



SURE FIRE FORMULA FOR SUCCESSFUL, EASY FUNDRAISING

While there are lots of good tips and ideas in our weekly newsletters and on our site, this is the sure fire way to get to your fundraising minimum “the easy way”.

The key is to set up a good page (see “Tip # 2 on our 16 Tips for Successful Fundraising)

Send out an email to a *large list* — friends, family, co-workers, people connected to the myeloma patient — and include your link. You can do that either from the Acitve.com site (up to 200 emails), or from your own email with the link included.

Then send regular updates (at first every couple of weeks, then every week to 10 days) to the entire list.

- Share how the training is coming ("Today I ran my longest run so far 18 miles!")
- Share how the fundraising is coming ("So far I have raised \$2000 1/2 of my goal of \$4000, so I can use your help!")
- Share why this means so much to you. ("As you know, I lost my grandmother to myeloma in 2006. Running this marathon to raise money to fund important research that goes directly to find treatments for myeloma is a way to do something positive in honor of my grandmother")

The follow up emails serve as a ‘thank you’ and update to those who have contributed already, and provide a reminder to those who have not yet contributed. (“Thank you to those of you who have contributed. For those of you who have not done so yet, you’re not too late! I could still use your help!)

Don't make assumptions about who can give or how much they can give. People will not contribute more than they can....and you will be surprised who will come through for you that you did not expect. Most of your friends, family and coworkers will want to support this amazing effort you are making to accomplish a milestone of finishing this marathon, cycling event or triathlon. They will want to support your dedication to this important cause that is funding critical treatments that are extending lives. And remember, the MMRF is making breakthroughs in CANCER research – not just myeloma.

I promise you this works! We hear all the time how easy this is if people follow our directions. Don't put yourself under undue pressure. Start now!