



DIY Fundraising Toolkit

Every dollar you raise is a stride towards better care, and **one day, a cure**, for myeloproliferative neoplasms (MPNs).

Questions? Email giving@mpnrf.org

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Why fundraise for MPN Research Foundation?

You may get questions from your network about the Foundation and what we do. Here are a few things you can say about our mission and impact.

MPN Research Foundation is dedicated to **funding original research in pursuit of new treatments — and eventually cures — for rare blood cancers** known as myeloproliferative neoplasms or MPNs.

Curing MPNs is an expensive endeavor. In the foundation's 25-year history, **we have given over \$20 million to MPN researchers around the world, and we need your help to keep going.** It can cost billions and take decades to get just one cancer treatment to a patients' bedside.

MPNs are rare conditions, which makes finding cures challenging. Approximately 300,000 patients in the United States alone are living with an MPN. Many people can go undiagnosed for years as they navigate a complex web of signs, symptoms, and medical advice.

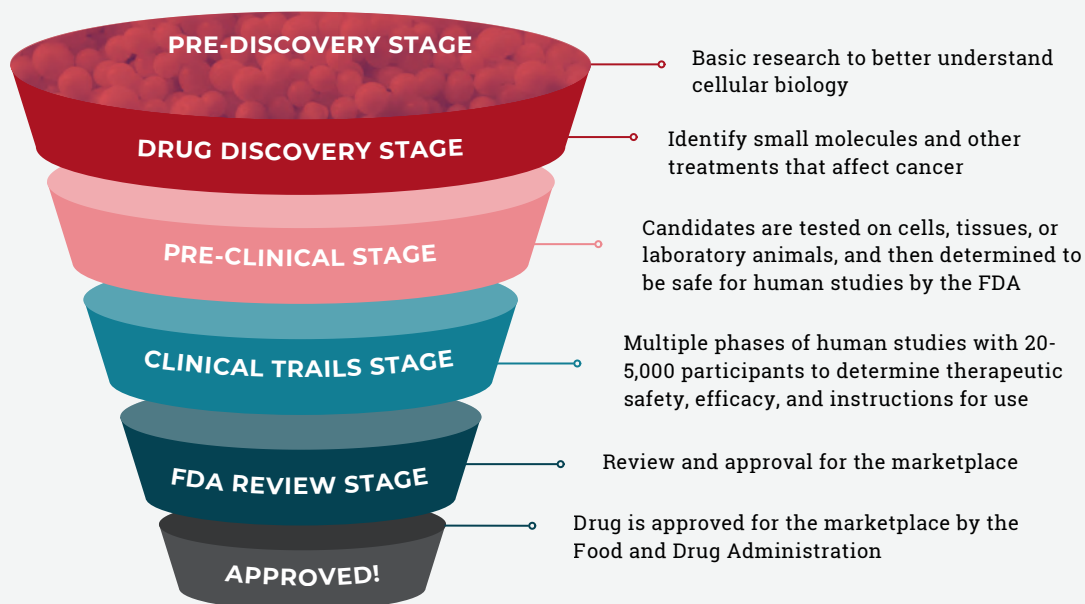
The Foundation is unique in that it brings together patients and their caregivers, clinicians and research experts, and the biopharmaceutical industry to better understand these rare and extremely complex diseases.

The main types of MPNs are **essential thrombocythemia (ET), polycythemia vera (PV), and myelofibrosis (MF)**. These cancers begin in the bone marrow and can affect the whole body.

The real cost of developing cancer treatments may surprise you.

Did you know?

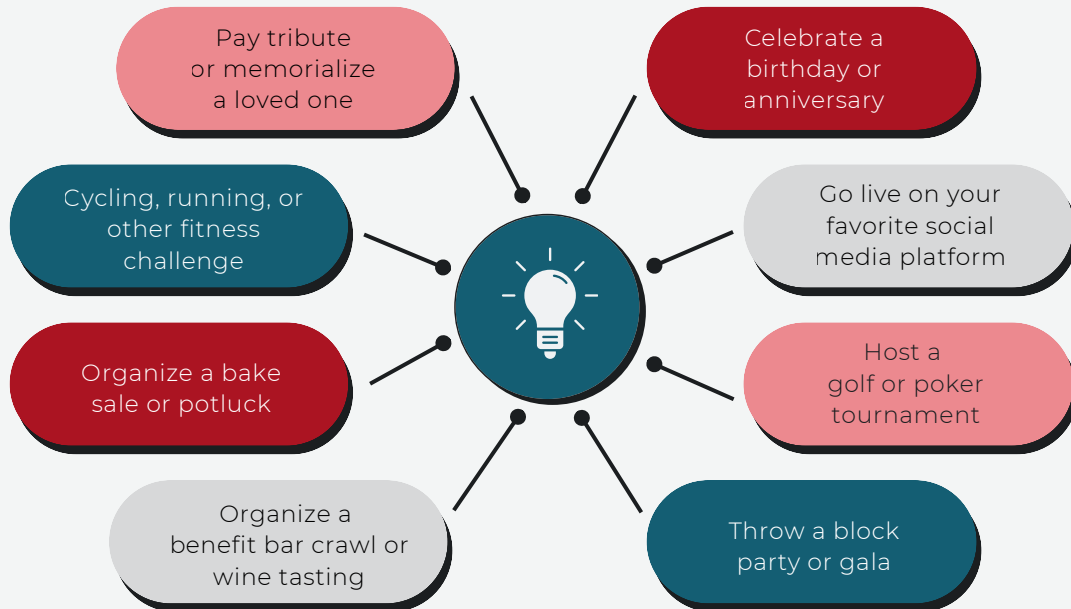
It can cost **over \$2.8 billion** and take up to 15 years to research and develop **one** life-saving cancer drug.



