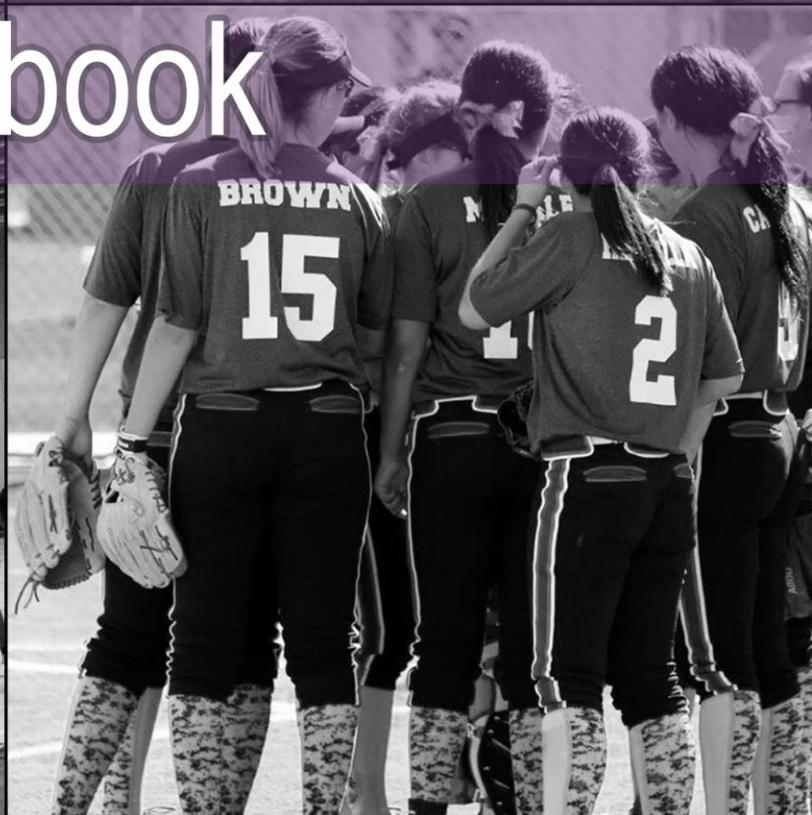




# Play4TheCure Fundraising

# Playbook





# Play4TheCure Fundraising Playbook

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## What does it mean to Play4TheCure?

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Selflessly volunteering your time to [Play4theCure](#), sports teams across the country collect donations for cancer research, while simultaneously increasing awareness in their communities. The National Foundation for Cancer Research supports “All Cancers. All Colors. All Sports.” By hosting a [Play4theCure](#) event, a team can be brought together to achieve a goal and learn the importance of giving. Through Play4TheCure, 100% of team donations directly support NFCR-backed scientists, so every bit helps.

As far as fundraising goes, we know there is no one size fits all solution. How you choose to raise money is totally up to you. In this playbook we will provide some examples of past successes our teams have had as jumping off points for your own fundraiser. The [Play4TheCure](#) team is here to brainstorm ideas with, provide promotional items and support where possible for coordinating your event!

We have created online tools and materials that make it fun and easy for organizers to register and run events. An online donation feature through [Crowdrise](#) allows you to create personalized and direct appeals that can be shared with family, friends, and colleagues through email and social media (More on page 9). This allows teams to engage a broader community and build support for your event. On average teams that choose to raise online through [Crowdrise](#) raise over 80% more than teams that do not. Additionally, we created a [Pinterest](#) board full of fundraising ideas.

*To learn more about our digital tools visit: <https://www.nfcr.org/p4tc/fundraising/>*



# Play4TheCure Fundraising Playbook

## Before your Event

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- Establish a “Play4TheCure” date. Choose a date at least two weeks out, if possible, to allow ample time to receive Play4TheCure promotional kits, support and to execute your fundraising strategies.
- Set a goal. While it is not required, it can be more motivating for the athletes and teams involved to have a goal to work towards rather than casually enrolling. (See tiers of fundraising, pg. 7)
- Decide fundraising activities (See pg. 8)
- Create an online donation page (we suggest Crowdrise) for the smoothest and most shareable way to reach your community and potential donors. [Check us out!](#)
- Get social media involved - engage your alumni, boosters, and local media to spread the word then connect with us so we can help cross promote your efforts.





