

INDEPENDENT EVENTS PROGRAM

Fundraising Guide & Tips



Mingle for Myeloma
March 2017 • Chicago, IL



Find a Cure 5K!
March 2017 • Jamestown, CA



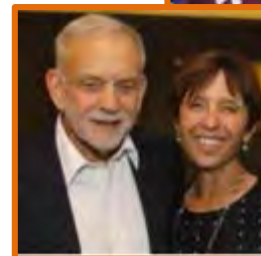
Cancer Blows
March 2017 • Dallas, TX



Crawfish for Cancer
May 2017 • New York, NY

TABLE OF CONTENTS

Welcome Letter.....	3
About MMRF Independent Events.....	4 - 7
About the Myeloma & MMRF.....	8 - 11
Event Fundraising Tips.....	11-20
• Getting Started.....	13
• Website.....	14
• Marketing.....	15-16
• Sponsorships.....	17
• Matching Gifts.....	18
• Where Do I Send Donations.....	19
Additional Questions – Contact Information.....	20



Welcome Letter, Thank You!

Dear Event Host,

Thank you for hosting an event to raise critical funds to drive research to develop multiple myeloma treatments that will extend the lives of patients and lead to a cure! We cannot complete our mission without supporters like you whose personal connections are vital to driving research and awareness. The MMRF is one of the most highly regarded cancer foundations in the world. The MMRF directs nearly 90% of its total budget on research and related programming.

Hosting an event is all about your passion! You do not need to be an event planner to build a successful event, it is truly all about organization, attention to detail and a stick-to-it attitude with a focus on raising funds for a cure.

The following pages are simple guidelines provided by the MMRF to assist you in planning your event. You will find a social media info, sample email template, as well as information about the MMRF and multiple myeloma. The MMRF stands with you to help shape your event, consult with you, and guide you as much as possible.

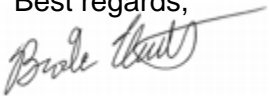
Our new website platform will be very helpful in promoting your event and keeping track of donations. In addition, you can send out emails and keep in touch with your participants. Tell your story, add videos and photos and receive messages from your participants. We urge you to utilize the website as well as contact us with any questions or comments you have at any time.

Questions: Contact Brooke Roberts, MMRF Independent Events Manager at:

- Phone: 203.652.0215
- Email: RobertsB@themmr.org

We are looking forward to assisting you in planning your event. Together we will ensure it is both enjoyable and successful.

Best regards,



About MMRF Independent Events

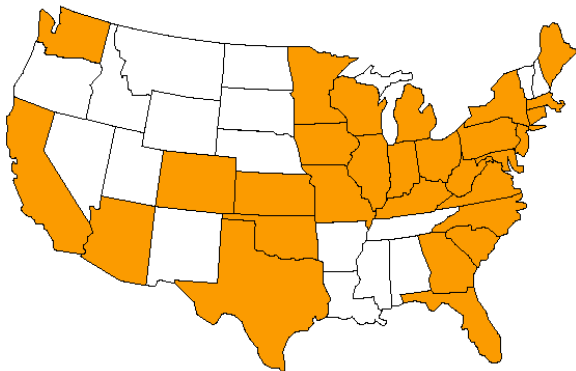
About: MMRF Independent Events Program

By hosting an event with the MMRF you are joining families and supporters across the country accelerating a cure for multiple myeloma!

A Snapshot of 2017 Events

Reach:

Over 85+ Events in 29 States and D.C.



Raising:

Over \$1,000,000 for a Cure!



Types of Events:

Each Host Leverages Their Passion for a Cure Through Unique Host-Driven Events!



- Art Shows & Talent Shows
- 5K Walk/Runs
- Baking – Cakes for a Cause
- Cocktail Parties
- Concerts – Blues, Jazz, Folk
- Fashion Shows
- Golf Tournaments
- Gospel Quarter
- Halloween Parties
- High Tea
- Jean's Party
- Knitting and Craft Parties
- Movie Parties
- Polar Bear Run
- Pool Parties
- Read-A-Thons
- Soul Cycle
- Yard Sales
- Yoga
- Zumba

Just to Name a Few!

