how do I organize a fundraising event?

Answering these questions can help you organize a successful fundraising event.

"Having cancer is hard— fundraising for research is the easy part!"

Sharon B:
Melanoma survivor and ImmunoAdvocate

What's the purpose?

Your first step should be to figure out the purpose of your fundraising event. Is it to raise money for a charitable organization? Or is it to raise money to help pay for your care or the care of a loved one?

What's your goal?

Next, it's smart to set a fundraising goal. Try to be realistic and hopeful at the same time. Your event will be geared to raising this specific amount of money.

Where will it take place?

Private homes, public parks, and local restaurants can make for excellent fundraising venues. Restaurants, cafes, or bars may be willing to donate space—it doesn't hurt to ask! Be sure to think about how many people will attend and find a place that will fit that group.

Who can help?

Some people find that forming a team helps them plan better. Find a few friends or loved ones who are willing to help and sign them up! Schedule regular check-ins before your event to make sure everything is staying on track.

How will you get donations?

There are many different ways to get donations. Some people ask local businesses and artists to donate goods and services for an auction. Others ask local musicians to perform at a ticketed event. Others serve food and charge for a meal.

How do you handle money at the event?

It's a good idea to assign someone to be treasurer for your event. This person will be in charge of all monies received. Make sure that the treasurer gives a receipt to everyone who makes a donation. PayPal and Square are two companies that can help process credit card payments. Make sure any checks you collect are made out to the organization directly, and never send cash through the mail. Visit these sites for more information.

PayPal: www.paypal.com/webapps/mpp/fundraising

Square: www.squareup.com/organizations

What happens after?

Be sure to thank everyone who donated time and/or money to your cause. A simple thank you can go a long way!

Join Team CRI!

If you want to help raise money for cancer immunotherapy research, consider supporting Cancer Research Institute (CRI) by joining Team CRI. You will gain access to the Team CRI fundraising kit, which can help inspire you in your fundraising efforts. In addition, you can create your own fundraising page, and you'll have access to individual support from Team CRI staff.

When you fundraise for CRI, you will help bring breakthrough immunotherapy treatments to more patients, sooner; 88 cents of every dollar spent supports CRI programs and makes a critical impact in the fight to conquer all cancers.

Visit www.cancerresearch.org/Team-CRI to join Team CRI.

Where can you get more information?

Many people turn to one of these websites to help with their fundraising efforts. Take a look and maybe you'll get some good ideas of your own!

GoFundMe.com   **YouCaring.com**

Indiegogo.com   **Kickstarter.com**

CANCER RESEARCH INSTITUTE

The Leader in Immunotherapy