



CANCER HOPE NETWORK

# Host Your Own Fundraiser Kit

## Hello and thanks.

Thank you for your interest in Cancer Hope Network! We are excited to work with you in planning a great fundraising event. Funds raised from third party events helped create more than 1,500 matches last year between cancer patients and cancer survivors who volunteer to give them the gift of hope.

Cancer Hope Network provides free one-on-one support to adult cancer patients and their loved ones across the U.S. and Canada. Each of CHN's 400+ Support Volunteers is at least one year post-treatment or successfully undergoing maintenance therapies. They are trained to offer support from diagnosis, through treatment and into recovery.

Our focus is singular: we connect patients with someone who can relate to their experience and provide hope. Most matches begin with a similar diagnosis or treatment, but can also include other lifestyle circumstances and considerations important to the patient. Our volunteers' experiences include single parenthood, LGBT sexuality, English as a second language, diagnosis with multiple primary cancers, participation in a clinical trial, genetic testing and other survivorship issues.

Since 1981, our Support Volunteers have created more than 40,000 matches between cancer patients and their families. Overall, our volunteers:

- Represent more than 80 types and subtypes of cancer.
- Speak 15 different languages.
- Are matched with a patient within 48 hours of a patient or caregiver's initial inquiry.
- Meet or exceed patient and caregiver expectations for support (99% satisfaction in an independent survey of clients)
- Are overwhelmingly satisfied with their volunteering experiences and patient matches (94% satisfaction in an independent survey)

The information in this workbook will help you get started. We are here to help: from the impact your fundraising will make, to tips and ideas for running a successful event, to the nitty-gritty of your application.

Please contact Randibeth Gallant, Associate Director, Events at [rgallant@cancerhopenetwork.org](mailto:rgallant@cancerhopenetwork.org), or 908-879-4039, x110 with questions or to get started. Thank you again for choosing to be partners with us in the fight against cancer!

Your Fans,  
The Cancer Hope Network Team

### Here's how the money you raise will help patients, survivors and loved ones:

**\$50**

Provides free patient information to ten oncology offices.

**\$125**

Gives patients and their families free access to resources at [www.cancerhopenetwork.org](http://www.cancerhopenetwork.org) for one month.

**\$250**

Trains a cancer survivor as a CHN Support Volunteer.

## Creative ideas for your fundraiser

Looking for inspiration? Check out this list of some entertaining ways you can help raise funds for Cancer Hope Network. See something that sounds fun? Give us a call and we'll help you brainstorm to make it your own.

Benefit Concert/Karaoke Night | Comedy Night/Poetry SlamBBQ/Picnic/Cook-off competition  
Trivia Night | Run/Walk-a-Thon/Anything-a-Thon | Facebook Birthday Fundraiser

We recently collaborated with Little Spoon Big Spoon Productions, a theater company that donated a portion of their ticket sales. Here's what they had to say:

*"Thank you so much for this **beautiful partnership**. What a beautiful endeavor. We closed this weekend to jammed packed houses. We hope this was a successful partnership for you all - both **raising awareness AND financial support.**"* — Little Spoon Big Spoon Productions, LLC

## Supplies checklist

Please let us know what you would like to receive (include quantity). Send list to Randibeth Gallant at [rgallant@cancerhopenetwork.org](mailto:rgallant@cancerhopenetwork.org) at least three weeks prior to your event.

Donation cards | Cancer Hope Network stickers (Max 50) | Postcards (digital file)

"CHN By the Numbers" info sheet | Talking points info sheet | FAQ info sheet

How to Donate instruction sheet | 'eHOPE' newsletter sign up sheet | Other\_\_\_\_\_

Basic supplies we encourage you to have on hand for your fundraiser:

Pens | Tape (Scotch tape, painters tape, packing tape) | Scissors | Markers (multiple colors)

Paper clips | Jar for donations | Cash box (to keep your donations secure at the end of your event)

Our goal is to invest as much funding as possible into our programs.. If you have any unused Cancer Hope Network supplies after your event, we kindly ask that you mail them back to us. Let us know what you have and we will provide you with a return label for shipping.

Gives patients and loved ones free access to 877-HOPENET for one month

**\$450**

Provides nationwide outreach to newly-diagnosed patients.

**\$2,500**

Increases our ability to match cancer patients and survivors through upgrades to our proprietary patient matching system.

**\$5,000**

# Tips to make your event a success

Planning an event can be a big task. We can help guide you! Here are some tips we use when planning Cancer Hope Network events:

## Research

- Think from the perspective of the guest; see your event like you are attending it. What activities/events do you love? Take time to consider what entertains and inspires you!
- Research events going on in your community. What was successful/unsuccessful about them? Learning from others can help you prepare for your own fundraiser.
- Remember to keep in mind the feasibility of your event. Be sure to include budget, time of year, and available resources.

## Get the Word Out

- Use social media/technology to create awareness of your event in your community. We can provide you with some Cancer Hope Network pictures and video to help you get started!
- The more the merrier! Engage your family and friends in helping you spread the word and prepare for your event. Dividing up the workload will make things much easier!
- Create flyers or websites to generate interest. We kindly request you send any designs for your materials to Randibeth Gallant, Special Events Manager at [rgallant@cancerhopenetwork.org](mailto:rgallant@cancerhopenetwork.org) for approval before you start producing them. We will get back to you within 10 business days.

## Budget

- Plan a reasonable budget when developing ideas for your fundraiser. Having a budget early in your planning process will help inform decisions about the size of your event and how much you can reasonably raise.
- It's a good policy to try to stick to a 3:1 spending ratio. For example, if you want to raise \$900 you should try to keep costs for your event around \$300 or a little less.
- Determine how you will collect donations at your event. (cash only, credit cards, checks, etc.)

## Timing is Everything

- Give yourself plenty of time to plan your event. We recommend planning for your event at least three months ahead.
- Create deadlines for certain tasks to be completed (finding an event space, sending out invitations, etc.) Our Sample Event Timeline is a great place to start.

## After Your Event

- Send a check for total donations collected to Cancer Hope Network within 30 days of your event.
- Make sure to thank your supporters and anyone who helped you during the process. Please also send us their names, if you can. We'd like to thank them too!
- Send us a summary of the event, along with any great photos or video you collected.
- Fill out our post event survey. We'll send you a link after your event has concluded.



ONE-ON-ONE SUPPORT FOR CANCER PATIENTS & THEIR LOVED ONES.

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