

KidneyCAN Participant Fundraising Toolkit

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Introduction

Thank you for helping us in our mission to accelerate cures for kidney cancer by participating in peer-to-peer fundraising!

KidneyCAN was formed by kidney cancer patients, survivors, and caregivers who initially met through the SmartPatients forum. Recognizing the **lack of critical research funding dollars**, the KidneyCAN founders wanted to provide a means of stimulating research progress through advocacy and direct fundraising. In short, we provide a voice for robust, sustainable funding for the kidney cancer community as we work to accelerate cures.

In 2018, when KidneyCAN was founded, there were \$0 federal dollars allocated to kidney cancer research, and our co-founders wanted to change that! Through our **grassroots legislative advocacy program**, Congress has appropriated \$185 million of dedicated federal funds for kidney cancer research over the last five years!

The Congressional funding resulted in grants awarded to the scientific community to support new research paths and to advance research in finding a cure for kidney cancer. In 2019, KidneyCAN held its first annual **Kidney Cancer Research Summit (KCRS)**, bringing together the grant recipients, clinicians, research advocates, scientists, medical oncologists, industry, government, and others to discuss future collaboration efforts in kidney cancer research.

Through sponsors and donations, we have also expanded our **Patient Resource Center** to help kidney cancer patients and their caregivers by providing educational materials, including live and recorded webinars from scientists and clinicians from across the globe!

The money you raise for KidneyCAN helps us to continue our mission to find a cure for kidney cancer through advocacy, education, and collaboration among the scientific community with a shared mission to **ACCELERATE CURES FOR KIDNEY CANCER!**

Kick-Off Your Fundraiser

Visit KidneyCAN.org and use the “Ways to Give” search box and select a specific event hosted by KidneyCAN or create your own event by selecting “Fundraise Your Way for KidneyCAN”.

- Click on the Fundraise Your Way to start fundraising!
- Choose Register as an individual OR Join or Start a Team
- Set your fundraising goal amount
- Enter your personal information, click Next
- Kickstart your fundraising campaign by making a donation (optional)
- Once you enter the required information, you’ll need to Activate Your Account by creating a password
- You’ll receive an email verification of your registration details, along with a link to your page!

✔ Password saved. Your fundraising account is now active! ✕

Transaction #16520395

You're registered for **Fundraise Your Way for KidneyCAN!**



It's time to start fundraising!

Personalize your page and share it with friends—it only takes a few minutes.

[My Fundraising Dashboard](#)

Registration Details [Print](#)

⊕ We emailed you a copy, plus a link to your fundraising page.

Powered By  [Qgiv](#)

Share via: [f](#) [t](#) [✉](#)

My Fundraising Dashboard

To get started, click on My Fundraising Dashboard and follow the steps to Complete Your Profile

Change your avatar by uploading a picture to personalize your page!

Now, it's time to personalize your page!

Editing Your Personal Page

⚙️ Look for the settings icon to edit widget text and personalize your content.

👁️ Hide widgets that you don't want.

After you're finished making changes, click 'Save Page' to Continue.



The screenshot shows a form for editing a personal fundraising page. It includes a 'Page Title' field with the text 'My Personal Fundraising Page', a 'Sub Title' field which is empty, an 'Alignment' dropdown menu set to 'Left', and a 'Style' dropdown menu set to 'Standard'. At the bottom, there are 'Update' and 'Cancel' buttons. In the top right corner of the form, there are icons for visibility (an eye) and settings (a gear).



The **Page Title** is the NAME OF YOUR FUNDRAISING EVENT (i.e. Fun Run with Fido)

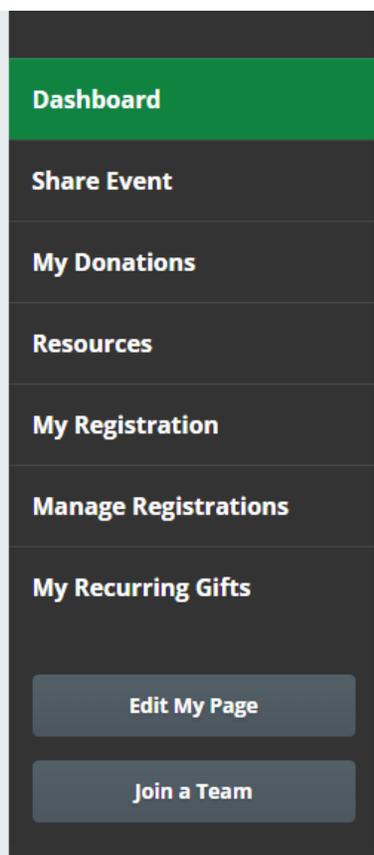
Use the **Sub Title** space to tell your story and give details about your fundraising event!

Be sure to **SAVE PAGE** once completed. You can edit your page at any time by using My Fundraising Tools located at the top of your fundraising page.

