



Fundraising 101

The 2023 11 Day Power Play is about more than just playing hockey for a 3 hour shift. It is about raising critically needed funds for cutting-edge cancer research and wellness programs at Roswell Park Comprehensive Cancer Center, Make-A-Wish Western New York, Camp Good Days and Roswell Park and Oishei Children's Cancer and Blood Disorders Program. While your hockey shift may be challenging, it will be a walk in the park compared with what some people have to endure in their daily battle against cancer. Your team captain and The 11 Day Power Play are committed to helping you reach your fundraising goal.

THE BASICS

Your Fundraising Profile

When registering as a new/ previous player for this event you will create a new account.

Registration is made simple this year.

Go to <https://communityshift.11daypowerplay.com/>

If you are having trouble registering we have provided step by step directions of the registration process in the team resource center.

[Player Resource Center:](#)

Contains everything you need, including how to register, tips on fundraising, social media guide, important dates, a donation request letter example, and more.

Tell Your Story With Compelling Content

Storytelling is a great way to engage your networks and encourage them to donate. No matter how you've been impacted by cancer, sharing your reasons for playing is key to success. Be sure to include your photo, too!

STUDIES HAVE SHOWN
THAT PERSONALIZED
PAGES GENERATE

**20 PERCENT
MORE DONATIONS**

ON AVERAGE THAN THOSE
WITH GENERIC COPY.*

Email Still Rules

Email is still the most effective way to fundraise. More donations are made via email requests than any other channel. So import your address book to rallybound, even those you don't expect to give. You'll be surprised who donates to your efforts.

Get Social

More and more donors are giving through social media, and Facebook is still the king. **Ninety percent of all social media donations come from Facebook**.** Twitter and LinkedIn are great at getting donations after your initial request and when the event is coming up. Use your fundraising dashboard to post links to your personal profile, or create your own personalized posts asking for donations.



**Facebook integration and mobile app are now available. Search 11DPP on App Store and Google Play!

KEEP AT IT

Follow Up

Be persistent and ask multiple times to engage prospective donors. While it may seem like you're pestering them, life is hectic, and most donors appreciate the reminder. Remember, these are your friends, family and loved ones. They want to support you!

Don't Just Ask; Show ...

... And tell. Donors want to know how their money is being used and about the progress being made as a result of their donation. Familiarize yourself with each of the beneficiaries and the work that they do so you can tell donors why their support is so important. The learn more button under each beneficiary on our website home page includes details on each organization. Follow us on social media and share our #wherethefundsgo updates!

**ALMOST
HALF**

**OF DONORS DON'T
DONATE AFTER
BEING ASKED JUST
ONCE.**

Be Prepared

Potential donors are everywhere.

ALL YOU HAVE TO DO IS
TELL YOUR STORY
AND ASK.

Keep 11 Day Power Play hockey cards with you to hand out to potential donors.

Contact Nate@11daypowerplay.com

Diversify Your Portfolio

More channels drive more donations. Make sure you're asking across many different platforms (email, Facebook, LinkedIn, standard mail, face to face, etc.) and multiple times through each one.

Thank You

Say Thank You

Make sure you acknowledge the people who donate to your efforts. Send them a personal note, or update your progress and say thank you on social media while tagging them in your post.



TAKE IT TO THE NEXT LEVEL

WE'VE COVERED THE BASICS ...

- PERSONALIZE YOUR ASK BY TELLING YOUR STORY
- ASK MULTIPLE TIMES THROUGH MULTIPLE CHANNELS
- SHOW DONORS HOW THEIR MONEY IS BEING USED
- SAY THANK YOU

... AND YOU'RE PROBABLY WELL ON YOUR WAY TO YOUR FUNDRAISING GOAL.



NOW, TAKE IT TO THE NEXT LEVEL WITH THESE FUNDRAISING TIPS:



Donate to Yourself

Each week, set aside a certain amount of money to go toward your final goal. You'll be surprised how much will accumulate if you're consistent.



Same-Day Service

85 PERCENT OF DONATIONS

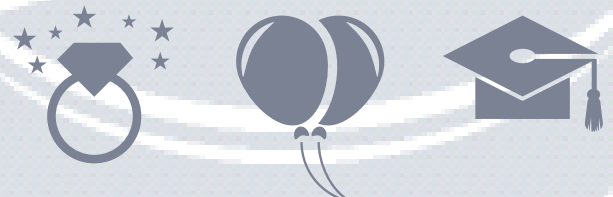
COME ON THE SAME DAY DONORS FIRST VISIT YOUR PAGE*

So send out same-day reminders via email and social media. Urgency drives action, so give your donors a deadline and ask them to donate TODAY!



Donations in Lieu of Gifts

Do you have a wedding, birthday or anniversary coming up? Ask your friends & family to donate to your efforts instead of buying you a gift.



Throw a Team Fundraising Party

Everyone loves parties. Throw one — like a Hockey Night — with themed food and drinks. Take a minute to talk about your efforts, then pass a hat or leave a jar by the door to encourage your guests to donate.

*As reported by DonorDrive Peer-to-Peer Fundraising

Sports Pools

ORGANIZE A...

