

BUCKEYETHON

Fundraising Handbook



THE OHIO STATE UNIVERSITY

OFFICE of STUDENT LIFE
STUDENT PHILANTHROPY



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Introduction

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Dear Team Members,

Thank you for registering to fundraise For The Kids!

I now invite and encourage you to dedicate time, energy, passion, and resources to fundraise For The Kids at Nationwide Children's Hospital. Without you, Nationwide Children's Hospital cannot continue to innovate in treatment, care, and research. Without you, BuckeyeThon's mission cannot be fulfilled. Without you, we cannot end pediatric cancer.

BuckeyeThon is the largest student-run philanthropy in the state of Ohio which raises funds and awareness for the Hematology/Oncology/Bone Marrow Transplant Unit at Nationwide Children's Hospital. Students who support this organization work year-round to support the families and kids being treated at the hospital both emotionally and financially. As a program of the Office of Student Life at The Ohio State University, BuckeyeThon engages thousands of students annually, fostering a spirit of philanthropy and uniting the Ohio State community to make a difference For The Kids. I cannot express how appreciative

I am of college students who are willing to sacrifice their time, energy, and resources in order to join BuckeyeThon's tradition of giving back to the children and families in our community.

BuckeyeThon has been so successful because of its most valuable asset—its people. The people who have supported BuckeyeThon over the past 1 years have made the organization what it is today: a million-dollar student-run nonprofit. Without the continued and expanded support of the great students at Ohio State, BuckeyeThon cannot continue to grow in the years to come. Nationwide Children's Hospital treats over 1M patients each year from all 50 states and from countries around the world. The caliber of treatment, care, and research that attracts these families would not be possible without your fundraising efforts through BuckeyeThon.

I truly believe that student fundraising has so much potential to make an even greater impact For The Kids, and I hope each one of you will embrace the opportunity and challenge to set another fundraising record this year.

I am optimistic that together we will reach this milestone for BuckeyeThon, and I hope you will accept the challenge and become a Miracle Maker who truly embodies the spirit of being one generation fighting for the next. Please join me in the belief that Every Kid Deserves to be a Buckeye.

For The Kids,

Imran Nuri

President, BuckeyeThon





The color gold holds a lot of meaning, but at BuckeyeThon, the most significant meaning is the representation for childhood cancer and the steps (Goals, Outreach, List of Resources, Donors) to be an elite fundraiser.

This year, we want you to go for gold and be a Miracle Maker! →

— Go — G.O.L.D

1. Goals

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2. Outreach

.....

3. List of Resources

.....

4. Donors



1. Goals



Goals | Setting Your Goal

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When you sign up to be a team member of BuckeyeThon, we think it is important to try and set a goal for yourself so you have something to strive for during your fundraising time!

Although you commit to fundraise \$250 to attend the Dance Marathon, we encourage you to go above and beyond to become a Miracle Maker, setting your goal at \$1000.



When you raise money for BuckeyeThon, you make an impact on “kids’ lives” like Corbin and other pediatric cancer patients at Nationwide Children’s Hospital. **Here is what your donations will be going towards:**

- ♥ **The BuckeyeThon Fellowship** program at Nationwide Children’s Hospital
- ♥ **Psychosocial Services** for the patients of Hematology/Oncology/ BMT floor at Nationwide
- ♥ **Clinical trials** for the advancement of Pediatric Cancer research





2. Outreach



Outreach | *Emails*

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One of the easiest ways to fundraise is to simply ask for donations! Here are three solicitation methods we focus on:

1. Emails

These emails should be as personal as possible, so start by sending them to the family and friends that you are closest with.

If you have fundraised for For The Kids before, it is always nice to thank your donors for their previous donation and fill them in that you are participating again. Make sure to mention how they were able to help contribute to the total that was raised! This reinstates that their contribution was able to make a world of difference for the people that it helped.

