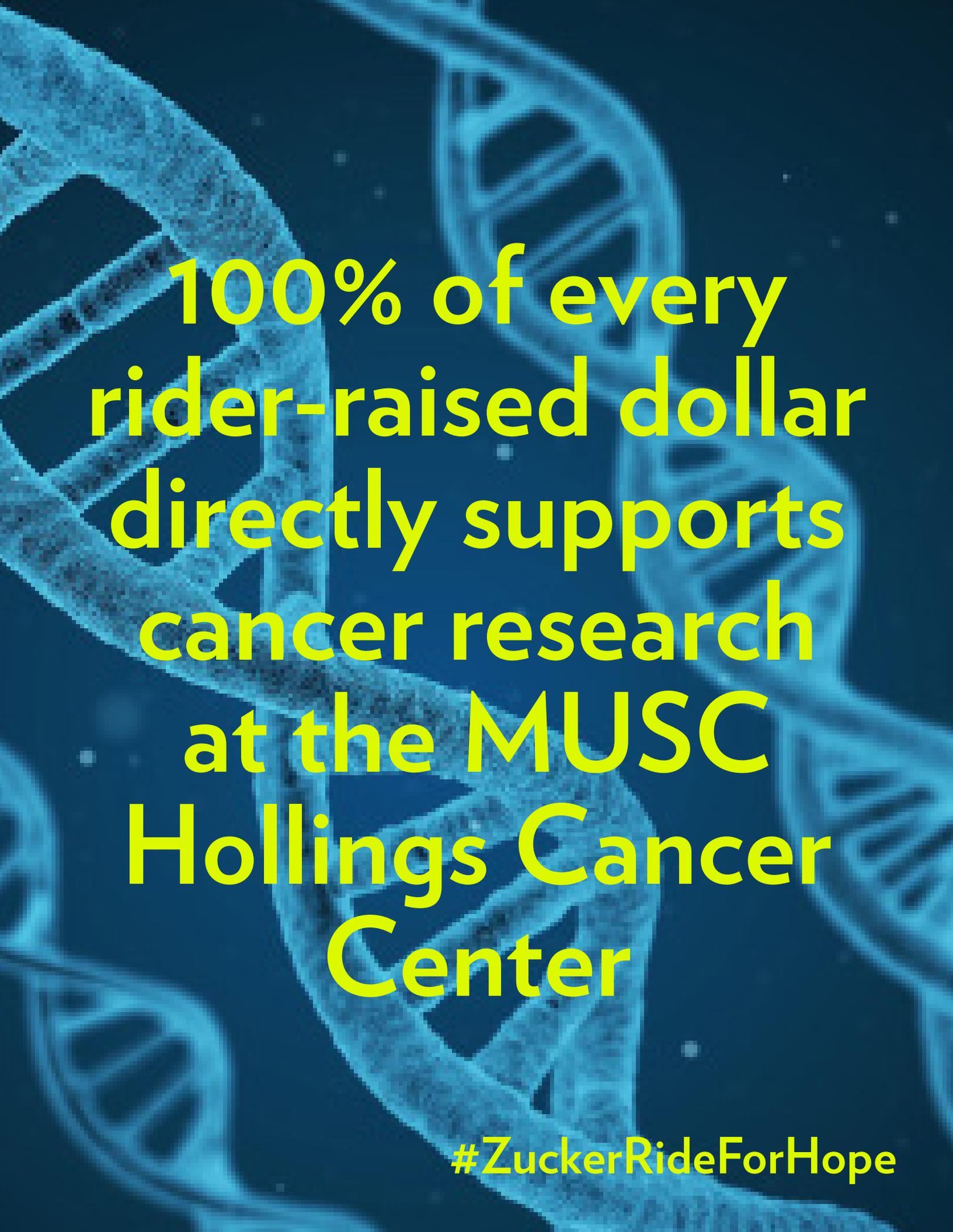


MUSC Hollings Cancer Center's



2018 FUNDRAISING TOOLKIT

MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope



**100% of every
rider-raised dollar
directly supports
cancer research
at the MUSC
Hollings Cancer
Center**

#ZuckerRideForHope

MUSC Hollings Cancer Center's



We're thrilled you've registered for the **MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope!** The battle against cancer is a fierce one and we know progress will only be made when we all join forces. Welcome to our team of talented doctors, brilliant researchers, amazing staff, courageous patients, encouraging family and friends, and more!

