



Individual Fundraising in 2010

To complement your team's fundraising efforts, each Relay team member is asked to raise funds on his or her own.

This year, we're challenging each Cobb Relay participant to raise at least \$100 through their individual efforts, however, we encourage you to challenge yourself to achieve a higher goal.

If you've never done individual fundraising before, \$100 might seem like a LOT. It's easier to think of \$100 as 10 gifts of \$10, 5 gifts of \$20, or 4 gifts of \$25.

But how will you get those gifts of \$10, \$20, or \$25? You have to ASK for them!

Remember: Asking friends and family in an email or personal letter has proven to be THE most successful form of individual fundraising! The Relay website (www.cobbrelay.org) makes it easy to raise money from your friends and family via email.

Here are four easy steps to fundraising online:

1. Go to your Participant Center at www.cobbrelay.org and **edit your personal page**. You can update your "Reason to Relay" and add a photo.
2. Import email addresses from your personal email account using the online import tool, or create a shortcut URL to copy and paste into your own email account. (How-to's are located in the Participant Center.)
3. **Invite your family and friends to donate**. We've provided message templates to help you get started, or you can write your own!
 - Include your personal story.
 - Ask for a specific amount – "Please join me in the fight against cancer with a gift of \$25."
 - Include information about Relay For Life and the American Cancer Society – tell them where their money goes.
 - Give a deadline for their response – "Help me reach my goal by April 1...."
 - Be sure to thank your donors!
4. Once your fundraising is underway, come back to your participant center to check your progress.

More tips for fundraising online:

- Click on **+share this page** on the top left side of your Relay page to share a link on Facebook, MySpace, Twitter, etc.
- Ask family or friends to donate \$10 for a luminaria in honor or in memory of someone special.
- Do be prepared for some no's. To get 5 gifts, you might need to ask 10 or 15 people.
- Remember, you're not just asking your friends and family to give \$10 (or \$20 or \$25) for Relay, you're **giving them the opportunity to be a part of a worldwide movement to end cancer**. That's exciting!!!
- Call the American Cancer Society Cobb Office at 770-429-0089 for assistance!

Tell them how their gift helps...

- 13,175 Georgia cancer patients and their families received support from the American Cancer Society last year.
- 3,891 cancer patients received transportation assistance to and from treatment last year.
- There are 11 million cancer survivors alive today – more than ever before in American history – thanks to early detection and new advances in treatment.
- The return on the dollar you give today is much greater because we are standing on the brink of so many breakthroughs.