



ALL CANCERS,
ALL COLORS,
ALL SPORTS

Fundraising Checklist

Personalize your GoFundMe Charity Page

Update your online fundraising page (GoFundMe Charity) with your personal story, the reason why you are choosing to participate in the Play4theCure and photos. The more that your page is personalized, the greater the response you'll receive from your supporters. Your GoFundMe Charity page is an excellent fundraising tool—online fundraising has shown to greatly increase the amount and size of donations made to your event or cause.

Set Your Goal

Setting a goal is a great way to promote teamwork and helps keep your team focused on your efforts. As donations are made online to your page, your goal thermometer will automatically update. If you receive off-line donations (checks or cash) you can always manually enter them into GoFundMe Charity so that your thermometer accurately reflects your efforts to goal. We suggest setting your goal to at least \$1,000, to make the largest impact. Hit your \$1,000 goal and we might just have some goodies for you and your team!

Make a Self-Donation

There's no greater way to kick-start your fundraising efforts than leading by example. Make a self-donation and see that thermometer get off the ground! This will encourage others to join you in your efforts in reaching your goal.

Get Social

Share your GoFundMe Charity page on social media to gain more interest in your event and your cause. You'll be surprised to see how many friends and family will support your efforts. You can easily share your page by copying and pasting your GoFundMe Charity page link. Make sure all of your teammates also have this link to share. Don't forget to use these fun hashtags: #Play4theCure, #NFCR.

Connect with Local Businesses

Many local businesses will support causes important to the community - all you have to do is ask. Ask these companies to support your event and cause through a sponsorship. Be creative and think of ways that you can incorporate exposure for them into your event. Also consider a matching gift component. Many businesses will match donations made by their employees to charitable causes. Ask your donors if their employers participate in this.