

# LEMONADE STAND



## COMMUNITY FUNDRAISING TOOLKIT

ASK



Childhood Cancer Foundation



# MAKING LIFE BETTER for children with cancer

## ASK stands for

Assistance, Support and Kindness when our kids and their families need it most.

Our 2023-2024 overall goal is to raise \$2,400,000 for providing emotional, social and psychosocial support for childhood cancer patient and survivors. From the moment of diagnosis through treatment and beyond, ASK is there.

## Numbers behind the smiles

- 1-2 children are diagnosed with cancer every week here in Central Virginia, equating to 125 children on active treatment and 400 children in survivorship programs.
- 50% of all families with a child in treatment will experience severe financial hardship
- 2/3 of our survivors will develop at least one late effect from the disease or their treatment

## Programs that help

We know that a child's cancer diagnosis affects the entire family. That's why ASK's support extends beyond the child to include the parents, caregivers and siblings. Including children and their family members, over 1,000 individuals are supported by ASK.

- Three staff positions: Child Life Therapist, Chaplain, and Child Psychologist at the ASK Pediatric Hematology/Oncology Clinic at VCU
- Financial assistance to cover expenses like mortgages, car payments, and gas money for families in treatment
- Weekly after-school tutoring and summer enrichment camps for patients and survivors
- Advocacy efforts to raise awareness
- Social events for ASK kids and their families, like trips to the zoo, bowling, and the annual holiday party
- Support groups for active patients and our bereaved families



## **GIVE A HAND: HELP MAKE LIFE BETTER FOR CHILDREN WITH CANCER**

Thank you for your interest in supporting ASK Childhood Cancer Foundation. For children with cancer or a serious blood disorder, survivors, and their families, there is a need for support services right here in our community, and ASK is able to give them a hand thanks to you! Because of your support, we can be there to provide financial assistance, educational programs, and emotional support when these families need it most.

Please use this toolkit as a guide to help you plan a fundraising event in your community. There are many tips, tools and templates to help you succeed; and you can reach out to an ASK staff member for assistance at any time!

We are so grateful to you and your team for supporting our mission, and going above & beyond to host a community fundraiser. Every dollar raised stays local and makes a difference!

### **THIS TOOLKIT WILL HELP YOU:**

- Get ideas and know what to expect when hosting an event
- Share your personal commitment in the fight to support children with cancer and blood disorders
- Promote ASK Childhood Cancer Foundation through awareness and fundraising activities

# GETTING STARTED

## STEPS FOR A SUCCESSFUL FUNDRAISER:

1

### GATHER SUPPORT

Get your family, friends, coworkers and neighbors involved. As a team, identify talent and skills that can help your fundraising efforts. And don't forget, we can help! Email ASK Special Events Coordinator, Ivana Micheletti, at [imicheletti@askccf.org](mailto:imicheletti@askccf.org) for assistance.

2

### SET YOUR FUNDRAISING GOAL

It costs approximately \$100 to give one family a grocery gift card, \$500 to help pay a utility bill one month, and \$1,000 to provide psycho-social support for one day in clinic. How many ways can your fundraiser make an impact?

3

### DECIDE HOW YOU ARE GOING TO RAISE FUNDS

Use your personal skills and creativity to come up with the idea that works best for you and your supporters. Like to get outside and be active? Host a walk-a-thon or bike ride. Like to cook? Have a bake sale. Check out our fundraising ideas (pages 6-8 ) for other options!

4

### CREATE A PLAN

Set a date for your fundraiser and create a detailed list of tasks and a timeline. Include a budget and list of materials needed. Identify how you will promote your event, and assign tasks with due dates to your support team.

5

### SPREAD THE WORD

Send invites to your contact list through email, or get creative with free online tools like Evite, Paperless Post or Punchbowl. Take advantage of social media and share what you are doing to get others excited. View our social media tips (page 10). Place flyers and posters around your community. View our templates (page 11) to help showcase your event.



6

## DOUBLE YOUR DONATIONS

Reach out to a local business or others who may want to sponsor your fundraising efforts or match your contributions to double the impact. Someone's employer may have a matching gift program. Usually a paper or online form needs to be completed; check with the company's HR department. You can designate ASK Childhood Cancer Foundation for matching gifts!

