



Heads Shaved. Money Raised. Lives Changed.



2015 BUZZ OFF FUNDRAISING GUIDE

**TIPS & TOOLS FOR
FUNDRAISING SUCCESS!**





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"Fundraising was so much easier than I expected! Once people heard I was shaving my head to help kids beat cancer they were eager to support me. I enjoyed sharing my story and felt great pride that I was doing something good."

— Mary, Buzzee

INTRODUCTION:

Thank you for participating in the One Mission Buzz Off. Every dollar you raise will help One Mission fund vital programs and services that are helping kids cope with cancer. Now in its sixth year, our goal this year is to raise **\$1.5 million** for pediatric cancer patients and their families through our events at Globe Life Park on Sunday, April 26 and Gillette Stadium on Sunday, June 7.

We know fundraising can be a little daunting at first, but we're here to help you every step of the way! This guide contains helpful tips and tools that will assist you in meeting, or better yet, surpassing your fundraising goals.

CONTENTS:

- Create Your Fundraising Page
- Make the "Ask"
- Why it Matters
- Social Media
- Host a Fundraiser
- Templates, Promotional Tools and Downloads
- Check & Cash Contribution Pledge Sheet

CREATE YOUR FUNDRAISING PAGE:

Creating an impactful personal fundraising page is the first step to fundraising success. Share your personal reasons for participating in the Buzz Off and explain why people should support you. The following are some tips to help you create an impactful fundraising page.

Set a fundraising goal – and when you reach it, increase it!

Include a photo – include a picture of yourself prior to shaving so donors who may not know you personally can put a face to the name.

Make it personal – making a personal connection to the mission increases your fundraising. Be sure to customize the content on your fundraising page to include:

- Shaving in honor of someone
- Been touched by cancer in some way
- Were inspired to help kids with cancer

Why it is important – Tell donors why making a contribution to the Kid's Cancer Buzz Off in support of your participation matters. See the [Why It Matters](#) section for compelling facts and information on how the money

YOU raise helps kids with cancer and their families. People want to feel good about their donations. It's important to share this info on your Fundraising Page as well as when you [Make the ASK](#) for donations.

Fundraising Requirement:
All registered Buzzees are responsible for collecting the \$300 fundraising minimum (\$150 for children age 12 and younger) by October 1, 2015.*

* Fundraising minimums apply to Gillette Stadium and Globe Life Park Buzz Offs.



TIP: For those of you starting teams, be sure to check out our [Team Captain's Toolkit](#) for helpful info and tips on leading teams to fundraising success.

One Mission is charitable foundation that is qualified under Section 501(c)(3) of the Internal Revenue Code as a tax-exempt public charity. Donations are tax-deductible to the full extent of the law.

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MAKE THE “ASK” – START FUNDRAISING!

You will raise money when you ask for it. The more people you reach out to, the more money you will raise. Your friends, family, fellow students and colleagues can't support you if you don't ask. Ask often and ask a lot.

Jump start your fundraising – make a contribution to yourself before reaching out to others. It is always easier to ask others if you have already sponsored yourself.

Start early – more time you have to fundraise, the more successful you will be.

Send emails & go social – promote your participation through email and social media. Ask family, friends, fellow students and colleagues to support you. Always include a link to your personal fundraising page. You can Ask supporters to forward to their network.



Prefer to send a letter? Here are some [Fundraising letter examples](#).

Ask in person – Here are some ways to [get the conversation started](#):

Raise \$400 in 4 Days! All you have to do is ASK!

- **DAY 1:** Ask 4 family members to sponsor you for \$25 each.
- **DAY 2:** Ask 4 friends to sponsor you for \$25 each.
- **DAY 3:** Ask 4 businesses you frequent to donate \$25 each.
- **DAY 4:** Ask 5 co-workers to sponsor you for \$20 each. (check to see if employer matches donations – great way to double your donations)

- Did you know every 3 minutes a child is diagnosed with cancer worldwide? I am helping kids fight cancer, will you join me?
- I think BALD really is beautiful! Do you? I sure hope so, because I want YOU to support me when I buzz it all off for kids with cancer.
- 14,000 kids are diagnosed with cancer each year. Of those families affected, 50% will be forced to file bankruptcy as a result of the diagnosis. One Mission helps ease the financial burdens for these families.
- I'm shaving my head – bald – in support of kids fighting cancer; kids who don't have the choice to lose their hair. Would you consider donating to my cause?

