



American Cancer Society
Relay For Life[®]
Celebrate. Remember. Fight Back.



Top 5 Reasons to Donate Online

The quantity of donations any person, team, or event raises is affected by several factors, one of the largest is the source of the donation, offline or online. In addition to working to capture increased donations, it is equally important to retain the monies we collect. There are five key reasons we all need to do everything we can to get our donors to provide their donations online.



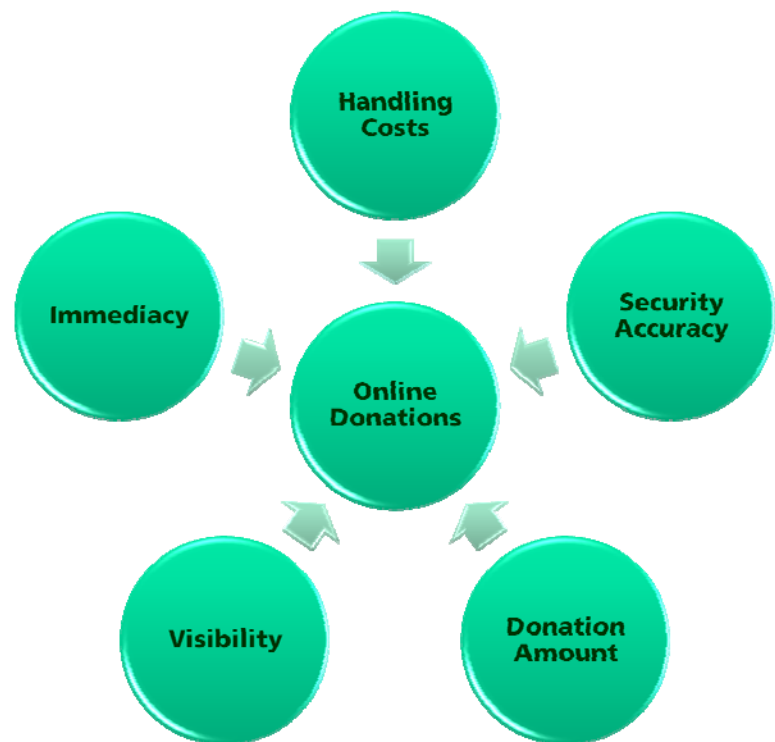
Handling Costs - Many people do not realize the amount of time, effort and money required to process cash and checks. It is significantly more than online transaction fees.

Security/Accuracy - Even as long as internet commerce has been safely in place, some people have not gotten in the habit of transacting business online. We need to not only encourage

Donation Amount - Studies repeatedly show a substantial increase in average donation amount when giving occurs online.

Visibility - Competition is at the heart of team-based fundraising and visibility of total donations fuel this competition

Immediacy - Particularly with younger participants, immediacy is critical to main-



We will always openly accept any donations working towards the fight against cancer, but as with most things in life, you get what you ask for. We want everyone to ask for donations as many donations as possible online. Explain the reasons why it is important. Let us know if you would like more information about this important topic.

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