

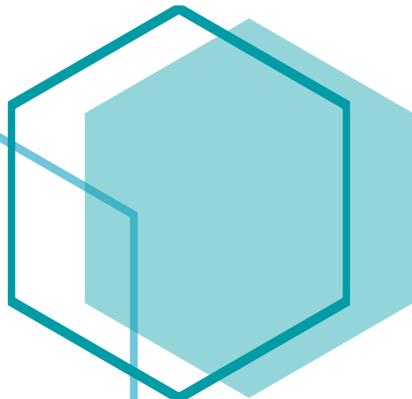
FUNDRAISING TOOLKIT

Teal

REVOLUTION

JOINING FORCES FOR LIFE WITH OVARIAN CANCER

Teal Revolution is an opportunity for everyone who supports women and families living with ovarian cancer to gather, walk, celebrate and raise funds - all to revolutionize the ovarian cancer experience.





THE WHY

It will take a REVOLUTION to change life with ovarian cancer. That's why we're joining forces with others in the ovarian cancer community, including Teal organizations from around the country to gather, walk, raise funds and make a lasting difference for women and families everywhere who are living with ovarian cancer.

THE WHAT

Teal Revolution is a fundraising and friend raising opportunity culminating in a celebratory walk on May 22nd for women diagnosed with ovarian cancer (OC), their supporters and their loved ones.

Teal Revolution participants in San Diego will walk in Liberty Station on Sunday, May 22nd. Participants outside of San Diego can walk wherever they are on May 22nd and join the celebration virtually.

Other OC organizations are invited to participate in Teal Revolution, joining the Clarity community to become a national OC community, creating a strong connections for women their caregivers to learn about programs and services.

Clarity provides a platform that builds and solidifies partnerships with like-minded nonprofits whose missions and values align with that of Clarity.

Together we can raise critical funds to support programs and services across organizations doing critical work in the OC community nationwide.



FUNDRAISING PLAN

1. **Make Your List**

Who are your biggest cheerleaders among your family, friends, and fans? Those are your most likely donors to Teal Revolution! List out their phone numbers, emails and their active social media platforms. Don't leave anyone off your list. You may not know that someone has been impacted by ovarian cancer and will want to support Teal Revolution.

2. **Craft Your Ask**

Decide how will you ask others to donate. Write your email, phone script, social media post or text. You can use the templates on the site. Really surprise and delight your family and friends with a handwritten letter - it will make an amazing impression!

3. **Share Your Story**

Your supporters will give because it's YOU that's asking! Personalize your fundraising page with your story, why you're helping and photos. Let everyone know how you got involved with, what inspires you about Clarity's work and why NOW is the time to donate. Videos are a great way to personalize your page with your story.

4. **Make A Plan**

Create a fundraising action plan that includes dates to send each request, the number of requests, and reminders to follow up. Tracking your success will help you stay motivated to reach your fundraising goal. Share your progress with people when you reach out to them.

5. **Set Your Bar High with The First Gift**

Make the first gift! Fundraising is all about leadership so do what you want others to do. Make your gift one you're proud of. Your donors will look to your gift as a benchmark of where to begin.

6. **Ask Everyone Everywhere!**

Now you're ready to go! Reach out to your network and share your fundraising page. Share your page on social media often so people are reminded to give.

7. **3Rs: Remind, Recognize (Thank) and Repeat**

You'll get some "Yeses", some "Maybes" and some "Nos". Don't get discouraged when someone says no. Track all responses, follow up with thanks or pleasant and consistent reminders.

8. **Celebrate Successes**

Every dollar you raise is important and makes a difference. Feel good about every single gift you receive. No gift is too small. Encourage people to participate at whatever level they can.



TELL YOUR FUNDRAISING STORY

People love giving to people they know!

Adding personal touches to your fundraising page, like why you are fundraising, your connection to Clarity, personal photos and stories, helps your friends and family connect more with the organization's mission and how their gift will make a difference. Your personal supporters will feel more compelled to give when they understand your personal relationship and what Clarity means to you. So don't be shy to make edits to your page and share updates as your progress grows!

Pro Tip - Don't forget to be the first to donate to show how dedicated you are to Clarity's mission! You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Here are a few key messages to get you started. These are also great to share with your friends and family when they ask you what Clarity does for the ovarian cancer community!

Thanks to your help, every day Clarity provides critical services to women with ovarian cancer and their families:

- The latest information on treatment options.
- Opportunities to participate in clinical trials where appropriate.
- Professional emotional support and educational resources to women and caregivers.

Spread the Word

You're on your way to fundraising success - now it's time to spread the word and reach your goal!

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** - They're the most likely to make the first few donations, as they are more receptive to your personal outreach. It's always nice to get some quick wins in the beginning too!
2. **Cast a wider net** - Don't be afraid to push yourself and expand your list - some people in your wider network may have a personal connection to ovarian cancer, and it could spark some great conversations on top of a donation towards your goal!

Tip: If someone you are talking to may benefit from Clarity's services, please refer them to our website (www.clearity.org) to learn more about our services and contact us directly.



Email Examples

Email is one of the easiest and most effective ways to fundraise! This should be the first place you start in your outreach strategy.

Example 1

Subject - [Add Powerful Subject Line]

Dear **[Name]**,

Clarity is one of my favorite organizations and it would mean so much to me if you could help contribute towards my goal of raising \$XX,XXX for women and families living with ovarian cancer!

Please Click Here **[Add Your Fundraising Page]** to give.

Thanks to your help, we can improve the survival and quality of life of women with ovarian cancer. This includes:

- The latest information on treatment options.
- Opportunities to participate in clinical trials where appropriate.
- Professional emotional support and educational resources to women and caregivers.

All of Clarity's services are provided at no cost to the patient or their families!

Thanks so much for your support!

[Name]



Example 2

Subject - [Add Powerful Subject Line]

Hey **[Name]**,

I'm fundraising for **[Clarity]** an organization that helps improve the survival and quality of life for women with ovarian cancer. The money raised will go towards **providing personalized ovarian cancer education and counseling to women and families living with ovarian cancer.**

I'm trying to raise **[\$ FUNDRAISING GOAL]** by **[DEADLINE]**. If I can get 5 people to each give me **[\$ FUNDRAISING GOAL/5]** or more, I'm there. It's important for me to help change life with ovarian cancer I hope you'll support me and **[Clarity]** by making a gift to my fundraising page below.

Thanks so much for your support!

[Name]

Thank You Examples

Make sure to thank every one of your donors - it wouldn't have been possible without them! You can send a personalized email, acknowledge them directly on your fundraising page by leaving a comment, or even give them a shout out on social media!

Subject - [Add Powerful Subject Line]

Dear **[Name]**,

My fundraising page has wrapped, but the impact of your contribution will continue! I am very grateful for the support you have shown for **Clarity.**

With your support, I have raised **[\$X]** towards **Clarity's amazing work.** I encourage you to follow **Clarity** on Facebook, Instagram, and Twitter to stay up to date on their work.

Thank you again for your generosity

[Name]

Pro Tip - Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.



SOCIAL MEDIA

In addition to emails, use social media to expand your communication outreach. You can reach people who fall outside of your inner circle. Take advantage of the built-in social sharing options on your fundraising page!

Pro Tip - All social channels are good social channels. Your network on Facebook might be very different from your network on LinkedIn, so don't be shy about sharing on all social media platforms!

- a. FACEBOOK
- b. INSTAGRAM
- c. LINKEDIN
- d. TWITTER

CONTACT INFO

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