



The Outpace Cancer Guide to Fundraising Success

Thank you for your commitment to raise funds to support the Stephenson Cancer Center as part of Outpace Cancer. As you “Bring Your Pace,” we want to make every step of your experience fun and rewarding.

WHAT MAKES OUTPACE CANCER SPECIAL?

Every dollar raised directly supports cancer care and research in Oklahoma. Outpace Cancer is the only race in the state to combat cancer from all angles – clinical care and research – and where 100% of the funds you raise stays in our state.

WHEN YOU REGISTER

Outpace Cancer uses a race registration platform called RunSignup. This platform allows you to create a personal fundraising page as well as create a team. Some features of this platform allow you to:

- Allocate your gift to a specific fund (e.g. breast cancer or phase I clinical trials).
- Personalize your page with a profile picture and individual fundraising goal
- Write messages to your supporters
- Upload photos, videos, and share your story
- Share your page with your friends and family via social media and email

- Join or create a team of runners and supporters
- Friends can donate to you and your team by visiting your page. They can even join your team there as a runner or non-runner.

CHECKLIST FOR MAXIMUM FUNDRAISING IMPACT

Here are some ways to make the most of Outpace Cancer’s unique opportunities.

- **PERSONALIZE YOUR PAGE**
Personalize your page, and make it reflect the reasons that inspire you to run and support this cause.
- **MAKE A FUNDRAISING GOAL**
Set fundraising goals that are ambitious but achievable.
- **IDENTIFY YOUR NETWORK**
Brainstorm a list of people in your network whom you consider likely donors, and prioritize reaching out to them. These may be friends and family, current or former colleagues and classmates, neighbors, contacts in your professional or volunteer network, or social media connections. Don’t limit your scope to connections in Oklahoma – cancer affects us all, regardless of geography.
- **POST YOUR PAGE TO SOCIAL MEDIA**
Make the most of the social network(s) you use regularly. Consider reposting your page regularly – such as weekly – to personally thank your donors who are also on your social media. Ask friends and family to share your post for even more visibility.
- **PROMOTE YOUR PAGE VIA EMAIL**
Your personal fundraising page includes an icon for easy emailing. If you prefer, you can compose your own email and copy/paste your page’s web address into the text.



GO ABOVE AND BEYOND

These techniques may require more legwork and collaboration but can take your fundraising to the next level.

- Use lots of photos and images everywhere you fundraise. They catch the eye and tell your story more strongly.
- Having a birthday? Consider requesting donations to support your Outpace Cancer commitment in lieu of birthday gifts.
- If your employer allows it, request a “jeans day” where employees who donate to your fundraising may wear jeans to the workplace.
- If you have a donor who wants to give a significant amount to your fundraising, leverage it as a “matching gift.” Tell your friends that your donor will match every dollar they give up to a certain amount, during a specified time period.
- Throw a party and collect donations at the door.
- Recruit a favorite restaurant or bar to support your fundraising by donating a percentage of sales on a particular day. Invite your family and friends to participate by purchasing food and beverages at the designated venue.
- Combine any of the ideas above, or come up with your own. Be creative!

Finally, don't forget to say thank you. A heartfelt note of thanks, particularly to your most generous donors, lets people know their gifts matter to you. Your personal note will be remembered and can inspire ongoing support in the future.