YOUR ULTIMATE 2023 FUNDRAISING GUIDE
Your Participation Can Save Lives.
#ResearchIsHope

1. How to Get Started

STEP 1 Be your 1st donor!
Pro Tip: Raise $25 to receive a t-shirt.

STEP 2 Customize your page with a photo, message and video.

STEP 3 Pick an Honored Kid.

STEP 4 Share your page with your social media network.

STEP 5 Explore the Resource Lounge for ideas, tips, and tools.
Pro Tip: Use the search bar for faster results.

STEP 6 Thank your donors.
Pro Tip: Join or start a team if you’re part of a head-shaving event.

2. How to Get Donations

FUNDRAISE WITH FACEBOOK
Create a Facebook Fundraiser through your participant dashboard to reach more friends and increase your donations.

STRETCH GOALS AND MILESTONES
Keep your fundraising momentum going with creative ideas! Check out this new tool.

MATCHING GIFTS
Ask your donors to check with your employers about matching gifts to double their donations.

MONTHLY GIVING
Ask friends to donate monthly to reach your goal faster.
Pro Tip: Share this resource to help inspire them.

CREATE A LASTING LEGACY
Write your will and give a gift to St. Baldrick’s to fight kids’ cancer for generations to come. Use FreeWill to create your legacy today.

3. How to Raise $500 in a Week

DAY 1 Make a $25 donation.
$25

DAY 2 Ask 3 family members to give $25.
$75

DAY 3 Message 5 friends to contribute $15.
$75

DAY 4 Find 5 work buddies to contribute $10.
$50

DAY 5 Reach out to your email list for another $50.
$150

DAY 6 Have 2 local spots pledge $25.
$50

DAY 7 Post on social media for an extra $75.
$75

How Easy Was That?
By raising $500, you’ll help researchers explore a new idea - or turn a concept into a new cure for kids.

Pro Tip: Instantly submit cash donations online and mail checks directly to us. For in-person head-shaving events, use these forms to turn in any remaining cash or checks.

YOUR FUNDRAISING IMPACT

Every 2 minutes a child is diagnosed with cancer.
In the U.S., 1 in 5 will not survive.

Since St. Baldrick’s began, the 5-year survival rate has risen from about 79% to 85%.

There are still cancers no child survives.
And 5-year survival isn’t the same as a cure. Many kids are still in treatment 5 years after diagnosis, or die after that milestone.

You and I are not here to give kids 5 more years. We’re in this to #GiveKidsALifetime.

Raise $500 and you’ll fund 20 hours of research to improve a patient or survivor’s quality of life.

Raise $1,000 and you’ll help treat a child on a clinical trial, often their best hope for a cure.

Thank you for being part of St. Baldrick’s - the largest charity funder of childhood cancer research grants.

TIPS AND TOOLS
Check out our blog to get inspired and
www.StBaldricks.org/Shavee-Tips page for ways to promote your involvement.

QUESTIONS?
Get in touch with your Volunteer Event Organizer
by signing in to your Members Area, or reach us at Fundraising@StBaldricks.org or 888.899.BALD.

Meet Jonah
Diagnosed with medulloblastoma, a brain tumor, at the age of 4, Jonah is 7 years out of treatment but still deals with physically and emotionally devastating long-term effects. This 12-year-old has never met a stranger, loves card games, telling jokes, Oreos, crispy chicken sandwiches, traveling with his family, the color blue, all things camo and tie dye, and pool time.