7

## SHARE YOUR SUCCESS

Thank each of your contributors, volunteers and sponsors. Share photos and the story of your fundraiser with ASK so we can highlight on our social media! Share your results on social media to let your supporters and your friends know the impact they have made.

8

## SUBMIT YOUR CONTRIBUTIONS TO ASK

Submit your donation. Checks can be made payable to ASK Childhood Cancer Foundation.

Mail to:  
ASK Childhood Cancer Foundation  
5211 W. Broad Street, Suite 100  
Richmond, VA 23230

Thank you acknowledgements from ASK will be sent once we receive donations. Make sure to follow our fundraising guidelines (page 15) so you and your contributors can receive proper acknowledgements and tax receipts.

Please contact Ivana Micheletti at [imicheletti@askccf.org](mailto:imicheletti@askccf.org) if you would like to submit donations online or in-person.

# FUNDRAISING IDEAS

## IDEAS FOR EVERYONE



**CELEBRATE** - Your birthday, anniversary or special date by requesting donations to ASK in lieu of gifts. Facebook fundraisers are an easy way to do this!



**VIRTUAL GET TOGETHER** - Host a virtual happy hour or game night; and ask attendees to make a donation in the amount that they would typically pay for a night out!



**BENEFIT CONCERT OR SHOW** - Do you know a venue that would donate their space? Or a local band or entertainment act that would give their time to put on a show? Donate the proceeds!



**YARD OR BAKE SALE** - Encourage everyone to bake their favorite treat to sell; or do some spring cleaning to set up a neighborhood wide yard sale.



**SILENT AUCTION OR RAFFLE** - Obtain donated items from local businesses or artisans and auction them off to the highest bidder. Or put them together in a gift basket to raffle off. This is a great option to do virtually over social media!



**RVA PLAY DAY** - The Greater Richmond area has many activity venues including bowling alleys, golf venues, sporting events and trampoline parks. See if any of them have fundraising programs where you can host a day of play or game night to give back!



**PICK A NUMBER BOARD** - Create a large board, or make it digital, with numbers on it. Promote it for friends, family, coworkers to "Pick a Number" and donate that amount. Once they pick a number, that number is taken off the board (or X'ed out). For example, if you put numbers 1-50, no person would have to give more than \$50; and if each number is taken it would raise over \$1,200!



**GIVE BACK NIGHT** - Host a fundraising event with a local restaurant, brewery/winery or business for a spirit night where they donate back a portion of their proceeds. Some examples include Thirty-One Things, Lula Roe, Stella & Dot, Sweet Frog, Jason's Deli, Chick-fil-A, Blaze Pizza, & Chipotle. Who do you know that works at a restaurant/bar/brewery? Where do you like to eat? Ask them! Visit <https://www.groupraise.com/> for other examples.

## SCHOOLS



**GIVE A HAND-A-THON** - Have a "marathon" of a fun activity like walking, running, biking, bowling, online video games or dancing. Participants can request pledges based on their distance or time. This can be done virtually or in-person. Partner with a local gym or sports group to host it, and have refreshments and entertainment to keep participants going for a long period of time. Promote fun and fitness for a great cause!



**STUDENT VS. TEACHER GAMES** - School teams can host a game against the teachers/staff where people can pay to come watch. Or host a school-wide tournament or field day where students pay to be on a team and compete.



**PENNY WARS** - Set up loose change jars for each classroom to see who can collect the most pennies.

Students/teachers can put nickels, dimes, quarters or dollars in another classroom's jar and that amount gets "deducted" from their total. The winning classroom could get a pizza party or fun prize for a competitive way to raise more funds!



**YARD SALE FOR ALL!** - Host a school-wide event. Ask students and their families, faculty, and staff to donate their gently used items for the sale. The key to a successful sale event is promotion, so promote it like there's no tomorrow!



**GIVE IT UP** - Encourage fellow students and teachers to give up a daily luxury for a certain amount of time and collect pledges if they can do it. For example - give up soda or coffee once a week for a month, and give \$5 for each week they can do it!



**SPIRIT WEEK** - Students, teachers and faculty can pay to participate in different theme days; like wacky hair day and school colors day!