SHARE YOUR STORY!

Follow-up – Don't hesitate to follow-up with people you haven't heard from, sometimes people just need a reminder.

Double contributions with matching gifts – many employers will match charitable contributions made by their employees. Remind donors to check with their HR department to find out if their company has a corporate Matching Gift Program.

Thank your supporters – thank supporters when they make a contribution and when you reach milestones such as 50% or 75% towards your goal. Thank them again after the event. Here are some examples of [Thank You Letter examples](#).

Keep fundraising – continue to raise money after the event by sharing your Buzz Off experience and photos with family, friends, colleagues and donors. What you are doing is a BIG DEAL and showing your new bald look may inspire more people to donate or give a little extra. **Our fundraising site is open until October 1, 2015.**

Have fun – giving back to those who are less fortunate is one of the best ways to express gratitude in life and feel proud of yourself and your accomplishments so HAVE FUN!



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WHY IT MATTERS

Explain how contributions are making a difference. The lives of patients, parents and siblings are dramatically changed when a child is diagnosed with cancer. Here are some examples not only of the need but also the services and programs funded by One Mission and the Buzz Off.

- In five short years, the Buzz Off has raised over \$3 Million for pediatric cancer patients and their families which has allowed One Mission to help nearly 3,400 families.
- Funds raised through the Buzz Off directly supports programs and services that help patients and their families cope with the many physical, emotional and financial challenges associated with this disease.
- It is estimated that as many as 50% of families with children battling cancer will be forced to file bankruptcy. Proceeds from the Buzz Off provides financial relief to help families cover everyday home bills such as mortgage payments and utility bills that accumulate due to lost wages.
- The emotional toll of treatment and hospitalization on patients and their families is profound.

Contributions will help fund programs and services that brighten the road to recovery for a child one smile at a time. Your support will help fund programs like Dec My Room which creates a positive and healing atmosphere for sick kids by a decorating patient's room with their favorite things, provide toys for the "Treasure Chest" to reward kids for being so brave, and purchase items that help make the hospital experience less scary and more fun. Items like character themed G-Tube covers, IV Pole Pads, and Brave Kids Capes just to name a few!

- For a complete list of programs the Buzz Off Funds [click here](#).



Suggest a giving level – here are some example of how your supporter's dollars will be put to work.

- \$25 will provide two toys for the Treasure Chest and give patients a reason to smile and provide a welcome distraction throughout treatment.
- \$50 will provide five Parking Passes to a family to help ease their financial burden.
- \$100 will support one Caregiver Program such as Guided Meditation or Art Therapy for parents to help reduce stress.
- \$500 will decorate one child's room bringing the comforts of home to their hospital room.

"The resource room and all its programs gave my family much needed normalcy during the most difficult time in our lives and made us feel like even though we couldn't be home we could still make every day more homelike. We could never thank all of the wonderful people who donate. Some donate toys or food, others made pillow decorations to brighten our son's room. It is a much needed lift to the spirits of all of the families there."

– Dan, Father of a 7-year-old



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CREATE A “BUZZ” WITH SOCIAL MEDIA

Social media channels like Facebook, Twitter, Instagram, YouTube and Pinterest can be very effective tools in helping you achieve your fundraising goals...and they are FREE!

Buzzees who use social media to promote their fundraising efforts, on average raise 40% more than those who do not.

Click here to find sample [Facebook Posts](#) and [Tweets](#).

Make sure **YOU** are connected to the Buzz Off on all of our social media channels.