This toolkit will help you in your efforts to raise support and make an impact in the fight against cancer. All participants in this event have agreed to a minimum fundraising commitment of \$500 per person. We're sure that if you follow our suggestions, get creative, and rally your community you'll find yourself achieving, and likely exceeding, this goal.

If you find yourself stuck, feel free to reach out with your questions or to arrange a tour of Hollings Cancer Center to see the amazing work you're supporting.

Thanks for all you're doing!



WHERE THE MONEY GOES

Now in its 11th year, the Jerry Zucker Ride for Hope has undergone many changes since its establishment in 2007. One thing that has remained steady, though, is the commitment to the fight against cancer.

Ground-breaking work occurs daily at Hollings Cancer Center. Brilliant researchers tirelessly search for answers to some of the most urgent and complicated questions in cancer care today. Skilled and caring doctors and other medical staff members ensure patients receiving a cancer diagnosis, are given the best, most personalized care possible.

The Jerry Zucker Ride for Hope is different because 100% of every rider-raised dollar supports the essential work occurring in the research laboratories of Hollings Cancer Center. These discoveries are applied to the diagnosis, treatment, and prevention of cancer. We're changing what's possible in cancer research and care of today and tomorrow. Funds are used in one of four ways:

CLINICAL TRIALS <<

Every one of today's widely available treatments that have ever made a difference in the fight against cancer were once part of a clinical trial. This is the most critical step in creating improved therapies for cancer patients.

INNOVATIVE RESEARCH <<

Every advancement in cancer treatments, prevention and diagnosis begins with research. The results of this work lead to new ways of diagnosing, preventing, and managing symptoms of cancer and the side-effects of care.

PILOT PROJECTS <<

Before new findings can occur, research teams must collaboratively work on projects and preliminary studies. This groundwork lays the course for larger studies that have the potential to change the landscape of cancer care.

STRATEGIC RECRUITMENT <<

The ability to attract of exceptional physicians and scientists is critical to take us to greater heights. As these leaders foster a culture of collaboration, clinical and research efforts grow and an impact is made in the search for answers.

You've zipped through the first step of getting registered and are now ready to take off in raising support! We know fundraising can seem daunting, but with a bit of strategy, you'll be zooming across the finish line in no time! We're all in this together, so we came up with a simple method to help you reach your goals.

Dig in and let's RIDE: Ready, Invite, Double Back, and Express Thanks.

READY

You've made the commitment, now it's time to get strategic. Everyone you know is a potential donor to your efforts. Take a moment to think about everyone you could possibly contact and the best way to contact them. Some ideas include:

- Friends or followers on social media channels
- Social groups - *Religious community, hobby group, intermural sports league, play group*
- Family and friends
- Neighbors
- Former or current colleagues & classmates

The best way to succeed is to reach out to anyone you can think of. Because cancer affects everyone, this is the perfect time to reach out to people in any city, state or country. We all have a story to share and we can all join together in this fight!

Once your list is ready, put your inner wordsmith to work and start practicing your story. We recommend having a short pitch ready at any time to raise, whether you're talking to a new acquaintance, giving a family member a call, killing time between innings, or chatting with someone on Facebook. The more personal, the better.

Your fundraising page will be the key to maximum success, so make sure you share pictures and include your story so the page is ready to share when you're ready to kick off!

Brainstorm <<

As you craft your message, you might find it helpful to answer these questions:

How has cancer affected me?

Why am I personally participating?

Why do I think supporting cancer research is important?

If someone tells me their gift is too small to make an impact, what would I say?

(Remember, every dollar truly does make a difference!)

Spread the Word <<

The two most important things to do to crush your fundraising goal are to ask everyone and make it personal.

To have the maximum impact it's important that you start right away reaching out to the people you previously identified. Invite them to join you in this journey of making a difference in cancer research, so more lives are saved and more cancer battles are won.

As you're beginning, you may want to speak with your employer to boost your efforts. In the past, some fundraisers have received matching gifts, which motivates others to donate more since their gift goes further. Others have held events at work to support their goal, like a past participant who organized a day where employees wore jeans to work after donating a small amount. Those gifts added up quickly to help her exceed her goal in just one day!

Now is the time to get creative with how you're raising support. Sending a letter and/or email is a great way to make initial contact and share the personal reasons why you are participating. Have a blog? Get those fingers typing and mobilize your readers! Leverage your social media profiles and share small blurbs- don't forget to add pictures to help tell your story!

