

# Your Ultimate 2024 Fundraising Guide

Your Participation Can Save Lives.  
#ResearchIsHope

## 1. How to Get Started

- STEP 1** Be your 1st donor!  
*Pro Tip: Raise \$50 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.



## Meet Julianna!

Julianna (a.k.a., Juju), a lively five-year-old, loves Jack Sparrow, swimming, and playing doctor. Diagnosed with neuroblastoma in January 2022, she relapsed in January 2023. Surgery, radiation, chemotherapy, and a stem cell harvest followed. Thankfully, her latest scan in September 2023 showed no evidence of disease. Juju's resilience makes her a true hero to her family.

## 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 [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



<b>DAY 1</b>	Make a \$25 donation.	\$25
<b>DAY 2</b>	Ask 3 family members to give \$25.	\$75
<b>DAY 3</b>	Message 5 friends to contribute \$15.	\$75
<b>DAY 4</b>	Find 5 work buddies to contribute \$10.	\$50
<b>DAY 5</b>	Reach out to your email list for another \$150.	\$150
<b>DAY 6</b>	Have 2 local spots pledge \$25.	\$50
<b>DAY 7</b>	Post on social media for an extra \$75.	\$75
		<b>\$500!</b>

### 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.

\$500 provides chemicals for molecular biology experiments.

\$1,250 helps support one child's enrollment in 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](http://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](mailto:Fundraising@StBaldricks.org) or 888.899.BALD.

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