



# Fundraising Playbook





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## Welcome to Play4TheCure

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Dear Teammate,

Thank you for registering with Play4TheCure, through the National Foundation for Cancer Research. Play4theCure is a great way to unite your team for a good cause, build character in your players and promote the power of teamwork in reaching a goal together.

Play4TheCure partners world-wide with passionate coaches and organizers just like you, who want to make a difference in their community. Through hosting a Play4TheCure event, your team can be confident that you'll be making a difference in the fight against cancer and in the lives of those faced with this devastating disease.

The National Foundation for Cancer Research thanks you for your support. We look forward to working with you to make your event a great success! If you have any questions or need any assistance, please do not hesitate to reach out.

Many thanks,

**Brian Wachtel**  
**Executive Director**  
[BWachtel@nfcrr.org](mailto:BWachtel@nfcrr.org)  
301-961-9159



## About Play4TheCure



Play4TheCure is the National Foundation for Cancer Research's signature peer-to-peer fundraising program. Participants from all over the nation and the globe combine their passion for sports and athletic events with the fight to prevent, treat and CURE cancer.

With the help of Play4TheCure, sponsors, individual donors, and other programs, NFCR has delivered over \$380 million to cancer research leading to many breakthroughs, including prevention strategies, earlier diagnosis and new anti-cancer drugs and therapies. Play4TheCure brings together teams from professional, college, high school, middle school and club sports



## About NFCR



*Research for a Cure*

The National Foundation for Cancer Research (NFCR) is a 501(c)(3) nonprofit organization that provides scientists in the lab the funding they need to make game-changing discoveries in cancer treatments, detection, prevention and ultimately, a cure. NFCR has distinguished itself in the cancer research sector by emphasizing long-term, transformative research often overlooked by other major funding sources.

**OUR VISION** | We envision a future without the specter of cancer. We will not stop until we find a cure for all types of cancer.

**OUR MISSION** | The National Foundation for Cancer Research (NFCR) was founded in 1973 to support cancer research and public education relating to the prevention, early diagnosis, better treatments and, ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside. NFCR is committed to Research for a Cure – cures for all types of cancer.





## The Power of Your Fundraising

100% of your Play4TheCure donations go directly to cancer research, but you might wonder, “what exactly does the money provide?”

**\$25-\$100-** Stains one tissue slide from a tumor biopsy to look for a predictive biomarker of cancer metastasis

**\$100-** Performs one biopsy to get tumor tissues from a patient for a variety of pathological tests and biological analyses

**\$250-** Buys one case of petri dishes for growing cancer cells – an essential first step to identify tumor markers or test treatment effectiveness of new drugs

**\$500-\$750-** Buys one antibody test to determine whether tumor cells have a specific marker for drug resistance

**\$1,000-** Carries out a comprehensive genome-wide analysis in one tumor sample, for developing targeted and personalized cancer therapies

### Most Recent Achievements

KEY ADVANCEMENTS IN 2018



**20** Cancer Bio-markers

Identification or evaluation of genetic pieces of cancer's vulnerabilities that may lead doctors to earlier diagnoses and precision treatments



**19** New Drug Candidates & Potential Therapeutics

Identification of anticancer agents that could lead to new treatment options desperately needed by patients



**8** Cancer -Related Genes & Proteins

Discovery and further exploration of key cancer molecules which could provide new targets for drug development



## Getting Started Checklist

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- ☐ **Select an Event Date(s)**  
Select a date(s) for your event. Keep in mind that you don't have to wait until the day of your event to fundraise. Use these new tools, and start fundraising now.
- ☐ **Personalize your GoFundMe Charity Page**  
Update your online fundraising page with your story and photos. The more personalized your page, the greater the response from your supporters.
- ☐ **Set Your Goal**  
We suggest setting your goal to at least \$1,000. As donations are made online, your goal thermometer will automatically update. If you receive off-line donations (checks or cash) you can always manually enter them into GoFundMe Charity.
- ☐ **Make a Self-Donation**  
Lead by example and make a self-donation to see that thermometer get off the ground! This will encourage others to help you reach your goal.
- ☐ **Get Social**  
Share your GoFundMe Charity page on social media by copying and pasting your page link. Make sure all of your teammates also have this link to share, with hashtags #Play4TheCure and #NFCR. Online fundraising greatly increases donations.
- ☐ **Spark Fundraising Ideas**  
Discuss with your teams different ideas for fundraising activities. These activities can take place before, during and even after your event, until you hit your goal.
- ☐ **Ask for Help**  
Need help? That's what we are here for. Don't hesitate to reach out to one of our Play4TheCure team members—we are here to help any way that we can!