A social media post should be shorter than an email or letter, but don't forget to include a link to your personalized page where people can read more. One fun trick is to take advantage of #tbt and share pictures of the reason you ride. Follow us on Facebook (@JZRideForHope) for easy-to-share posts, too. When you share them, make sure you include your personalized link!

Remember, the best messages are personal ones. We know getting started can be a challenge, so at the end of this tool kit you'll find sample letters and helpful information about Hollings Cancer Center.

INVITE

The most successful letters or emails include the following. Check out our FAQ at the end for some of these answers:

What is the MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope?

How will this donation be used? Remember to include that 100% goes to support cancer research.

What's so special about Hollings Cancer Center?

Why are you participating (go ahead, get personal)?

How can people support you and make a gift?

What is your progress towards your goal and how can they stay updated?

Once you send the first email, publish your Facebook post or stamp the letters, your fundraising has begun! Each potential donor should receive at least four messages from you:

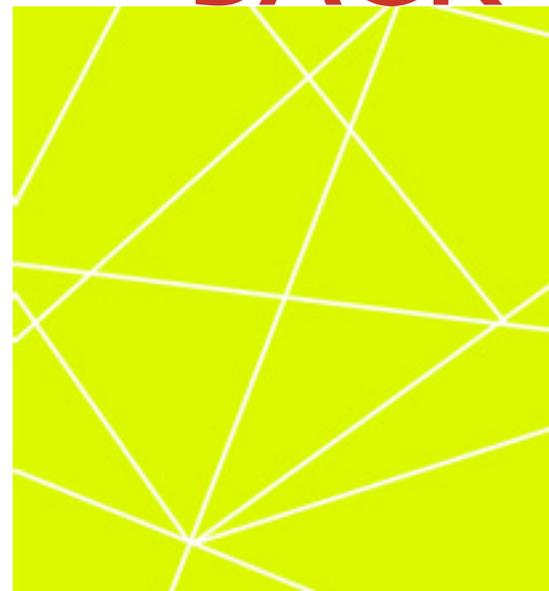
- 1.** Invite them to join you by donating to your efforts, share your story and explain why you are supporting Hollings Cancer Center. Send letters or emails, and don't forget to make calls and post on social media.
- 2.** Update donors on your goal and remind those who haven't donated yet that time remains. Don't forget to personally thank each person who donates to your efforts!
- 3.** After you have completed the ride, follow up with your donors and post on social media about the event. Completing the ride is worth celebrating and people would love to see pictures or hear what you experienced! It is also a great time to mobilize people who haven't donated yet.
- 4.** Hollings Cancer Center will announce the grand total raised at the 2018 event once fundraising is finished. Make sure you share this news with your donors and supporters. This couldn't have happened without them and their help in supporting your efforts in the fight against cancer.

>> Follow-up

There are bound to be well-meaning people who want to support you and fight against cancer, but simply forget to donate after your first ask. This is why it is very important to send kind reminders and updates, especially to people who've committed to supporting you but have not yet made their gift.

Your personal donation page will be open after the event, until December 10, to make sure you have maximum time to meet your goal. After the event don't forget to update everyone about your ride and send them a reminder about their donation. They'll enjoy seeing what you've accomplished and will hopefully be motivated by the approaching deadline.

DOUBLE BACK





EXPRESS THANKS

» Congratulations - you've started fundraising, shared your message and gifts have begun arriving! Now it's time for a fun but essential step - thanking your donors!

A simple thank you can go a long way in helping donors feel engaged in your efforts and making them excited to support you. While a traditional card with a personal note is always appreciated, you can also get creative by making your own postcard, sending out a video, making a card out of your child's artwork, or more.

The most important thing is to connect these generous donors with the mission and remind them of how important they are in the battle against cancer. Just like we couldn't make progress without your help, you couldn't meet your goals without theirs!



>> What is the Jerry Zucker Ride for Hope?

This is an opportunity to actively fight against cancer during an indoor cycling class. Riders raise donations, \$500 minimum, per person or personally donate by December 10. 100% of donations are tax deductible and directly support cancer research.

>> What does the fundraising support?

The money raised from the riders will support lifesaving cancer research at Hollings Cancer Center. The funds are used in the areas of greatest need and for the most promising research through our clinical scholars program such as research in: bladder, prostate, head and neck, lung, and breast cancers.