- Like the One Mission [Facebook](#) page
- Follow One Mission on [Twitter](#) and [Instagram](#)
- Add a link on the signature line of your email to your personal fundraising page or [BuzzForKids.org](#)

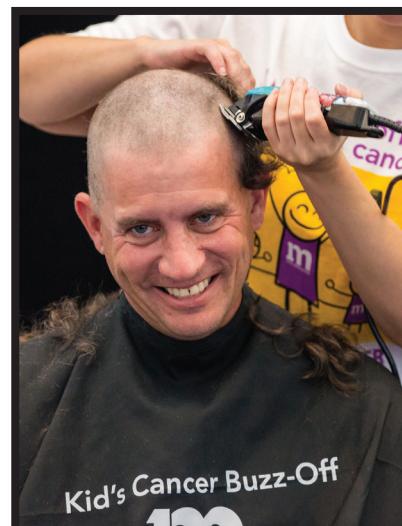
Here are the One Mission and Kid's Cancer Buzz Off hashtags.

#buzzforkids
#onemission
#buzzitoff

FACEBOOK

- **Share your fundraising page in Facebook!** Under the ‘Get Sponsors’ tab in the fundraising system, you have the ability to share your fundraising page on Facebook. This will give supporters the opportunity to donate to your page directly from Facebook.
- Every update should include a link to your personal fundraising webpage and a photo.
- Highlight fundraising milestones as you reach them. Include stories about why you are fundraising.
- Tag your donors in your posts that thank them for their contribution.
- When you get close to your goal encourage your friends to help you reach and exceed it.
- Ask your friends to share your fundraising webpage with their friends.
- Post photos and videos of the people who you are shaving in honor and support of.
- Don’t just post about your fundraising activities, it should supplement your social media activity not replace it.

The official
One Mission
Buzz Off hashtag is:
#buzzforkids





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TWITTER

Twitter is real time communication. Here are some easy ways to use your Twitter feed to help spread the word.

- Retweet (RT) posts from @BuzzForKids
- Always include #buzzforkids in your tweets
- Consider including hashtags like #fundraising, #giveback, etc to connect with like-minded people
- Include a photo! Tweets with photos get more attention than tweets without
- Ask your friends and family to retweet you
- Use a link shortener like bitly.com for your fundraising page link
- Tweet often!

INSTAGRAM

There are over 100 million active users and 40 million photos per day on Instagram which means endless opportunity for you to engage your network.

Think of ways that you can use your Instagram account to provide a sneak peek into the behind-the-scenes action of what you are doing to prepare for the Buzz Off. You can also provide a look at the daily lives of the people who are inspiring you to shave it all off.

Here is how you can use Instagram to help you fundraise:

- Post high quality photos (digital camera) that inspire and evoke emotion
- Post images often, but don't overdo it (2-3 times per week is plenty)
- Captions are king - get comfortable with that # and use it often and appropriately
- Follow and tag other in photos in a meaningful way. Find like-minded individuals and engage with them on their page. Chances are, they will reciprocate and interact with you too.
- Share your images on your Facebook and Twitter accounts. This is one of the best ways to tie your networks together and build your community of engaged donors. Regram photos from the @buzzforkids account

Here is a great video from Buzzee Sam. You can make a video like this to send to your donors as a thank you and you could also send this to those who haven't donated yet!
[Click Here.](#)

YOUTUBE

- If you have a YouTube channel, use it!
- Make a video (or multiple videos) to explain your participation. Then take it the next step and share your video on Facebook, Twitter and Pinterest. You can also include a link to the video in your fundraising email to friends and family.



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HOST A FUNDRAISER

There are many creative and fun ways to reach your fundraising goal. Whether you are participating as an individual or as part of a team, the ideas below can help you raise much needed funds to help kids beat cancer.

Engage your local community – ask local businesses you frequent for their support. For example, the coffee shop, grocery store, dry cleaner, landscaper, etc. Support can be in the form of a monetary contribution and/or letting you set up a table to ask for donations from patrons.

Jeans Day or Casual Day – ask your company to host a jeans or casual day. Encourage co-workers to make a gift (ex: \$5) in exchange for wearing jeans or dressing casually.

