RUN/WALK for WeSPARK

5k /10k

PEER-TO-PEER
FUNDRAISING KIT

We SPARK
Cancer Support Center

Celebrating 25 YEARS

PEER-TO-PEER FUNDRAISING TIPS

1. **PERSONALIZE YOUR PAGE**

   Customize your page / profile and add a heartfelt story. Explain to your donors what you're raising money for and why it's important to you. If your friends and family see that you're passionate about your fundraising efforts, they're more likely to give.

   To customize your page, click on the RunSignup Profile circle in the upper right-hand corner of the page & select "Profile". You will see your individual fundraiser (and your team fundraiser, if you have one). Click on the title of the fundraising page you want to edit – add photos & add your personalized changes here. **If you need help with your fundraising page, please contact Donna Zevallos at donna@wespark.org or 747.247.0586.**

2. **START WITH A MODEST GOAL**

   Your family & family will be more inclined to give if they think their contribution will help you reach your goal. Set an attainable goal for yourself and you'll quickly reach fundraising milestones like 10% and 25% of your goal. You'll build momentum and it will get your donors excited about your efforts.

3. **MAKE THE FIRST DONATION**

   Once you've created your page, make the first donation. Donate an amount that you think your supporters will respond to. It sets the tone & your supporters will like seeing that you're supporting your cause as well.

4. **FUNDRAISE STRATEGICALLY**

   Reach out (text / email) to your closest friends and family first. Those that are closest to you will be the most generous and will help you build momentum for other supporters. For example, if your first five donors give $100 each, subsequent donors will view this as an appropriate donation size and will be more likely to donate at that level or higher.

5. **PROMOTE, PROMOTE, PROMOTE**

   The more you share & promote your fundraising page the better it will do. Here's our recommendations:
   - Email everyone you know! You'll be surprised at how many people will decide to donate when you ask, even if you haven't spoken to them in years.
   - Share a meaningful picture on your social media accounts with your fundraising page URL in the caption. You can also share our Run/Walk related posts and add your personal URL.
   - Be persistent – reach out more than once. Most people need at least 2-3 friendly reminders. Update your network (email / social media) on your progress & how their support would help WeSPARK.

6. **THANK YOUR SUPPORTERS**

   Show your appreciation and thank each donor individually. Sharing what their support means to you is also a good idea if you plan to fundraise again in the future and hope to ask the same people.

7. **HAVE FUN!**

   Remember to have fun. Your encouragement & positive energy will become contagious to your friends & family.

Steps to Create an INDIVIDUAL or TEAM Fundraiser on RunSignup

1. Go to https://runsignup.com/Race/CA/LosAngeles/RunWalkforWeSPARK
   Or scan ---------→

2. **To create your own fundraising team, you first must register as an INDIVIDUAL fundraiser. Click on "Become a Fundraiser" from the menu.**
   NOTE: If you are registering for the race, you will also see the "Become a Fundraiser" button when registering for the race. Both follow the same process detailed below. If you have any questions, reach out to Donna at 747.247.0586.
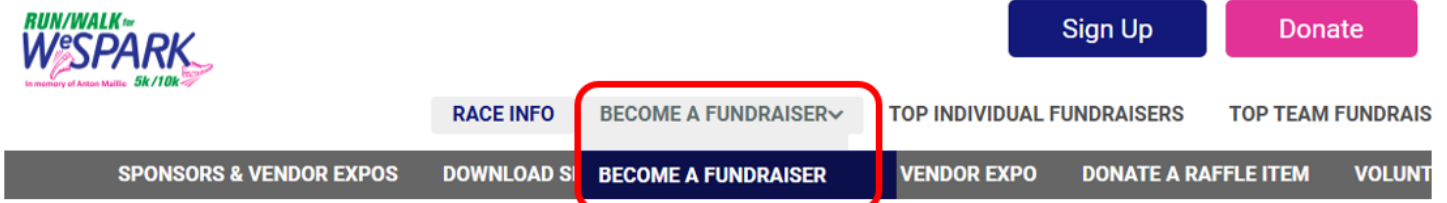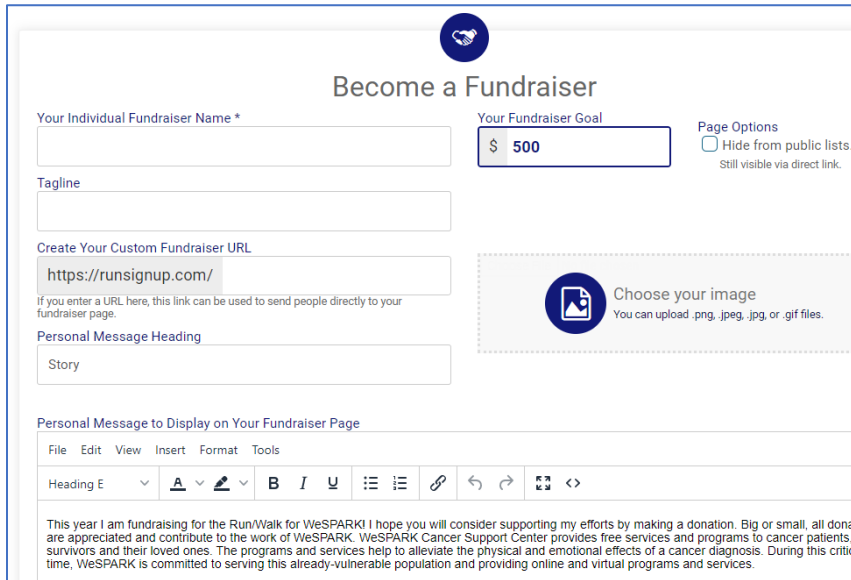
3. **Set up your INDIVIDUAL Fundraising Page**
   Add your name, fundraising goal, a tagline, and create your personalized URL.
   For your personalized URL, use your name or something simple. If you get a *"link not available"* error, simply add the year to the end. Example: www.runsignup.com/donna2026
   Add a picture and a customized personal message. There is currently a default message as a placeholder, feel free to customize and make it your own! Once finished, click "**Set Up Fundraiser**" and you're done!
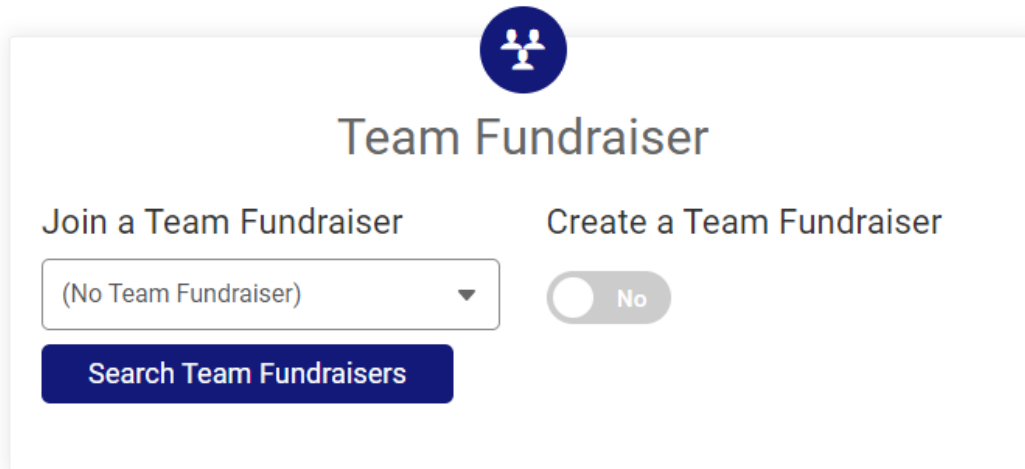