>> What is MUSC Foundation's tax ID number?

57-6028985

>> I have never ridden a stationary bike before. Can I still participate?

Absolutely - no experience is necessary! Just come ready to ride, and we'll show you the ropes.

>> When and where is the event?

The classes are 45 minutes each at 9:15 a.m., 10:15 a.m., 11:15 a.m., and 12:15 p.m. at the MUSC Wellness Center, 45 Courtenay Drive Charleston, SC 29401. Riders may select their preferred time at registration, based on availability, with team members riding together or separately.

>> Can I change my class time?

Please email us at hccevents@muscd.edu with your new preferred class time, and we will do our best to see if another class time is available.

>> Can my team share the funds raised?

Yes, each rider is responsible of raising a minimum of \$500. Teams, comprised of four or more riders, are responsible for raising \$500 x the number of riders. Once the minimum is reached, funds are shared amongst the team, regardless of who raised them.

>> How much of the money I raise will be directed towards the cause?

100 percent of each rider-raised dollar will go to cancer research at Hollings Cancer Center.

>> I've registered... Now what?

You should receive an email with a personalized fundraising link. If you haven't received this email within two days, please email us at hccevents@muscd.edu.

>> Are there fundraising requirements?

Yes, each rider must raise a minimum of \$500 by December 10 or they will be charged for the remainder.

>> How can people donate to my goal?

People may donate online via your personalized fundraising page or in-person by check or cash. If you receive cash donations, please bring the money to the event or deposit it into your bank account and write a check on your donors' behalf.

>> Who should donors make checks out to?

Please make checks payable to MUSC Foundation - Hollings Cancer Center.

>> Can checks be mailed in throughout the fundraising period?

Yes, please make sure your name is indicated somewhere on the checks so that we may properly credit your efforts. Please mail checks to:

Hollings Cancer Center, Office of Development, 86 Jonathan Lucas Street, MSC 955, Charleston, S.C. 29425

>> Can I designate my funds to a specific cancer research area?

Unfortunately, we cannot make specific designations through this event. We can promise that we will spend your money wisely, responsibly and with deep appreciation.

>> When does fundraising end?

You have until December 10 to meet your fundraising goal.

ANY ADDITIONAL QUESTIONS?

Please email us at hcevents@musc.edu or call us at 843-792-4143.

About Hollings

Use these helpful facts to customize your message and recruit donors to your cause!

- >> The mission of Hollings Cancer Center is to reduce the cancer burden in South Carolina through the highest quality care, innovative research, outstanding professional education, and statewide cancer prevention programs with a focus on reaching underserved populations.
- >> Hollings Cancer Center is a National Cancer Institute-Designated Cancer Center, and one of only 69 designated centers in the United States.
- >> As the only National Cancer Institute-Designated Cancer Center in South Carolina, Hollings is at the forefront of cancer research. This research leads to delivering the latest medical advances to patients, educating health care professionals and the public, and establishing outreach services for underserved populations.
- >> We are one of a small number of health care centers in the nation offering orthopaedic/sarcoma oncology care.
- >> One the world's most renowned Endoscopic Ultrasound facilities can be found at Hollings Cancer Center.
- >> South Carolina's first, largest, and most comprehensive adult blood and bone marrow transplant program and the state's only pediatric blood and marrow transplant program can be found at MUSC.
- >> MUSC is one of only a few centers in the Southeast using the video assisted thoracic surgery technique in a large percentage of cases.
- >> We are the only center in South Carolina performing surgery for prostate cancer four ways: robotic, perineal, retropubic, and laparoscopic.
- >> More than 120 scientists at Hollings Cancer Center conduct research and collaborate on better ways to prevent, detect, diagnose and treat a very complex disease.
- >> We have been continuously accredited by the Commission on Cancer of the American College of Surgeons since 1936, with Accreditation with Commendation since 2013.
- >> The most comprehensive program for advanced melanoma care in South Carolina is found at Hollings Cancer Center.



Want to learn more? Visit us at hollingscancercenter.org

Sample 1 - INVITE <<

Dear _____ ,

In November I am participating in the MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope indoor group cycling event. I'm excited to be partnering with an organization committed to ground-breaking cancer research and clinical care but need your help.

