



Volunteer Fundraising for MPN Research Foundation

Fundraiser Toolkit

Thank you for joining MPN Research Foundation's volunteer-led fundraising program! The following information will provide you with an overview of planning and executing your fundraiser from conception to event to celebrating your fundraising successes.

As a volunteer, it's up to you to fundraise, plan, promote and host your event. You will have access to tools and resources to make your program as simple and stress-free as possible.

If at any time you have questions or need assistance, please contact MPNRF staff at giving@mpnrf.org.

Ready to get started?

1) Plan Your Event

Let your creativity lead you to your own fundraiser in support of MPN research. To get started, you'll need to think through some basics of your event.

1. Choose Your Event

If you haven't yet decided what type of fundraiser you want to host, start by answering these questions: What do you love to do? Do you have a hobby or a special skill?

Finding ways to incorporate your passions and interests can help you determine what type of event to create. Popular event ideas include community running, walking and cycling events, golf tournaments, parties, pancake breakfasts and galas.

2. Pick a date and location

After you decide on the type of event you are going to hold, determine when and where you will host it. Once you have those logistics confirmed, you can work backwards to organize an efficient planning process.

3. Set Your Goal

Decide how much you aim to raise or the number of participants in attendance. To help reach your goal, establish benchmarks throughout your journey to track your progress. And feel comfortable adjusting your goal to reflect your efforts and results.

2) Make it Official

1. Contact Us about Your Event

Once you've decided on your event, contact MPNRF staff at giving@mpnrf.org with "Create Your Own MPNRF Fundraiser" as the subject line.

We can create a website for you to manage your fundraiser. Here you can set details of your event, share your story, see progress toward your fundraising goal, and more.

If you don't need this type of support but are still planning to support MPNRF through your event, please still let us know! We will be happy to support you by sending collateral, promoting your event, or in other aspects as it makes sense.

2. Review MPNRF's Policies and Procedures

We're here to support your efforts as you raise funds in support of MPN research. To understand more of our role, please review and sign our *Acknowledgement of MPN Research Foundation's Policies and Procedures for Volunteer Fundraising*.

3. Create Your Fundraising Page

To set-up your fundraising page, fill out [this form]:

Event Name	
Event Start Date	
Event End Date*	
Fundraising Goal	\$
Your Story [text]	
Link to external site(s)*	

*Optional

Additional items we will ask you to submit include:

- Picture/image to be used as the webpage header (banner across top of page)
- Text to share Your Story – What motivates you? What is your personal connection? Why are you fundraising for MPN Research Foundation?

Once your webpage is created, you can invite your friends and family to join you at your event or raise funds on your behalf using a link to your fundraising page.

2) Kick-start Your Campaign

Once you've set up your fundraising page, here a few ways to kick-start your fundraising.

1. Make the first contribution to your campaign

Launch your fundraising and show your supporters that you are personally committed to your event and the mission of MPN Research Foundation to fund research into Polycythemia Vera (PV), Essential Thrombocythemia (ET) and Myelofibrosis (MF).

2. Make your message personal

Your supporters want to hear from you. Why are you fundraising and why do you care about MPNs? And how can they help? Remember to include your story and photos on your personal fundraising page.

3. Identify your networks of support

Your network is bigger than you realize. Take time to map out your connections to various individuals and groups. Consider who to reach out to and how – email, social media, letter, or direct conversation? Start by thinking about:

- friends and family
- current and former colleagues and classmates
- your professional, volunteer or religious networks
- your social, hobby or recreational groups

Also, think outside of your direct communities — remember, there are other people and families who have been affected by MPNs and other rare diseases who may be interested in supporting you and the cause.

After you've asked people to give, be sure to send reminders! People often intend to give (or participate) as the event nears but then forget to do so. Typically, the majority of donations or sign-ups for an event occur within two weeks of the event date.

4. Keep your donors engaged

Your fundraising has taken off...so what's next? Stay in touch with friends and family who give and ask them to help spread the word about your efforts. Keep them updated on your progress through emails, social media posts and other regular communication. They want to know how your event or training is going — and when you hit milestones!

5. Express gratitude

Engage your supporters in your efforts to speed toward better outcomes by taking the time to thank everyone who supported you. It's meaningful when you send a personal note or email to everyone who donates to or attends your event. Make sure to send a final update post-event with fundraising totals. (Note that MPN Research Foundation will send a receipt to anyone who donates directly online or via snail mail.)

3) Plan Your Event

Checklists, tips and resources for hosting a successful fundraising event.

1. Consider forming a committee

No matter what type of event you are throwing, the more people who are involved in the planning process the better. Even if it's just a two-person team, having an extra set of hands can make all the difference. Your committee should meet regularly — once a month or once every two weeks — to discuss needs and next steps, and to delegate responsibilities.

2. Establish goals

Put together a schedule with your planning/fundraising goals and assign certain tasks and deadlines to your committee members. Sample goals may include (but are not limited to): send save-the-dates to invitees three months prior to event; secure a sponsorship to cover costs; and reach out to local businesses for donations for a silent auction.

3. Set a budget

Consider all the moving parts of your event to get an accurate picture of your costs. Such costs could include (but are not limited to): event space, food and beverage, and printing of invitations. 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. If a portion of the dollars raised will be used to offset your costs, adjust your fundraising goal accordingly.

4. Seek sponsorship

The best way to cover your costs is through sponsorship from local businesses or large corporations. Think about people you know in your community who may be willing to help or consider businesses that may have a connection to your event. For example, if you are planning a golf outing, seek a sponsorship from your local sporting goods store or from a golf gear manufacturer. Or, if you know someone who owns a restaurant or catering company, see if they can help with food and beverage.

4) Share Your Story

It's important to publicize your event (large or small!), not only to help raise its profile, but also to increase understanding of MPNs and the need for support from the local community.

5) Promote via Social Media

Connect your social networks with your fundraising efforts. Invite friends and followers to donate, come out to cheer or even join you on your hike or bike ride or tee-off with you on the golf course.

6) Share Your Successes

Stay in touch with friends and family who donate and regularly update them on your progress.

1. Keep your donors engaged.

Update your donors on your efforts with emails, social media posts and other forms of regular communication — and ask them to help spread the word. They want to know how your event or training is going and when you hit a milestone!

2. Celebrate milestones, but remind them of the bigger picture.

Share your milestones, but remind your donors of the larger goal of speeding research in MPNs and how critical this is.

3. Share the impact of donations in the lives of people with MPNs.

Help educate your donors on how their dollars and your efforts are making a tangible difference for people with MPNs and their loved ones.

4. Give recognition to everyone who was involved.

In the days following your event, it is important to send a follow-up note to everyone who played a part, thanking them and providing an update on your fundraising total. It is always a nice touch to also send personal thank-you notes in the mail. Some members also send holiday thank-you notes at the end of the year.