## Game Day and After

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- Time for the main event! Treat this as a celebration of the funds you raised and recognize the efforts of those involved at the game. *(We highly recommend not relying on game day for a majority of your fundraising because the focus at that time is the game itself.)*
- Continue to use social media outlets - encourage your team to tweet, post photos, share statuses etc. Let us know what support you need to be successful.
- Allow at minimum a 1-2 week time period following your event to continue to receive donations from interest your event may have sparked.
- Submit any offline donations to NFCR with completed event form on our fundraising page.
  - (P.S. Online donations via Crowdrise are sent directly to Play4TheCure, so there is no action required by the teams to “close”).



# Play4TheCure Fundraising Playbook

## The Power of Your Donation

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100% of your [Play4TheCure](#) donation is restricted for scientific grants, but you might wonder, “what exactly does the money provide?”

Check out a basic overview and breakdown below:

### **\$25-\$100**

Stains one tissue slide from a tumor biopsy to look for a predictive biomarker of cancer metastasis

### **\$100**

Performs one biopsy to get tumor tissues from a patient for a variety of pathological tests and biological analyses

### **\$250**

Buys one case of petri dishes for growing cancer cells - an essential first step to identify tumor markers or test treatment effectiveness of new drugs

### **\$500-\$750**

Buys one antibody test to determine whether tumor cells have a specific marker for drug resistance

### **\$1,000**

Carries out a comprehensive genome-wide analysis on all genes in one tumor sample, for developing targeted and personalized cancer therapies



# Play4TheCure Fundraising Playbook

## Levels of Fundraising

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### Tier 1: **RECRUIT**

- Achieve *Recruit* status when you raise anywhere between **\$100-\$499**. As a recruit you are a valuable member of the Play4TheCure team. Receive a special shout out on social media and the chance to take over for a day.

### Tier 2: **CAPTAIN**

- Achieve *Captain* status when you raise anywhere between **\$500-\$1,999**. This level of donation qualifies you as a experienced leader. Receive a certificate acknowledging your participation and our appreciation.

### Tier 3: **MVP**

- Achieve *MVP* status when you raise **above \$2,000**. You have gone above and beyond to raise funds for Cancer Research, establishing yourself as one of our top performers. Receive additional promotional items provided by NFCR and our Sponsors, while supplies last.

### Tier 4: **ALL-STAR**

- Achieve *All-Star* status when you raise **above \$4,500**. This level of donation qualifies you as extremely dedicated to the cause of funding cancer research. Receive the opportunity to have your team's story featured on the NFCR website.



# Play4TheCure Fundraising Playbook

## Fundraising Tactics *from our teams*

Feel free to use any of the below fundraising ideas for your Play4TheCure event, or use them as a starting point for your own ideas. If you're interested in seeing even more ideas and reading more stories from our teams visit our Pinterest page at: <https://www.pinterest.com/Play4TheCure/>.

Page 9.....	Peer-to-Peer Crowdfunding
Page 10.....	Tournament Fundraising
Page 11.....	Host a Clinic
Page 12.....	Crowdsourcing
Page 13.....	Sell T-shirts and Silent Auction
Page 14.....	Pledge System
Page 15.....	Play Day





# Example 1: Peer-to-Peer Crowdfunding

**Team:** George Washington University Club Field Hockey | Washington, D.C.

**How:** By setting up a fundraiser online through Crowdrise, The GWU Club Field Hockey team was able to share their efforts with classmates on campus and family members at home to acquire a large number of donations at a lower amount.

**Result:** \$4,178 raised for childhood cancer research

**Pro-tip:** Recruit as many teammates as possible to set up donation pages. This helps hold everyone accountable and makes everyone aware of the progress they're making. Plus donors can feel comfortable seeing a familiar face associated with the cause.