All of us have been affected by cancer. It's a nasty disease that doesn't care about a person's age, life stage, family, dreams, or plans. *[This is a great place to share how cancer has affected you].*

I'm writing to ask you to help me meet my goal and join me in raising support for Hollings Cancer Center. Hollings is an amazing place, offering treatments found nowhere else in South Carolina and conducting research that has international effects. 100% of your gift is tax deductible and will directly support Hollings' research program. No administrative fees or event expenses- it all goes to further the fight against cancer! You can donate to my personal page here: include your personalized link

Of course, if you are interested in riding on Sunday, November 11, I would love to have you join us! You could ride individually or on a team. You can find more information here: ZuckerRideForHope.com.

Thank you for your consideration and support as we all work together to further the fight against cancer.

Your name

Sample 2 - DOUBLE BACK <<

Dear _____ ,

I hope you're doing well! I recently emailed you about my upcoming participation in the MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope and am touching base to see if you have had a chance to consider supporting this effort.

Did you know that more than 30,000 people in South Carolina are expected to be diagnosed with cancer this year? On a more personal note, I am proud to support Hollings because (include a brief reason why you ride).

The doctors and researchers at Hollings are doing amazing things as they serve patients and hunt for answers to the most complex questions. Every penny I raise goes straight to funding the fight against cancer and I'm excited to support this life-saving work.

Thank you for your consideration and for supporting this important mission.

Thanks,

Your name

Sample 3 - EXPRESS THANKS <<

Dear _____ ,

I saw you donated to support me in the MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope. Thank You!!

It's no small task to take on cancer. Just like it takes a team when walking through treatments or research cures, it also takes a team to provide the funding needed to help these discoveries go further. I truly believe each donation, each person riding, each minute we pedal is making a difference in the fight against cancer.

I'm proud to be supporting the work occurring at Hollings and hope you are, too. As the only National Cancer Institute-designated cancer center in South Carolina and one of 69 in the nation, amazing things are happening in our back yard.

Thank you for helping me get closer to my goal and for helping Hollings further their mission of making life-changing discoveries in cancer research.

Your name

Sample for Recruiting Riders <<

Hi _____ ,

I hope you're doing well! On November 11 I am participating in the Jerry Zucker Ride for Hope and would like to invite you to join me! This indoor cycling event supports the life-saving cancer research occurring at Hollings Cancer Center. I have registered myself and am creating a team- I hope you'll join me on it!

Here are the details. On Sunday, November 11 we will each ride in a 45-minute class. The classes are led by cycling great George Hincapie and local instructors. The classes are fun and high energy, with a DJ, lights, and more! As a team, we will all be working together to reach a fundraising goal of only \$500 per person and can share the funds amongst the team to reach our goal. Every dime will directly support cancer research. Learn more about the event here: ZuckerRideForHope.com

There are awesome things happening at Hollings and I am proud to be able to help in this small way. I've set up a fundraising page for the team. Check it out and join here (include a link to your team page).

Let me know if you have any questions and I hope you'll join me at this important event!

Your name

Social Media Shortcuts

Sample Facebook posts <<

@JZRideForHope

I'm fighting against cancer- will you join me? 100% of donations directly supports cancer research when you contribute to my goal for the @MUSC Hollings Cancer Center's Jerry Zucker Ride for Hope. Check out my page to learn more and donate!

I'm ___% of the way to my goal but need your help in supporting cancer research through the @MUSC Hollings Cancer Center Jerry Zucker Ride for Hope! Thanks again to everyone who's already donated and don't forget - 100% of your gift supports this important work!



Sample Tweets <<

@MUSCHollings

Just registered to ride in Nov to support cancer research @muschollings. Make a difference with me! *[insert link here]*

I'm riding to support cancer research @muschollings! Please help me meet my goal and fight cancer *[insert link here]*

Off to the gym to prepare for my Nov ride supporting @muschollings. Anyone want to join me today? *[insert link here]*



Sample Instagram <<

@HollingsCancerCenter

1. With a picture from a training ride:

Had a great cycling session today preparing for November! Donate to my ride for the Jerry Zucker Ride for Hope and 100% goes to furthering cancer research @hollingscancercenter! *[insert link here]*

2. With a picture of someone in your life affected by cancer:

In November I'm riding to support cancer research @hollingscancercenter as I celebrate the life of _____. Find out why on my personal page: *[insert link here]*



#ZuckerRideForHope