**PRINCIPAL CHALLENGE** - Get your principal on board to complete a challenge (e.g. dye their hair a fun color) if the fundraising goal is met. Students can either vote for their favorite idea by donating or simply donate to reach a fundraising goal as soon as possible.



**JELLYBEAN COUNT** - Put a jar of jellybeans in your school hallway. Have a student put a dollar or two to guess how many jellybeans are in the jar. At the end of the week of guessing announce the winner- the person who guesses the number closest to the number of actual jellybeans is the winner and gets to keep the jar or win another prize!

## BUSINESSES



**BROWN BAG LUNCH** - Ask colleagues to bring their lunch and have an ASK staff representative join as a speaker. Collect donations similar to what they would typically pay for lunch and brainstorm other ways to raise money together.



**MATCHING GIFT PROGRAM** - Work with your company to match employee donations; and then encourage your coworkers to give during a certain period of time to double their donation!



**SPONSOR AN EVENT** - Businesses can sponsor one of our ASK Events in exchange for advertising and marketing opportunities on our event flyers and social media.



**BOSS FOR THE DAY** - Everyone can fundraise for this one, and at the end the top fundraiser earn "boss for the day" duties, while the boss takes over a few of the employee's tasks in exchange.

## PARTICIPATE IN ASK EVENTS



**ASK DONUT RUN** - Lace up your shoes and walk or run in RVA's sweetest 5K! Held the Saturday before Thanksgiving, the Donut Run is a delicious way to support ASK. Visit [www.donutrun.org](http://www.donutrun.org)



**ASK 5K & FUN WALK** - ASK's annual spring Walk is an inspiring, cancer-fighting day to support and create memories with many ASK kids and families. Participate as an individual, join a team or create your own team. Visit [www.askwalk.org](http://www.askwalk.org)

## LET'S HEAR YOUR IDEAS!



Use these ideas as a jumping off point and get creative! We are always looking for new, successful and fun ideas - so work with the ASK staff to put one together. And if you raise funds on behalf of ASK, please be sure to share your story and photos!



# FUNDRAISER STORIES



## LEMONADE STAND

The Oliff Family as ASK Ambassadors set up a table at the West End Farmers Market and sold lemonade to collect donations for ASK. They made it fun and added some giveaways and gave out information about ASK raising a total of \$600!



## TOY COLLECTION

Why not have your whole neighborhood come together? The Crossridge neighborhood got together and collected toys, money and gift cards for our ASK kids and family! They did all of this just in time for the holidays.



## CORNHOLE TOURNAMENT

Employees of SingleStone held a community-wide cornhole tournament that raised over \$10,000. The event featured food and drink, music, prizes to the winning team. They even created a set of ASK custom cornhole boards!



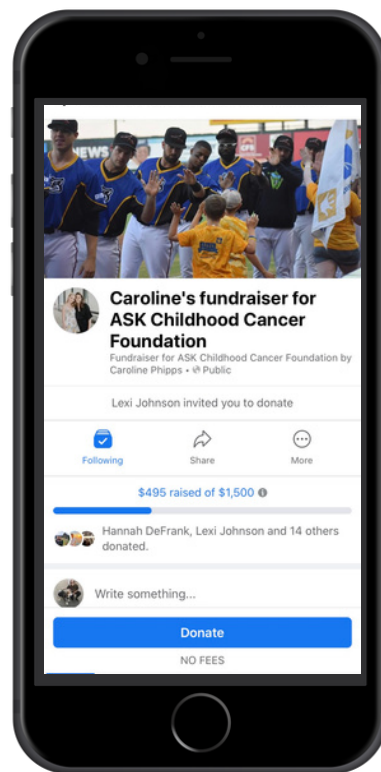
## STUDENT VS. TEACHER GAME

Members of the Prince George High School DECA Club and basketball team organized a student vs. faculty game and sold tickets to attend. They also collected donations for students to pie their favorite teachers during halftime; and collected teenage holiday gifts to donate to ASK.

# SOCIAL MEDIA TIPS

First send out emails to your contact list encouraging them to join your efforts and contribute! \*Hint\* send multiple emails...often times people want to give, but lose the email or forget so a reminder email is a great thing!