Be Inspired. Accelerate a Cure.

Meet A Few Of Your Fellow Hosts: 5K Host

Event Type: 5K Walk/Run & Barn Party!

Event Name: Find a Cure!

Location: Jamestown, CA

Timing: March 2017

About:

For first-time MMRF Independent Event host Tiffany LaMendola raising funds for myeloma research is personal. Her father, Ike Bunney, and her aunt, Hopie Castro, were both diagnosed with myeloma. In their honor, and to support all patients and families touched by myeloma Tiffany created "Find a Cure!".

This event was not only a walk/run, but also barn party with live music, a potluck dinner, and silent auction. Tiffany set a goal of raising \$5,000, but through the generosity of family, friends and supporters she raised over \$20,000 to accelerate a cure!

- **In Tiffany's word:** "After watching my loved ones fight cancer, I knew our family needed to do something to fight along with them. Raising money for research towards a cure seemed like the best thing we could do to help!"



Be Inspired. Accelerate a Cure.

Meet A Few Of Your Fellow Hosts: Social

Event Type: Social: Cocktail Party and Auction

Event Name: Chicago Young Professionals: "Mingle for Myeloma"

Location: Chicago, IL

Timing: March 4, 2017

About:

MMRF Young Professionals Group in Chicago hosted their annual "Mingle for Myeloma" event at Loft 644 to raise critical funds to drive research for a cure. This event was not only sold out, but raised nearly \$75,000, which surpassed their original fundraising goal by almost \$25,000!

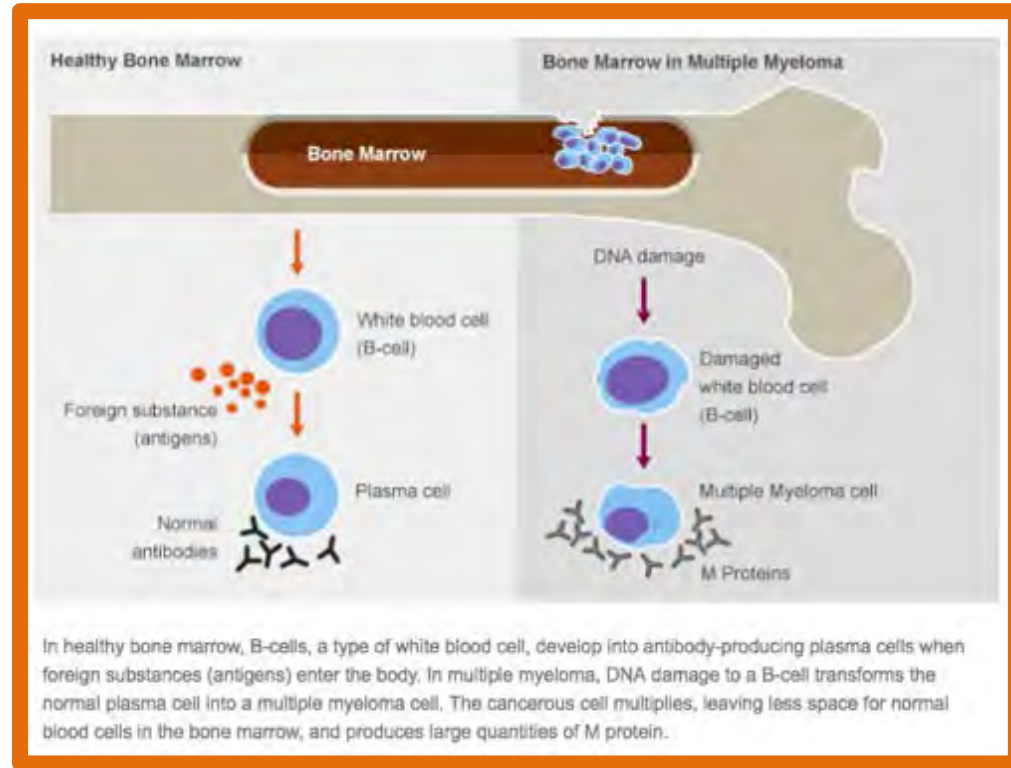
The evening included food, drinks, and other fun to benefit the MMRF. The MMRF thanks all who attended to support our mission, and especially the MMRF Young Professional Chicago organizers: Claire Cosgrove, Alyssa Friedberg, Jessica Horwitz, Michael Horwitz, Lauren Mandel, and Christi O'Brien who worked tirelessly to host an amazing event!