**TORI FESSENDEN'S FUNDRAISER: GW FIELD HOCKEY PLAYS FOR THE CURE**

ABOUT THIS CAMPAIGN | THE TEAM

**JOIN THE TEAM** | **\$4,128** MONEY RAISED | **\$61** AVERAGE DONATION | **DONATE TO THIS FUNDRAISER**

Name	Amount Raised
ROBERT CARTER	\$1,050
SOPHIE STALLER	\$500
DIANA NUÑEZ	\$350
EMILY PEROU	\$300
SIRI KNUDSEN	\$275
JACKIE CLARKE	\$250
TORI FESSENDEN	\$225
LAUREN KUMPA	\$175
SAMANTHA LEMIEUX	\$151
SARAH CASSWAY	\$125
SAMANTHA VACCARO	\$115
KATE MCCARTHY	\$100

# Play4TheCure Fundraising Playbook

## Example 2: Tournament Fundraising

**Team:** East Lyme Lacrosse Association | East Lyme, CT

**How:** Each year the team hosts 100+ youth lacrosse teams at their Coastal Jam Tournament. As a part of the team registration for the event, \$25 is donated to Play4TheCure (see above).

**Result:** \$2,200 raised for cancer research

**2017 Coastal Lacrosse Jamboree**

To all Coaches, Coordinators, and Participants:

The East Lyme Lacrosse Association invites you to join us for a weekend of action packed lacrosse at the 4th annual youth lacrosse Coastal Jamboree:



It's going to be a great weekend of lacrosse for a very worthy cause. \$25.00 from every team's registration fee will go to Play for a Cure.

Source: <http://ella.uslaxteams.com/Page.asp?n=113992&org=ELLA>

**Pro-tip:** Take your fundraising to the next level by encouraging your teams to also create online fundraisers like Cheshire Lacrosse did for their Spring tournament.



# Play4TheCure Fundraising Playbook

## Example 3: Host a Clinic

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**Team:** Mount Saint Joseph Academy | Flourtown, PA

**How:** For teams that prefer to not interfere with game days, hosting a clinic is a great way to engage your community in supporting your fundraising. Charge a base fee, or ask for donations. Take it to the next level by requesting food, drink or apparel sponsorships from businesses in your area.

**Result:** \$1,000-\$3,000

**Bonus:** Your students receive service learning hours for volunteering their time and help grow your sport in the community!

# Play4TheCure Fundraising Playbook

## Example 4: Crowdsourcing

**Team:** Boston Cannons | Boston, MA

**How:** As part of their inaugural Cannons Fighting Cancer initiative, the professional men's lacrosse team engaged local youth teams in a [fundraising contest](#). As incentive for participating teams, the Cannons offered different team experiences for the highest fundraisers.

**Result:** \$8,705



**Pro-tip:** Delaney Snowden, student-athlete at The Key School, recruited 3 other Fall sports teams to join her for an athletic week in honor of their headmaster that passed away from cancer.

# Play4TheCure Fundraising Playbook

## Example 5: Sell T-shirts



**Team:** Dickinson University Field Hockey | Dickinson, PA

**How:** Each year Dickinson Head Coach, Carly Zinn, hosts a Play4Trey game in honor of her nephew's battle with Leukemia. The team gets orange "Play4Trey" t-shirts made each year and sells them at multiple events.

**Results:** \$50-\$1,000

## Example 6: The Silent Auction

**Team:** University of Maryland Field Hockey | College Park, MD

**How:** At your game, offer memorabilia and apparel fans can bid on. The person with the highest bid takes home the prize.