Dinner Party – invite friends over and ask them to contribute a pre-determined amount (ex: \$50) for the opportunity to enjoy a nice dinner at your home. Ask local businesses to donate prizes and conduct a raffle to help you raise more money.

Clean out your House – have a garage sale and ask your friends and neighbors to donate items for you to sell. Let them know that all proceeds go to the Kid's Cancer Buzz Off and make a sign at the garage sale so that customers know too.

Promote your cause – let people around town, at the gym or at school know about what you are doing. Wear your Buzz Off t-shirt from last year's event and if you were an MVP, were your pin too!

Spare some change – ask to bring a change container into a school or local business to request people to drop in spare change to support your participation.



FUNDRAISING ACTIVITIES NOT ENDORSED; IDEMNIFICATION

One Mission, Inc. (One Mission) does not endorse or support any activities that include: alcohol; aircraft; motorized vehicles; fireworks; firearms; contact sports; any other inherently dangerous activities that may cause injury to its participants; or any activities, communications or publications that are illicit or illegal in nature. By conducting a fundraising event on behalf of One Mission you acknowledge and agree that One Mission has no control over or management responsibilities for such event, and, therefore, cannot and will not be held responsible or liable to any bodily injury, personal injury, advertising injury, property damage, economic damage and/or reputational damage that may occur as a result of such fundraising event and/or activities associated with or incidental to such event (such injury or damages, including claims for such injury or damages, "Losses"). By sponsoring, holding and/or managing a fundraiser event for the benefit of One Mission, you accept all responsibility and liability for all claims of Losses and agree to defend, indemnify and hold harmless One Mission, its directors, officers, employees and agents from and against all claims and Losses.

"You'd be surprised how many people want to be involved in your fundraising mission. Ask your favorite restaurant if they would donate a percentage of proceeds for one night or if they will run a special "Buzz Off Burger" on their menu to raise awareness. Have a car wash or a bake sale. Perform a random act of kindness on behalf of kids with cancer to raise awareness of One Mission and the Buzz Off. Talk about it everywhere you go. Hang flyers! There are so many ways to make other people excited about the sacrifice you are about to make."

—Joe, Buzzee



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TEMPLATES, PROMOTIONAL TOOLS AND DOWNLOADS

Sample Fundraising Letters

Sample Thank You Letters

Flyers

Post and hand out in your community, at school and work.

[Buzz Off Flyer AT&T Stadium \(Individual\)](#)

[Buzz Off Flyer AT&T Stadium \(Team\)](#)

[Buzz Off Flyer Gillette Stadium \(Individual\)](#)

[Buzz Off Flyer Gillette Stadium \(Team\)](#)

Press Releases

Send to your local newspaper.

[Press Release AT&T Stadium](#)

[Press Release Gillette Stadium](#)

Banners

Download these banners and have them printed at your local office supply store to use at any event you may be hosting to benefit your participation in the Kid's Cancer Buzz Off.

[Banner - 4 Feet Wide x 2.5 Feet Tall](#)

[Banner - 6 Feet Wide x 2.5 Feet Tall](#)

Team Captain Toolkit





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CHECK AND CASH DONATIONS

Record and track check and cash contributions

The most efficient way for your donors to give is through your online personal fundraising page so please encourage them to do so. In instances where people make an offline contribution by personal check, please use the Pledge Form below to properly record and submit these donations. Offline donations will be added to your personal fundraising page within 7-10 business days. One Mission will send electronic tax receipts to anyone who makes a contribution of \$25 or more when an email address is supplied. For all other offline donations, cancelled checks can be used as the receipt. Remit collected checks and a copy of the pledge form to **One Mission, 1881 Worcester Road, Suite 200A, Framingham, MA 01701**.

Note: One Mission does not accept cash donations. You will need to write ONE personal check for the total amount of cash donations received and record them on this form. For cash donations, you may issue donors a cash receipt if requested.

[Pledge Sheet](#)

[Cash Receipt](#)

