know- local businesses, club members, or patrons of your own business. You will be amazed at how many people will want to help.

#### **Step 4: Spread the Word**

Awareness, Awareness, Awareness! Everyone has a favorite communication style. Some people are more comfortable talking face to face. Others prefer using phone, letters or email. Keep in mind, however, that people are more likely to remember a call or letter than email. The less personal your initial contact, the stronger the need for follow up.

Your friends should be easy to talk with, but when you have to make your pitch to people you do not know as well, you may want to send a script or form letter. In fact, personal letter writing campaigns are one of the most successful methods of fundraising.

#### **Step 5: Draw a Crowd**

You don't have to get donations from one person at a time. Consider holding an event to draw pledges. Bake sales, candy drives, and car washes work for local school drives- why not for funding ovarian cancer research? Or maybe a party is more your style: silent auction, potlucks, barbeques wine tastings are proven fundraisers.

#### **Step 6 Say the Magic Words- 100% tax deductible**

Don't forget that these contributions are tax-deductible. (The IRS requires people who give more than \$25 to charity to have written proof, so GOCA will send a letter to all such donors.)

#### **Step 7: Send in the Check**

If you start fundraising now, remember to have your donors make their checks to GOCA, but send them to you. Each time you get a check, put your name on it- either in the memo line, or along the very top- and then send it immediately to the GOCA office.

#### **STEP 8 SAY THANK YOU!**

Don't forget to send a letter to each of your sponsors to thank them for giving. You might want to get them involved next year!