## Fundraising Ideas

Throughout the years, our Play4TheCure teams have come up with many fun and unique ways to fundraise. For some inspiration, review these great ideas or feel free to create your own.

### Host a Tournament

Bring together other teams from nearby communities to participate in a tournament. Charge a registration fee that will go towards your goal.



### Host a Clinic

Invite local youth athletes and teams to participate in a your sports clinic day. You can charge a registration fee or simply ask for donations.

### Create a Silent Auction

At your event, offer memorabilia, apparel or items donated from local businesses that fans can bid on. The person with the highest bid takes home the prize.

### Sell T-Shirts

Have team t-shirts made and sell them leading up to and during your game.

### Hold a Pledge Drive

Host a game in which spectators are able to pledge in advance to donate for each point scored. Each supporter can choose what amount they would like to pledge.

### Host a Restaurant Fundraiser

Many local restaurants have give-back nights that donate a portion of food sales to a charitable cause. Some popular restaurants that participate include Buffalo Wild Wings, California Pizza Kitchen, Chili's, Boston Market, Chipotle and Panera Bread.

### Car Wash

Have your team roll up their sleeves and host a car wash day, with a fee donated to your team's goal.



## P4TC Media Guide

The official website for the Play4TheCure program is [Play4TheCure.org](http://Play4TheCure.org)

### Twitter

@P4TC\_NFCR @NFCR

### Instagram

@Play4TheCure @NFCR1973

### Facebook

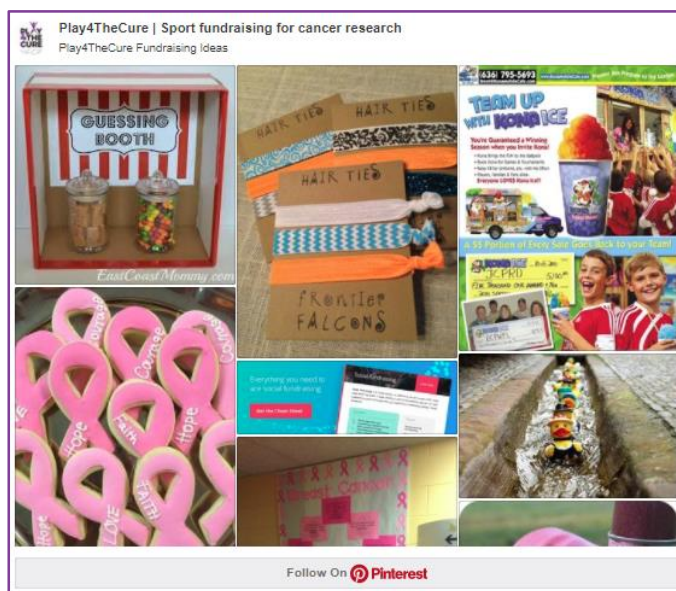
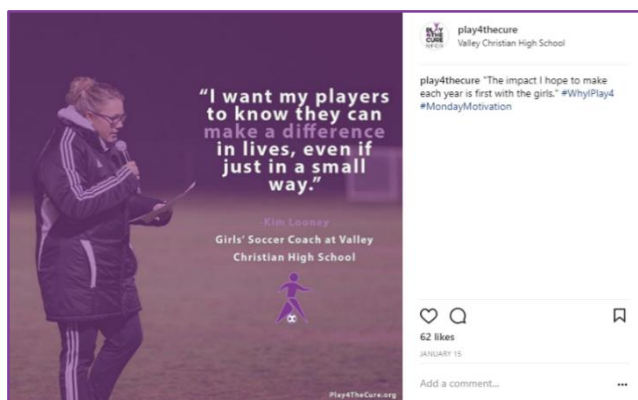
@Play4TC @TheNFCR

### Pinterest

Search: [Play4TheCure](https://www.pinterest.com/Play4TheCure)

### Hashtags

#Play4TheCure  
#NFCR  
#Research4ACure  
#StickUPtoCancer







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## Thank You!

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### **Our Mission**

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