What kind of fundraiser is right for you?

No matter what you decide to do, we want to know about it and we want to help!

Email giving@mpnrf.org to create a personalized giving page. Make sure to review our policies and procedures.



The road to creating your own fundraiser

Start with your people

Look at the connections you have with friends, family, coworkers, followers, and others. What could you do to engage these people?

Make it official

Create and customize your personal giving page. Add a photo and some details about why you're raising funds for MPN research.

Make a plan

Do you hope to raise \$500, \$5,000, or some other amount? Do you prefer to fundraise solo, or with a team?

Now you're fundraising!

You can quickly send emails, post on social media, and track donations inside your fundraising portal. Show others that you're invested by being the first one to give!

Telling your story

Sharing your story is a powerful way to inspire others. What is your connection to MPN Research Foundation?

You may be a...

- Patient diagnosed with an MPN
- Friend, family member, or caregiver of someone living with an MPN
- Clinician who knows or treats patients with an MPN
- Researcher who studies MPNs or other rare diseases
- Student organizer looking to make a difference in the lives of cancer patients
- Someone who works in the biopharmaceutical industry

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If you get stuck, try these prompts:

1) How did you feel when you or your loved one was first diagnosed? What were you worried about? Be honest here; this can be scary but drawing on those emotions is important when talking to potential supporters.

2) Who or what did you rely on for support during your treatment or your loved one's diagnosis? Was a community program or support group a pivotal part of your journey?

3) How has cancer changed you? Have you gotten more involved in the cancer community? Have you joined an advocacy group or participated in events? Why are you here today?

4) How can you combine your narrative with data or numbers? Check out our website for some statistics and facts to back you up.

Telling your story *continued*

Sharing your motivation for fundraising can help motivate others. Here are some tips to help you be more persuasive:



Be authentically you. Lighthearted or serious, either way you want your personality to shine through in your message. Be genuine, and people will be inspired to support your fundraiser.



Keep it short and sweet, but make sure to hit all the key points. Tell them what you're doing to raise funds, your fundraising goal, your timeline, why you're supporting MPN Research Foundation, and most importantly, make a clear and specific ask!



A picture is worth a thousand words. Nothing engages an audience more than images to share your progress. Include pictures and videos in your personal fundraising page, e-mails, social media posts, text messages, and event flyers.



Customize your message to your audience. For example, if you're asking for support from someone with limited or no knowledge of MPNs, give them information on the condition and how it impacts you. Skip the background if you're talking to someone directly impacted by an MPN diagnosis.

Making the ask

Step 1: Not sure who to ask?

Start by making a list, your network is larger than you think.

- Family • Friends • Co-workers
- Roommates • Social media followers
- Neighbors • Club members
- Classmates • Teachers • Doctors
- Dentists • Friends of friends
- Hair stylist • Nail technician
- People or causes you've supported

Step 2: Draft your message and run it by a friend, family member, colleague, or someone who might want to join you as an organizer. Two sets of eyes are better than one!

Asking for donations can feel uncomfortable sometimes, so we have made it easy for you. If you get stuck, try using these template messages:

With your close friends and family, keep your tone warm and casual.

Hey fam! I hope you're all doing well. I wanted to share something that's really important to me. I'm supporting MPN Research Foundation because **[brief reason why it matters to you]**. If you can, I'd love it if you would consider donating. Every little bit helps and would mean so much to me. Here's the link to donate to my fundraiser: **[link to personal donation page]**. Thanks so much for your support!

In more professional or academic circles, emphasize how easy it is to make a difference.

As many of you know, I'm passionate about MPN Research Foundation and their work to fund research projects into new treatments, and cures, for MPN cancers. **[Briefly share your connection to the cause]**. They've been making a big impact over the last 25 years, and they need our help to keep going. If you can contribute, here's the link to my fundraiser. It should only take a moment of your time. **[link to personal donation page]**

Making the ask *continued*

Step 3: When you're ready, text your family group chat, make a public post on your preferred social media platform, or ping the appropriate company channel.