DO YOU WANT TO CREATE OR JOIN A TEAM? FOLLOW THE INSTRUCTIONS BELOW.

IF NOT, YOU'RE DONE & CAN START SHARING YOUR FUNDRAISING PAGE.
THANKS FOR YOUR SUPPORT IN RAISING CRITICAL FUNDS FOR CANCER PATIENTS & THEIR LOVED ONES!

4. Join an Existing Team or Create a New Team

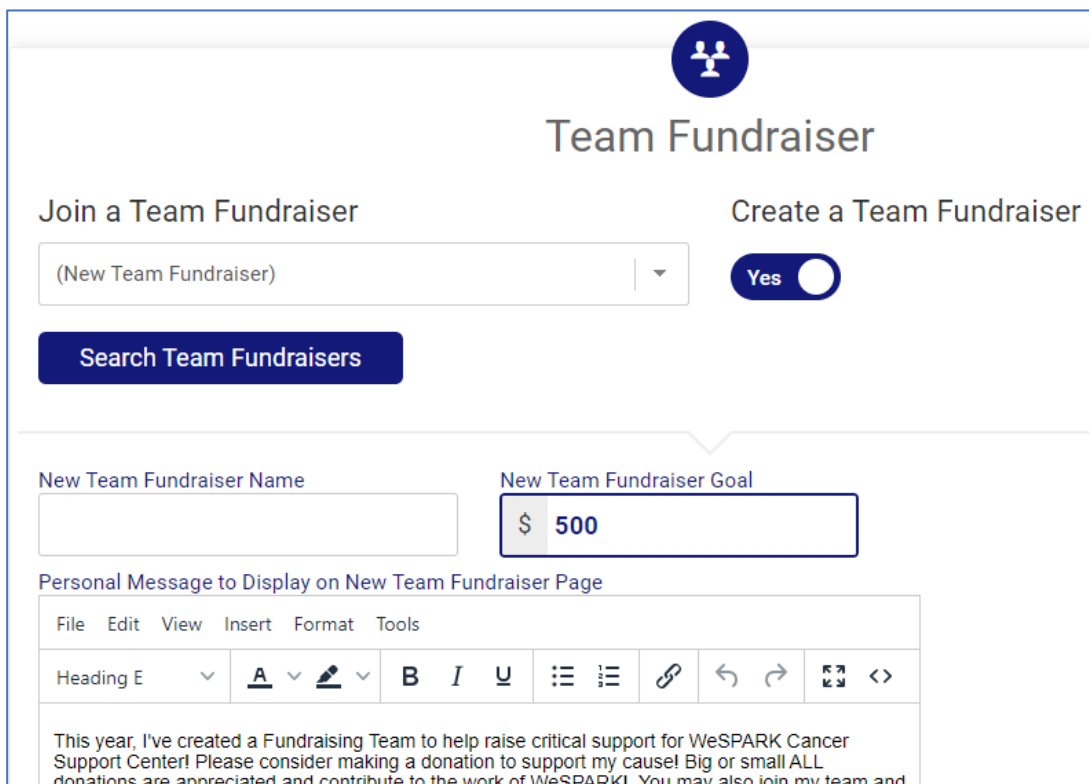A. To **Join an Existing Team**, click on the dropdown with the list of teams and select the team you wish to join.

B. To **Create a Team**, click on the toggle button below "**Create a Team Fundraiser**" & change to **"Yes"**
Fundraising is better with friends! Come up with a fun team name, enter your team fundraising goal and personalize your team story. Once finished, click "**Set Up Fundraiser**" and you're done!