

WELCOME CRUSADER!

Thank you for joining us in our efforts to conquer childhood cancer. Donations collected from caring participants like you are what will make Kyle's Crusaders Walk to Conquer Childhood Cancer successful year after year.

As an individual Walker, you are a powerful force in raising awareness and helping us raise funds for childhood cancer research.

This information will take you through three steps to increase your fundraising:

STEP 1: SET A FUNDRAISING GOAL

Our Walk to Conquer Childhood Cancer is our main fundraiser for the year and reaching our fundraising goal depends on the success of our event participants raising money by collecting donations from their friends, family and coworkers. Set the bar high (but keep it realistic). Remember, the more money you raise, the more research grants Arms Wide Open Childhood Cancer Foundation can fund and the more children and their families we can help. 100% of donations go directly to childhood cancer research. We can't do it without you!

STEP 2: FUNDRAISE

Share your enthusiasm, excitement, and your personalized fundraising site with your friends and family as you work to reach your fundraising goal. There are literally thousands of ways you can raise funds individually! You can place [flyers and brochures](#) in your community to spread the word about the event. Outlined below are some of the tried and true examples of how others have enjoyed fundraising success.

- Ask one person a day to sponsor you for the Walk.
- Many local restaurants offer 10% nights to non-profits: Applebees, Chilis, Chipotle—the possibilities are endless!
- Give something up—movie, manicure, or dinner at an expensive restaurant—and contribute what you would have spent to the Walk.
- Are you a rep for Pampered Chef, 31, Avon, Tastefully Simple? Hold your own fundraiser to help reach your goal.
- Are you crafty? Make something and raffle it off.
- Share your personal fundraising link via email and social media and ask your friends and family for donations.
- Send out Tweets on a daily basis for a week about the event and each time someone donates to you.
- Create Facebook events and invite all your friends to support you. Ask them to like our Kyle's Crusaders page as well.
- Find out if your company has a matching gifts program. This can double your donation!
- Suggest friendly competition with another friend who is walking. Talk it up on Facebook!
- Ask your friends to contribute to the Walk instead of purchasing gifts for your birthday, or anniversary.

STEP 3: WALK, FOLLOW UP AND CELEBRATE!

On Walk day, don't forget to collect and turn in any additional donations at the event. Celebrate with your family & friends as you Walk because you are all making a difference! Be sure to follow up with donors after the event by sending a personal thank you note. Share a photo with your family to highlight and enjoy your success. You can even plan a post-Walk event—picnic, party, dinner—to share results, thank everyone and encourage future participation.

HOW TO RAISE \$250 IN ONE WEEK

DAY 1: \$25	DAY 2: \$40	DAY 3: \$45	DAY 4: \$60	DAY 5: \$50	DAY 6: \$30	DAY 7:
Sponsor yourself	Ask two relatives for \$20	Ask three friends for \$15	Ask four co-workers for \$15	Ask five neighbors for \$10	Ask your spouse or partner	Celebrate your accomplishment!

SAMPLE FUNDRAISING LETTER/EMAIL

Dear _____,

I am writing to tell you about an important event in which I am participating. I am walking in the Kyle's Crusaders ____ Annual Walk to Conquer Childhood Cancer.

Will you join me in helping to raise funds for childhood cancer research? I know it will be a lot of fun and together we can make a difference. Here are the details:

**Where & When: October _____
Old National Pike Park, Mt. Airy, MD**

How: Go to www.kylescrusaders.com and click on **Register**.

My goal is to raise \$ (insert amount). Everyone is welcome to join me in walking, or if you cannot attend, consider sponsoring me (insert your personalized website link here). 100% of the proceeds from the Walk will go directly to fund research for childhood cancers and your donation is tax-deductible to the full extent of the law.

Kyle's Crusaders has chosen to align its fundraising efforts with Arms Wide Open Childhood Cancer Foundation (a 501(c)3 charity) because of their commitment to support vital research using 100% of the fund we raise.

Thank you for supporting me & Kyle's Crusaders!