Now it's time to set up your email message. You can create your own or use the **TEMPLATE** that's been created by KidneyCAN.

From your personal Dashboard page, there are quick links to manage your fundraising event.

KidneyCAN has provided several documents in the Resources tab that you can use to inform your participants about the organization, its mission, and facts about kidney cancer.



Text Giving

Text Giving has been enabled for our fundraisers! This option is located on your Dashboard page.

Get the Word Out

Providing easy access to your fundraising page is a great way to increase donations.



Send a Fundraising Email



Share on Facebook



Add a Registrant



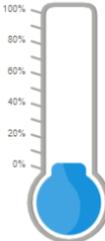
See All Donations

Links

Text Giving

Text giving has been enabled for this event. Create a text code to help donors find your page fast.

Get Started with Text Giving



\$50.00

achieved

\$1,500.00

goal

3%

of your goal reached

Update My Goal

You'll be presented with a brief introduction to text giving, at which point you can choose to create your code or postpone until later.

How Text Giving Works

- 1

Send a Text

A donor sends a text message to **50155** with the text code for your event plus the code for you or your team with a space between each code.
- 2

Include the Donation Amount

The donor will be prompted to indicate how much they'd like to donate. A donation amount can be included as part of the initial message.
- 3

Complete the Donation!

Depending on the text code that was used, they are provided a link to the donation form for your team or personal fundraising page.

To take advantage of this method, all you have to do is create a text code to get started.



Create Text Codes

Maybe Later

Once you click Create Text Codes, you'll be presented with an area to do so. Fundraising events with teams have different options, just follow the prompts!

Once created, you will click Save Text Code, and then click I'm finished.

Create Text Codes

Create a short text code to use for you and/or your team.

My Text Code [Save Text Code](#) 

50155 pw2022 MyPetWalkCode

Text giving helps donors find your donation page fast. Donations made to text codes below will go to the associated fundraising goal. [How does text giving work?](#)

Event Text Code
pw2022 

My Personal Text Code [Edit Text Code](#)

50155 pw2022 mypetwalkcode 

My Classification Text Code [Edit Text Code](#)

50155 pw2022

You can also edit your keyword, by clicking on Edit Text Code, then click Save Text Code.

Now, you are ready to share! Clicking the icon to the right of the code will copy it so you can send it to someone!

My Classification Text Code [Save Text Code](#)

50155 pw2022 **pwclass** 

Please note: Always take autocorrect into consideration when creating your keywords! If you have a keyword that is made up of a few words put together, it's possible that autocorrect could change it in a donor's phone before they hit send, causing the donation to be unsuccessful.

Tips on Making Your Fundraiser a Success



Personalize Your Page

Tell your story and why fundraising to cure kidney cancer is important to you. When you tell people why a cause matters to you, they listen. Tell your friends and family how KidneyCAN's mission aligns with your personal story and passion for finding a cure.



Make a Donation

Show your friends and family you are serious about your cause and about meeting your fundraising goal by making a personal contribution. Share your donation on social media and ask people to join you on your quest for fundraising glory!



Share Your Page on Social Media

Click the Share Event tab from your personal fundraising page's dashboard to create Facebook and Twitter posts that contain links to your page. If you are participating in a KidneyCAN-sponsored event, just check the drop-down menu within Share Event.



Raise the Bar

If you meet your fundraising goal, raise it! People are more willing to help you meet your goal when you haven't achieved it. Click on the Update My Goal button below the thermometer on your personal fundraising page.

Find a Match



Employers will often match their employees' gifts. If you have an awesome employer who agrees to match all or part of your donations, make sure supporters know about the opportunity to increase their impact!

Send a Reminder



People have busy lives, so don't hesitate to send out a reminder! You can find email templates and the option to create custom emails within the Share Event section. Not every email needs to contain a direct ask – but be sure you include a link to your personal fundraising page, like in your signature!

Make it a Team Effort



Need some encouragement? Consider joining or creating a team! You can form a team with friends or coworkers or join one someone has already created. You'll all be working toward the same goal of finding a cure for kidney cancer!

Thank Your Donors



Be sure to thank your donors for supporting your passion and the mission of KidneyCAN to find a cure! Send a note, post a video, and sing their praises on social media! Being appreciated gives everyone that warm fuzzy feeling!



Fundraising Ideas

Celebrate You!

Create an annual event for your birthday or other special occasions!

Kidney Cancer Awareness Month

Create an annual event for the month of March in honor of Kidney Cancer Awareness Month.

Tribute

Honor a survivor or memorialize a loved one lost to kidney cancer.

Health & Fitness

Create a fitness challenge, like a walk or run in your neighborhood, local greenway, or community park.

Fido Fun

Dogs are family too! Create an event to include man's best friend, like Yappy Hour or Fun Run with Fido!