If this is your first time participating in BuckeyeThon, then **take the time to explain what it is and where the money is going**; the more information people know, the more willing they are to donate!

On your personal fundraising page, there are **email templates** that are already made! Feel free to use these if you want a quick, easy way to get started.

After you give a bit of background, it is always good to give them a little insight into why you are participating in this cause.

Explain the difference that even \$5 would make.

No amount of money is ever too small, so if you stress this, people may not be worried that their contribution won't be enough.

Before you close the email, always make sure to include a forwarding line at the bottom of the page, usually along the lines of, "If you could, please make sure to forward this email to anyone that you think would be interested in donating." That way, even if the person isn't willing to make a donation, at least they can help the cause by getting the information to as many people as possible.

Finally, **always finish by thanking them for taking the time to read the email.** People have busy lives, and if they take time to sit and read through your email, that can make all the difference.





2. Social Media

Participants who use social media raise more money, and reach more donors. Participants who achieve the greatest success combine multiple social media tools to increase fundraising by as much as 40 percent.

- ♥ Include **pictures, stories,** and **updates** about your fundraising
- ♥ **Recognize donors** by tagging them in a status update
- ♥ Always **include a link** to your personal page

SAMPLE MESSAGING

"Thank you _____ for donating to my fundraising page! Because of you we are one step closer to ending pediatric cancer!"

"_____ Days until BuckeyeThon and I'm \$_____ away from my goal. Help me out and donate today because Every Kid Deserves to be a Buckeye! Your link here"

"Please take a moment to remember your favorite childhood memory—that one Christmas morning you will never forget, that one birthday when all of

your friends surprised you, that amazing family vacation to the beach, that one day you were just inexplicably happy to be alive. These are the memories that I and every single member of BuckeyeThon work year round to give kids fighting cancer. Our ultimate goal is to make sure every child diagnosed with cancer never misses out on an amazing and memorable childhood. Please consider supporting my fundraising efforts with a donation, no matter how big or small. Thanks so much for your help. Your link here"

3. Letter Writing Campaign

While email is convenient, it can occasionally be difficult to reach some family and friends online. Others may just prefer to receive traditional mail. Through the Letter Writing Campaign, you can provide us with an unlimited number of names and street addresses. BuckeyeThon will mail each address a letter that explains our cause and gives the recipient an opportunity to easily make an online or mail donation to your personal fundraising page.

The Letter Writing Campaign requires very little effort on your part; just give us your intended recipient's contact information and let us handle the rest!

It is one of the simplest and most effective methods of reaching out to your personal network. To learn more and participate in the Letter Writing Campaign, please visit the fundraising resources section of the BuckeyeThon website.

FOLLOW UP

For each solicitation you ask, it is important that you follow up with those people! Make sure you create a list of everyone you directly reach out to and follow up with them if they have not made donations. For example, if you reach out in the Fall Semester with an email asking for donations, call them in January if they have still not donated to you. As for social media, posting at least once a month leading up to the Dance Marathon is a good way to follow up with your possible donors.



Outreach | *Networking Plan*

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Networking Plan

While you commit to raising \$250, we encourage all team members to go above and beyond to hit their fundraising goal. It is important to remember that when making asks to people, only 25% of them will donate at first. Here is how simple it is to become a Miracle Maker!

HOW TO ASK FOR DONATIONS

OF DONATIONS (x amount of gift)

TOTAL

Email 24 people that are either close family members, family friends' parents, bosses, mentors, etc., under the age of 67

6 x \$60

\$360

Email 24 college or high school friends

6 x \$30

\$180

Write 10 letters with the Letter Writing Campaign to people you know over the age of 67

4 x \$25

\$100

Post on Facebook (older generation)

5 x \$48

\$240

Make a tweet on Twitter (younger generation)

4 x \$20

\$120

\$1000





3. List of Resources



Resources | *Canning*

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Outside of making solicitations, you can also fundraise through other outlets.