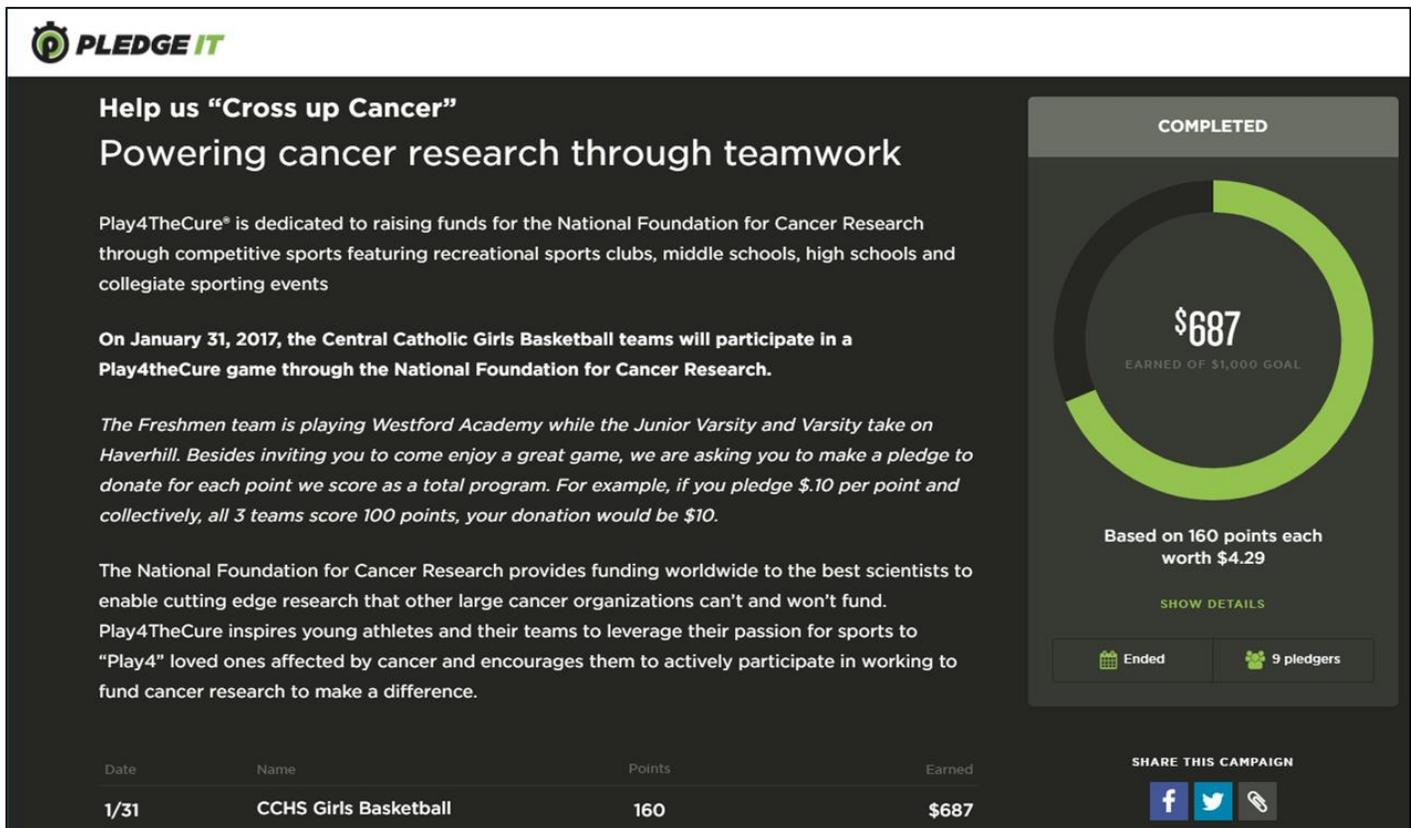
**Results:** \$765

**Pro-tip:** If possible, offer experiences to learn from or meet a coach or player.



# Play4TheCure Fundraising Playbook

## Example 7: Pledge System



**PLEDGE IT**

### Help us "Cross up Cancer"

#### Powering cancer research through teamwork

Play4TheCure® is dedicated to raising funds for the National Foundation for Cancer Research through competitive sports featuring recreational sports clubs, middle schools, high schools and collegiate sporting events

**On January 31, 2017, the Central Catholic Girls Basketball teams will participate in a Play4theCure game through the National Foundation for Cancer Research.**

*The Freshmen team is playing Westford Academy while the Junior Varsity and Varsity take on Haverhill. Besides inviting you to come enjoy a great game, we are asking you to make a pledge to donate for each point we score as a total program. For example, if you pledge \$.10 per point and collectively, all 3 teams score 100 points, your donation would be \$10.*

The National Foundation for Cancer Research provides funding worldwide to the best scientists to enable cutting edge research that other large cancer organizations can't and won't fund. Play4TheCure inspires young athletes and their teams to leverage their passion for sports to "Play4" loved ones affected by cancer and encourages them to actively participate in working to fund cancer research to make a difference.