About Multiple Myeloma & MMRF

About: Multiple Myeloma

- Multiple myeloma is a cancer of the plasma cell
- It is the second most common blood cancer
- An estimated 30,280 adults (17,490 men and 12,790 women) in the United States will be diagnosed with multiple myeloma in 2016 and an estimated 12,590 people (6,660 men and 5,930 women) are predicted to die from the disease.



MMRF: Powerful Results

Our Mission

As a patient-founded organization, we stand together with those who are battling multiple myeloma—patients, families, physicians, researchers, and investors. At the same time, we stand apart with our innovative approach. We are the ones who generate, interpret, and activate the largest collection of high-quality data, accessible to all. We are the ones who orchestrate the people, the programs, and the technologies necessary to speed the discovery of a cure – for every patient.

About the MMRF

Founded in 1998 by Kathy Giusti, a multiple myeloma patient, and her twin sister Karen Andrews as a 501(c)(3) nonprofit organization, the MMRF is a world-recognized leader in cancer research. Together with its partners, the MMRF has created the only end-to-end solution in precision medicine and the single, largest genomic dataset in all cancers. The MMRF continues to disrupt the industry today, as a pioneer and leader at the helm of new research efforts. Since its inception, the organization has raised over \$330 million and directs nearly 90% of the total funds to research and related programs. The MMRF has received the “Best in America” Seal of Excellence from the Independent Charities of America and Charity Navigator’s 4-star rating for twelve years. The MMRF has also been recognized by Philanthropedia as one of 16 expert-identified, high-impact nonprofits in the field of cancer. To learn more, visit www.themmr.org



MMRF: Resources

- As an Independent Events Host you are on the frontline of meeting families touched by myeloma, below are some helpful resources for patients and supporters:



Attend a Multiple Myeloma Patient Summit

Learn about standard and emerging therapies including stem cell transplant, promising clinical trials, and more for optimal disease management. Attend a complimentary symposium for all the information you need to make well-informed decisions about your treatment and care.

To register, view past summits and the complete calendar, visit:
themmrf.org/patient



View Past Programs On Demand

Access our archive of recorded Patient Summit symposia and webcasts. Hear expert perspectives on key clinical research and the rapidly evolving myeloma treatment landscape.

All available online, and free, at:
themmrf.org/education

Featured titles include:
Navigating Myeloma Therapy
Choices in the Rapidly Changing Treatment Landscape



Contact an MMRF Nurse Specialist for Support

Our Registered Oncology Nurses are available to help answer your many questions.

Let us help you navigate:

- Clinical trials and understanding the process
- Available resources
- Finding a treatment center

Monday - Friday: 9am - 7pm ET

Phone: 1-866-603-6628

Email: patientnavigator@themmrf.org

Event Fundraising Tips

Fundraising Tips: Getting Started

Now That You Know What Type of Event You would Like to Host,
Here are some Tips:



- **Planning Committee:** ask a trusted group of family and friends to be on your planning committee. Don't be afraid to ask for help! They know how much this cause means to you, and will want to help. Examples - you can create roles for: venue logistics, marketing, catering, etc.



- **Time:** Give yourself time to plan your event so you can maximize awareness and fundraising!



- **Goals:** Establish goals for the event, and create a timeline of reaching each goal with your committee members. As you plan your event it's key to work towards milestones prior to the event.



- **Budget:** Consider all areas of your event to accurately develop event costs. Example: venue, catering, printing, and photography. When your budget has been set, think about how you will cover your costs so that you won't have to pay out of your own pocket; and set your fundraising goal accordingly in case you use your dollars raised to off-set costs.