We suggest you create a list of at least 3 of our resources below and try them out to help increase your fundraising!

Canning

Canning involves going into the community, whether door to door or being stationed at a location and asking for donations. It is a great opportunity to get to know fellow team members and the city of Columbus, while raising money For The Kids! Most team members are surprised at the amount of donations they receive during a canning session but this is because the Columbus community is very generous and enjoys supporting local causes.

Neighborhood Canning

During neighborhood canning, we will have designated times where you will be sent to designated areas around Columbus to engage members of the greater Columbus community in BuckeyeThon's mission and why you dance For The Kids. We will provide you with a guideline of what to say as well as a map, a can, and directions and the rest is up to you!

We will have canning sessions almost

every weekend of the year and the sign up form can be found on our website under the fundraising toolkit page. Anyone can sign up to go canning, whether it is with your team, or we can place you in a group. If you don't have anyone to drive with, that is also not a problem. We have lots of drivers on stand-by who are also experts at canning!

If our neighborhood canning times don't work for you or your team, you can sign up for Flex canning! With Flex Canning, you have the opportunity to go canning whenever it works with yours or your team's schedule! You can request a can to use for canning on our website at buckeyethon.osu.edu

For these canning outings, you can either choose an area to go canning or we can suggest an area that might be successful. Flex canning also allows you the opportunity to go canning in your hometown if it is outside of the Columbus area.

Football Canning

Football Canning involves spending time asking for donations outside of home football games. We provide you with all of the resources you will need, including cans, a map, and instructions on how to

ask donations. Football canning starts 3 hours prior to kickoff and ends 1 hour before the start of the game.

Here are some tips when canning on your own:

- ♥ Introduce yourself as a student from Ohio State
- ♥ Share BuckeyeThon's cause
- ♥ Let them know that any donation is appreciated immensely, even small amounts
- ♥ Tell them why you are For The Kids

Not everyone is able to make a donation, but don't fret. Spreading the message and leaving a positive impression is most important.





Resources | *Innovative Fundraising Ideas*

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Here is a list other fundraisers Team Members have done in the past:

- Shave your head/**dye your hair** when you raise a certain amount of money
- Have stuff you don't want anymore? **Sell it** on a website!
- **Babysit** and have a % of your earnings go to your fundraising account
- Have a **yard or garage sale**
- Mow **lawns**
- Have a **bake sale**
- Host a **dinner**
- Bring old clothes to **Plato's closet**
- **Text** everyone you know!
- Give **rides** to class for a donation
- Be the **taxi** for the night and ask friends for donations when you drop them off or pick them up
- Host a **car wash**
- Be the **delivery man/woman** for the night and bring friends food or coffee while studying
- Have your parents post your fundraising page on their **Facebook** pages
- Do your friends' **laundry**
- Keep a **change jar!**
- Bake **cookies/brownies** for donations
- Artistic? make **personalized items** and sell for a donation
- Wear/do **something crazy** in public when you reach a certain monetary goal
- Do **housework/errands** for a donation
- Walk dogs or **dog-sit**
- Sell back your old **textbooks**
- Ask for donations on behalf of the **holidays** and your birthday!
- Ask companies if they will **match** how much you fundraise within a certain period of time
- Tweet at **celebrities**
- Buy a **dozen donuts** and sell each donut for \$1; do the same with a box of pizza!
- Ask friends/family to send a **mass email** on your behalf
- Ask for **"dare donations"** and allow your friends to dare you to do something if they donate a certain amount
- Talented? Write a **song**, perform a **rap**, write a **poem**, or perform a **dance** move for every donor who donates to your page and post it on social media
- Find all the **spare change** in your apartment or house
- Set a fundraising goal and if it is reached **set out a challenge** that you will do (ex: run a marathon, serenade President Drake, be creative!)
- Save **\$1 each day** leading up to the marathon
- Go **Holiday caroling** (or any other time) for donations
- Make a **deal with your parents** for every 'A' you receive on a test, quiz, paper, etc. they will donate a certain amount to your account
- Hold some sort of **challenge** (corn hole, baking, etc.) with a fee to participate and the winner receives the money entered to win into their fundraising account
- Challenge Facebook/Instagram/ Twitter friends to donate to your page through **creative, original posts**
- Run or bike a **marathon** for donations!
- Save a percentage of your **paycheck** each week
- Shovel **driveways** over winter break
- Ask for donations **instead of holiday presents**