**COMPLETED**



**\$687**  
EARNED OF \$1,000 GOAL

Based on 160 points each worth \$4.29

[SHOW DETAILS](#)

📅 Ended | 👤 9 pledgers

Date	Name	Points	Earned
1/31	CCHS Girls Basketball	160	\$687

SHARE THIS CAMPAIGN

[f](#) [t](#) [📎](#)

**Team:** Central Catholic High School Girls' Basketball | Lawrence, MA

**How:** Central Catholic High School hosts a 'Play4' game that includes the Freshman Team, Junior Varsity, and Varsity team where spectators are able to pledge to donate for each point scored. Each supporter can choose what amount they would like to pledge. For example, someone may choose \$.10 per point, if both teams score a combined 100 points, the donation would be \$10.

**Results:** \$2,041

**Pro-tip:** Allow donors to set a maximum donation they will give so they feel more comfortable pledging.



# Play4TheCure Fundraising Playbook

## Example 8: Play Day

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**Team:** Upper Dublin High School | Upper Dublin, PA

**How:** Upper Dublin's Play Day is the culminating event celebrating weeks of fundraising. They have smaller fundraisers leading up to this event, many of which can be found above in the Playbook. These have included selling T-shirts, restaurant nights, and coin drops. The day of, officials and parents volunteer their time, teams from all over the community come together to play field hockey and to collect any last donations for cancer research!

**Results:** \$10,373 in 2017



# Play4TheCure Fundraising Playbook

## P4TC Media Guide

The official website for the Play4TheCure program is [Play4TheCure.org](http://Play4TheCure.org)

### Twitter

Handle: [@P4TC\\_NFCR](https://twitter.com/P4TC_NFCR)

Hashtags: #Play4TheCure, #Research4ACure, #StickUPtoCancer

### Instagram

[@Play4TheCure](https://www.instagram.com/Play4TheCure)

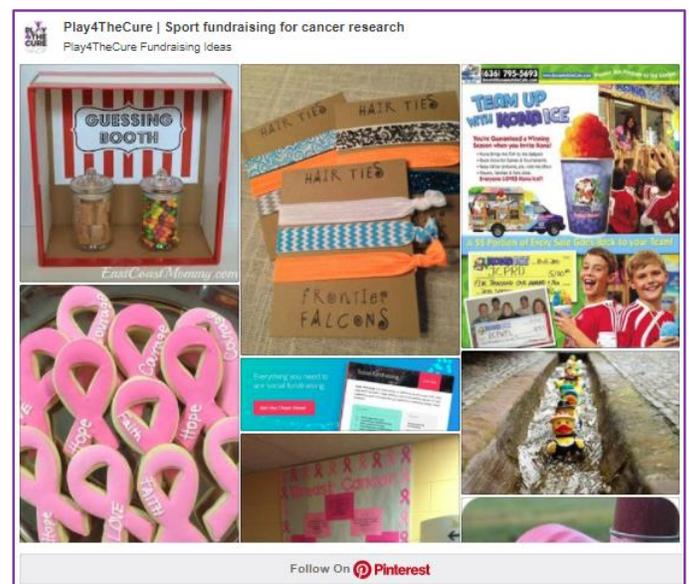
If your team is interested in doing an "Instagram takeover" for your event please contact us for details.

### Facebook

Handle: [@Play4TC](https://www.facebook.com/Play4TC)

### Pinterest

Search: [Play4TheCure](https://www.pinterest.com/Play4TheCure)





# Play4TheCure Fundraising Playbook



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## NFCR MISSION:

With the help of 4.5 million individual donors over the last 40 years, NFCR has delivered more than \$340 million in funding to cancer research leading to numerous breakthroughs, including prevention strategies, earlier diagnostic techniques, and new anticancer drugs and therapies. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside. NFCR is committed to Research for a Cure—cures for all types of cancers.

## PLAY4THECURE MISSION:

Play4TheCure is a vehicle that encourages athletes, of all ages, to raise funds to help power research for all types of cancers through their passion for sport. Play4TheCure ensures that 100% of the funds raised through the program support scientists conducting vital cancer research in laboratories.