



## FIGHTING COLON CANCER

### Three Steps to Easy Money!

**Step 1:** Go First: Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate shows your commitment.

**Step 2:** Personalize your Personal Page: Replace the existing text with your personal ask for support. Drop in a personal photo to grab their attention.

**Step 3:** Send Emails: This is the single most important action you can take to raise money! Send requests for donations to family and friends and enjoy watching how they respond. Always include your personal fundraising link in the email to make it as easy as possible for donors.

Step 4: Post on social media with a link to your fundraising page.

### *Helpful Tips*

- Don't forget to say thank you immediately after someone makes a donation.
- Follow up! On average, it takes 2-3 email solicitations to secure a donation.
- Every gift counts! The average online gift is \$50



**THE COLON CANCER FOUNDATION**

Colorectal Cancer is Preventable, Treatable, and Beatable | [coloncancerfoundation.org](http://coloncancerfoundation.org)