Then promote your event through social media. In addition, add pictures and share your personal story explaining WHY you are passionate about raising funds for ASK!



## FACEBOOK

- Post information about your fundraiser on your Facebook page. Be sure to include details so your followers can get involved.
- Like and follow ASK Childhood Cancer Foundation on Facebook.
- Share ASK's posts onto your Facebook page.
- Create an 'event' on Facebook for your fundraiser and invite your friends.
- You can also follow ASK Childhood Cancer Foundation on LinkedIn

## TWITTER

- Post information about your fundraiser on your Twitter feed and tag ASK
- Like and follow @ASKRichmond on Twitter.
- Share, comment and like ASK's tweets.

## BLOG

- Visit the ASK Blog page at [askccf.org](http://askccf.org) and share our stories with your social networks.

## INSTAGRAM

- Follow ASK on Instagram at @ASKCCF and comment & share ASK's posts.
- Post about your fundraiser and tag ASK. You can also use the hashtags #ASKFundraiser #MakingLifeBetter and #GiveAHand.
- Put a Donation Sticker in your Insta-Stories! Take or upload a photo that best highlights your cause. Tap the sticker icon and select the donation sticker. Search for and select ASK Childhood Cancer Foundation.

# SAMPLE POSTS

Use these sample posts as templates for your social media; and share these graphic boxes to help spread awareness.

- I'm excited to host an event for ASK Childhood Cancer Foundation, and I could use YOUR help. Please support my efforts!
- I'm halfway there! Thanks to generous supporters, I've raised \$XXX toward my goal of \$XXX. Don't miss your chance to support my efforts. Donate now to lend a helping hand to our community's youngest cancer patients!



## 1-2 kids

are diagnose with cancer each week in Central Virginia. Let's help make their life better any way we can, any time we can!



## Two-thirds

of all childhood cancer survivors will develop at least one late effect from the disease or treatment.



## Help fight

the emotional, social and financial challenges of childhood cancer. Let's give kids every opportunity to just be a kid while fighting this ugly disease.



## Let's show up

to help kids and families navigate the twists and turns of childhood cancer. Together, we'll help make the journey a little easier!





Reverse



1-Color



Colors



PMS 7691  
 CMYK 100/45/0/14  
 RGB 0/105/170  
 HEX #0069AA



PMS 1365  
 CMYK 0/35/85/0  
 RGB 251/176/64  
 HEX #FBB040



PMS 7579  
 CMYK 8/80/99/1  
 RGB 221/88/40  
 HEX #DD5828



PMS 318  
 CMYK 48/0/16/0  
 RGB 125/207/216  
 HEX #7DCFD8



PMS 7403  
 CMYK 2/14/58/0  
 RGB 249/215/130  
 HEX #F9D782



PMS 360  
 CMYK 70/0/100/0  
 RGB 81/184/72  
 HEX #51B848



PMS 380  
 CMYK 26/0/100/0  
 RGB 201/218/43  
 HEX #C9DA2B

# NEXT LEVEL

Want to kick your community fundraiser up a notch?

Check out the bonus resources to print off the signs below for your event.  
Don't forget to take pictures and send them to us - we'd love to see the pictures!



# STUCK ON ASK

Are you holding a bake sale and want to spread the word about ASK with a sticker? Maybe you want to hand out stickers at your event? We are here to help!

Maybe you want to hand out stickers at your event? We are here to help!

Check out the bonus resources to print off the stickers below for your event.

For the sheets of stickers, use Avery Template 94107 for 2" square stickers or you can download the stickers as images and resize them to a certain degree.

If resizing, hold down the shift key.



# THANK YOU!

ASK is able to be there in the moments that matter, thanks to the support of community fundraisers like you!

We are here to help assist your fundraising efforts however we can; please do not hesitate to reach out at the contact information below, and follow us on social media.

We are so grateful for your kind-heart. Thank you for going above & beyond for children with cancer and serious blood disorders here in our community!



## STAY IN TOUCH



[ASKChildhoodCancerFoundation](https://www.facebook.com/ASKChildhoodCancerFoundation)



[ASKRichmond](https://twitter.com/ASKRichmond)



[ASKCCF](https://www.instagram.com/ASKCCF)

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