Fundraising Tip: Website

The MMRF Offers A Dynamic Fundraising Page for You to Register and Utilize as an Event Headquarters

Our website platform allows you to have dashboard to execute a flawless event:

- **Key Tip:** On your event fundraising page give details about your event and why you created it, and add pictures to show your family and friends! (See our "Registration Help" guide for more information)
- **You can also:** track donations, email your friends, make social media posts



Fundraising Tip: Marketing

MMRF Independent Event Host Create Various Marketing Materials, Below Are a Few Ideas to Grow Your Event Participation and Increase Fundraising:

Website & Email



- Utilize your dedicated event page to:
- Provide all event details and provide updates to your supporters
- Send emails leveraging your custom URL
- Emails: Remember communication is the key see the next page for a sample email

Social



- Post why you are hosting an event, and ask friends to share your link to your event fundraising page.
- Share meaningful photos of why you are hosting an event, and pictures of your planning and day of event pictures!
- Be sure to use official MMRF hashtag (#mmrf)

Flyers, Posters, & Local Newspapers



- Create posters and flyers that you can hang up at your local coffee shop, grocery store, community center
- Reach out to local newspapers and share your story and how the community is supporting your local event to cure cancer!

Fundraising Tip: Marketing

Sample Email

Dear [Name]:

This year I am proud to be hosting [Name of Event] to support the Multiple Myeloma Research Foundation (MMRF).

Taking on the challenge of this fundraising endeavor is both exciting and inspiring. I am making a commitment to raise funds and awareness for multiple myeloma because [Share your personal reason here, example “my dad Stephen Pettit was diagnosed in 2015, and I want to support his courageous fight by raising critical dollars for a cure].

The MMRF is one of the most highly regarded cancer foundations in the world. Nearly 90% of the MMRF total budget goes directly towards research and related programming. The MMRF has received the “Best in America” Seal of Excellence from the Independent Charities of America and Charity Navigator’s 4-star rating for the past twelve years in a row. The MMRF has also been recognized by Philanthropedia as one of 16 expert-identified, high-impact nonprofits in the field of cancer.

I’m asking for your support in to cure cancer. My personal goal is to raise [fundraising goal]. Please help me reach my goal by making a contribution now. You can visit my [Name of Event] fundraising page at [URL] to make a secure gift online. All donations made to my event page are tax-deductible.

Thank you in advance for your generous support to helping accelerate a cure for cancer!

Sincerely,
[Your Name]



Tips:

- Remember Independent Events are Personal!
- Email your supporters often to give them updates about your event: how many people have registers, funds raised, information about the event.
- And don’t forget to send a thank you email post-event.

Fundraising Tip: Sponsorships

Approach local businesses for sponsorships and/or donations.

There are two types of gifts to solicit:

- **In-kind:** Donation of a service or a product (such as photography, beverages, catering, etc.). This is a great option if there's a business that wants to be involved, but can't make a monetary donation.
- **Monetary:** This is a straightforward donation via check, cash or credit card.



- **Tip:** Remember LinkedIn is a great social network to talk about your event and to solicit and promote sponsorships.

Fundraising Tip: Matching Gifts

Matching Gifts are an Easy and Great Way to Gain Donations for Your Event!

Many companies offer a Matching Gifts program, whereby employers match contributions made by employees. This is a BENEFIT for the employees. Be sure to use it. (Note that the match is made by the company that your DONOR works for, not your company.) The MMRF has a quick and easy tool to help determine which employers have Matching Gifts programs. Check out our Matching Gifts Search tool: <https://www.themmrf.org/donate-to-mmrf/matching-gifts/>

Fundraising Tip:

Where Do I Send Donations

- All checks should be made out to the “Multiple Myeloma Research Foundation”, and please write the name of your event in the memo, example: “Brooke’s Bowling”.
- If you receive cash, please purchase a money order, or write a check for the cash.
- All gifts should be mailed to:
Multiple Myeloma Research Foundation
Attn: Brooke Roberts
383 Main Ave, 5th Floor
Norwalk, CT 06851

Thank You!

Additional Questions?: Please contact one of our team members and we would be happy to help:

Brooke Roberts

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203.652.0215

Jenny Pettit

Independent Events Team

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513.253.4545