To reach a bigger audience, try getting the word out with flyers or community announcements.

Step 4: As you are fundraising, stay in touch with the people who give. Your supporters want to know when you hit major milestones—keep them updated on your progress with regular communication—and don't forget to say thank you!



Set Goals

How much do you hope to raise? How many viewers do you hope will tune in? How long will your stream be? How many followers do you want to gain?

Plan your stream

You don't have to write a script for the entire stream, but you should create an outline that hits your main topics. Be flexible and allow time for interaction with viewers when you create your outline.

Title and description

This is your viewers' first impression. Keep titles less than 120 characters, and in the description, let people know that you're raising money for MPNRF, and add the donation link.

Do a test run

Before you go live, test your equipment and rehearse your run-of-show. Troubleshooting ahead of time will help you feel more confident and ensure your stream runs smoothly.

Promote your stream

Create some buzz by inviting your followers ahead of time and reminding them before it starts. On every post, include an event link so it's easy for your followers to tune in.

Encourage live interaction

Allow people to ask questions or ask a question yourself and wait for answers to appear in the chat. Taking a poll is an easy way to get people to engage.

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To start streaming, you'll need:

- Computer
- Internet connection
- Streaming platform
- Natural lighting
- Quality camera
- Microphone

Host an in-person event

Bring people together with an in-person fundraiser!

1) Goals

Set clear, well-defined, and achievable goals. How many people do you hope will attend your event and donate to your fundraiser? Do you hope to raise \$500, \$5,000, or some other amount?

2) Event

Decide what you want your fundraiser to be. Are you planning a golf outing, a pub crawl, a block party, or another creative idea? Consider what would appeal to people you know. Create an itinerary for your event and confirm any essential volunteers, team members, speakers, or other entertainers.

3) Logistics

Choose a date, time, and secure an ideal location for your fundraiser. Consider the size and layout of the space. Is it accessible to those with disabilities, and are important amenities such as parking and bathrooms available? Make sure that all necessary permits, contracts, and other agreements are finalized before your event.

4) Budget

Keep track of any costs associated with your event, including the venue, permits, food, drinks, or live entertainment. To avoid paying out of your own pocket, identify any potential partners or sponsors who may be willing to contribute their resources to your cause.

5) Technology

Create your personal fundraising link so people can easily make donations. Do you need other technology, such as a projector screen, monitor, or a microphone to give a presentation? Will there be live or recorded music playing?

6) Communication

Build excitement in advance! How will guests be invited to the event? Will they receive an invitation via email, text, social media, direct mail, or word of mouth? Make sure guests know what to expect before they arrive. Is parking available? Will food and drink be provided? Are they required to donate to participate?

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Host an in-person event *continued*

7) Advertising

Design any promotional materials you may need. This could include flyers for your local library or coffee shop, social media posts, or a newsletter. Ask someone on your team to capture photos and video during the event, or for a more polished result, consider working with a professional photographer or videographer.

8) Execution

Ensure that your team is briefed and ready to assist however you may need. Arrive early on the day of your event to set up your check-in table, seating areas, decorations, food and beverage areas, etc. Be prepared to engage with attendees and encourage donations throughout the event.

9) Follow up

Thank those who attended and donated to your fundraiser. Share your successes, including the dollars raised and the impact their donations will have on the lives of MPN patients.

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Secure sponsorships

Local organizations and small businesses in your area may be willing to help. Reach out and ask them to support your fundraiser. It never hurts to ask! A great way to do this is to start a conversation with a letter or email, followed by an in-person meeting. **Use this template to get started:**



My name is [YOUR NAME], and I am reaching out today because I am fundraising on behalf of MPN Research Foundation (MPNRF). They are dedicated to funding original research in pursuit of new treatments, and eventually cures, for blood cancers known as myeloproliferative neoplasms (MPNs). [YOUR STORY: Briefly share your connection to the cause].

To do this, I am [DESCRIBE EVENT: running a marathon, celebrating my wedding, livestreaming, hosting a block party, etc.] on [DATE/TIME] at [LOCATION]. With the help of my [DESCRIBE COMMUNITY: friends and family, colleagues, followers, etc.], I hope to raise \$[FUNDRAISING GOAL] for research into new treatments – and eventually cures – for these rare and chronic blood cancers.

We can't do it alone. I am hoping you can support this cause by [MAKE THE ASK. Be clear in your ask. Do you want them to act as a sponsor, are you requesting a flat donation, or a non-monetary gift, like food and beverages, t-shirts, or equipment?].

If you choose to contribute, we would be glad to [DESCRIBE BENEFITS: use your logo event communications, use your logo on fundraising webpage, print logo on event t-shirts, and/or, name your organization on event signage].

Every little bit helps. I would be glad to discuss this opportunity further with you on the phone or in-person. Are you free to meet [DATE/TIME]?

Thank you for your support,

[YOUR NAME]