Resources | *Day of Miracles*

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Day of Miracles

The **Day of Miracles (DOM)** is a one day push to surpass a monetary goal set each year. The goal of this day is to initiate Team Member fundraising by introducing the ease of asking personal networks for donations. This will take place on the Monday after registration closes in November, so be ready to make some miracles!

This may be the first time some of your connections are hearing about BuckeyeThon so it is important to explain the mission and why you are For The Kids. Tell your family and friends that you will be participating in this year's Dance Marathon by posting on social media and sending personalized emails. Our marketing team will be providing media for you to attach of the BuckeyeThon kids and promoting the DOM/goal as well.



Resources | *Corporate Fundraising*

Dine to Donate

Dine to Donates are really awesome ways that restaurants around campus can get involved with BuckeyeThon. This is when a restaurant pledges to give X amount of proceeds that are raised from that day. Usually, the funds only come from people who show proof of knowing about the dine to donate. This means that you have to come in with a flyer or something of that nature to show at checkout. This is a great way to have a fun meal out with friends while being able to raise money for your fundraiser!

Matching

If you have parents, relatives, or family friends that work, their companies may have a matching program! Usually this means that if they donate a certain amount of money, the company will donate that amount of money as well! Sometimes, they will match the entire amount of money that you raise for the Dance Marathon. If you think that a company that you are familiar with will do this, make sure that you or someone you know gets in contact in with them order to set up the matching program!

Tip Jars

This can be done two ways.

You can go to any restaurant you choose and ask them if they will put a tip jar out for you. You can explain that you are raising money on Nationwide Children's Hospital's behalf, and if they are willing, they will put a jar out and all the money that is collected will be donated to your TeamRaiser page.

Another way you could utilize a tip jar is to take advantage of the tips that you make if you work. Set a goal to donate a percentage of the tips you make. You can choose to do this once or however many times you choose.





4. Donors



Donors | Saying Thank You

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Here are some tips to keep in mind:

1. Make sure to send a thank you right away when someone has donated. You can choose to make it a personal note, or you can make a generic one that's easily sent online. Either way, a timely thank you will show that person how much you appreciated their donation.

2. It is also important to send a thank you at the end of the Dance Marathon. You want the people that donated to see how their donation contributed. This could be in the form of a "After the Dance Marathon" type email, where you send it to everyone at once.

Here, outline how much money they were able to help you raise, especially if you met or exceeded your goal. Also include how much money the Dance Marathon raised as a whole, because they were able to contribute to that incredible number!

It is very important to make sure that you take the time to thank the people who donate to you. Without them, the work that you are doing and the money you are raising wouldn't be possible.





Contact Information

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We hope that the information above will help you reach and even exceed your goals. If you have read this in its entirety and still do not feel confident about fundraising as a team member please feel free to contact us! We want to do everything we can to aid you in this process. Thank you for all that you do, we cannot wait to see you at the dance marathon this year!



Helpful Links

Here is a comprehensive list of links that will be helpful in order for you to begin your fundraising efforts:

BuckeyeThon Website

buckeyethon.osu.edu

BuckeyeThon Donation Site

go.osu.edu/bt

BuckeyeThon Leadership and Contact Information

buckeyethon.osu.edu/contact_us

buckeyethon.osu.edu/contact_us/leadership_team

BuckeyeThon Email

buckeyethon@osu.edu



**Good luck,
Team Members!**

BUCKEYETHON