

# PERSONAL FUNDRAISING TIPS AND INFORMATION

First and foremost —**thank you** for being a game changer in the fight against cancer by raising funds for Mary Bird Perkins Cancer Center. Your support helps promote the mission of improving survivorship and lessening the burden of cancer.

Hosting a personal fundraiser is fun and easy and the sky's the limit on reasons to fundraise and how!

- Fundraise as a grateful patient of Mary Bird Perkins Cancer Center to show support to the Cancer Center and your care team
- Fundraise to honor a loved one who has cancer
- Fundraise and celebrate your birthday
- Fundraise and run a raise
- Whatever you can dream up, you can fundraise for it!

Once you have set-up your personal fundraising page ([marybird.org/fundraise](http://marybird.org/fundraise) – START A PERSONAL FUNDRAISER), you can promote to friends and family. Below are some tips that will help make your fundraising a success. Be sure to add a profile picture on your page!

If you have questions or need any assistance, please contact us at [fundraise@marybird.com](mailto:fundraise@marybird.com). We're happy to help and grateful for your support!

## Remember these tips and best practices:

- **Share your story.** Don't just share your fundraising page, share your story on social media, through texts, emails, etc. Let people know why you're passionate about the cause and why you need their support. **Don't forget to include the URL to your fundraising page and you can also send your friends your personal code via text.**  
*You can always find your URL and personal code/text number in the email you received after setting up your page or by logging into your account.*
- **Then, keep sharing your story and page!** Livestream, record a video, take a selfie, share a personal photo, etc. Continue to let people know your progress-to-goal and why reaching it is so important. Remember, no goal is too small. Every dollar makes an impact.
- **Share in multiple ways.** Email, social media and text messaging are frequent go-tos, but don't forget phone calls and good old-fashioned face-to-face asks!

- **Make it time sensitive.** Set your timeline to fit your schedule to ensure people know how long you are fundraising. Be sure to make your timeline clear in your communications and increase the frequency and urgency of your outreach as the end of your fundraising timeline nears. For example, if you are fundraising for your birthday, you may fundraise the week prior to your birthday and then finish on your birthday – whatever works best for you!
- On social media:
  - **Remember to like, follow and tag us in your posts!**
    - Facebook:
      - Mary Bird Perkins Cancer Center: **@mbpcc**
      - Mary Bird Perkins Cancer Center in Baton Rouge: **@mbpccbr**
      - Terrebonne General | Mary Bird Perkins Cancer Center: **@mbpcchouma**
      - Mary Bird Perkins Cancer Center in Covington: **@mbpcccov**
      - Mary Bird Perkins Cancer Center in Hammond: **@mbpccchamm**
      - Mary Bird Perkins Cancer Center in Gonzales: **@mbpccgonz**
      - Mary Bird Perkins Cancer Center in Natchez: **@mbpccnat**
      - Cancer Services: **@cancerservicesofgbr**
    - Instagram:
      - Mary Bird Perkins Cancer Center: **@mbpcc**
      - Cancer Services: **@csgbr**
    - Twitter:
      - Mary Bird Perkins Cancer Center: **@marybirdperkins**
      - Cancer Services: **@csgbr**
  - **Say Thank you.** When friends and family support you, tag them with a message of thanks. Outside of just saying thank you on social media, you can also make thank you calls, send handwritten notes, etc.
  - **Always incorporate images.** Image and video-driven posts are attention-grabbers and more engaging than plain copy with just your page.
  - **Post often.** Not everyone will see each post, so post often. You can mix it up with photos, video and images. Always share why supporting the Cancer Center is important to you and share your fundraising page.

- **Can people donate with a check?** Absolutely. While donations through your personalized fundraising page are typically easiest, the Cancer Center can definitely accept checks. Simply ask your donor to put your name in the memo line with personal fundraiser – ex. Jane Smith, Personal Fundraiser and mail the check to the address below. We will add the check amount to your personalized fundraising total on your page.

Mail check to:  
*Mary Bird Perkins Cancer Center*  
*Attn: Development Department*  
*4950 Essen Lane*  
*Baton Rouge, LA 70809*

If you need additional help, please do not hesitate to reach out to us at [fundraise@marybird.com](mailto:fundraise@marybird.com).

**Thanks for your support!**