HOCKEY PLAYOFF POOL, FOOTBALL SQUARES OR BASKETBALL BRACKETS



Send a Personal Letter

Never underestimate the power of the postal service. People love getting mail! Write a personal letter to potential donors explaining why you are playing and ask them to support you. Don't forget to include a personal note!

50/50 Raffle

Organize a 50/50 raffle between your friends, family and neighbors. Split the amount you raise between the winner of the raffle and your fundraising total.



FUNDRAISING TIPS

Order Out

Schedule a day when your co-workers pick a place to order lunch from. Ask everyone to contribute \$5 more than what their order costs to donate to your fundraising efforts. You could even do this one at home and invite family and friends to come over for takeout!

Use Your Email Signature

At the bottom of your personal email signature, add a link to your fundraising profile encouraging people to donate. Email signatures are also provided in Player Resource Center.



BONUS:

YOUR EMPLOYER OR A LOCAL BUSINESS CAN

SPONSOR YOUR TEAM

AND RECEIVE SPONSORSHIP BENEFITS.

A CORPORATE SPONSORSHIP PACKAGE IS AVAILABLE ON OUR WEBSITE.

NOT SURE HOW TO ASK?

WE'LL HELP YOU MAKE THE PITCH!

Send Updates

Update people on your progress. Post a picture of yourself in your hockey gear and ask your friends to donate to spread the word to their networks.



**April
15**

Ask at Tax Time

TAX SEASON IS A GREAT TIME TO ASK FOR DONATIONS. JUST REMIND PEOPLE THAT THEIR DONATIONS ARE TAX DEDUCTIBLE!*

*to the extent allowed by law

Voicemail Message

Personalize the voice message on your home, work and cell phones asking people to donate to your efforts.

Poster/Display at Work

Call us and we will provide a poster, pdf available on Player Resource Center. Post it at your desk or at the front of your office along with a jar telling people about your efforts and asking them to contribute.

FUNDRAISING TIPS



Extracurriculars

Do you or your kids play a team sport or participate in a group activity? Ask teammates and fellow parents to support your efforts!



Matching Gifts

Many companies already have a matching gift program. Ask your company to match what you raise and remind your donors to see if their company will match their donation. This is a simple way to double your funds.

Team Happy Hour

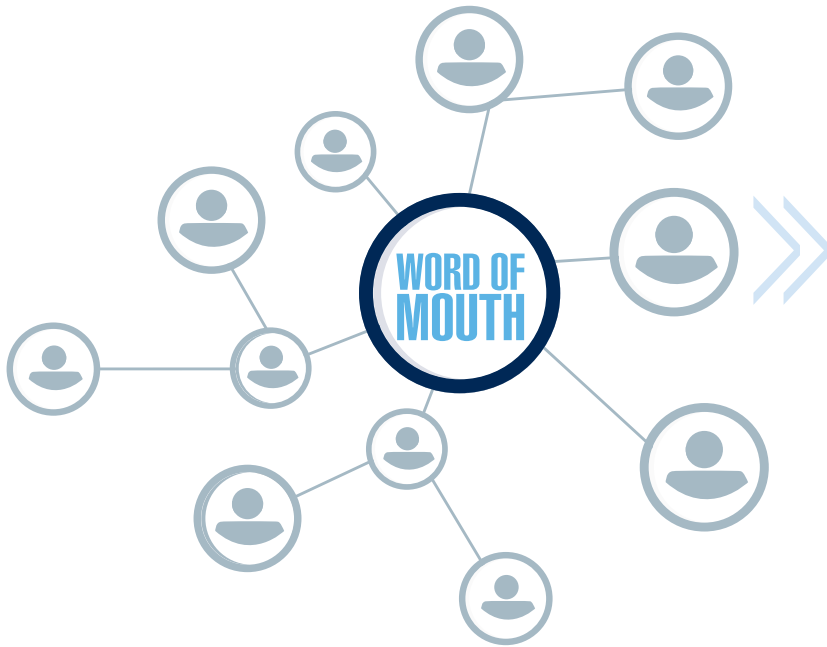
Who doesn't love a good happy hour? Why not throw a happy hour for your co-workers, friends and family where all the money raised goes toward your goal!





Enlist Your Loved Ones

You probably already asked your friends and family. But did you ask them to ask THEIR friends and family to donate? Double your reach by asking them to spread word of your efforts through their networks.



FUNDRAISING TIPS

Organize a Garage Sale

Do some spring cleaning and hold a garage sale. Ask your neighbors if they'll contribute items. Then put all the proceeds toward your goal!



Play in Honor of a Loved One

Give your efforts extra meaning by playing for a loved one who is currently fighting or has lost their battle to cancer. Make sure to share their story in your outreach efforts.



Collect Bottles & Cans

Host a team recycling drive for cans and bottles. Each can and bottle is worth a nickel. You'll be surprised how fast that money can grow.



Member Organizations

ARE YOU A MEMBER OR ALUMNUS OF A CLUB OR TRADE ORGANIZATION?

ASK YOUR MEMBERSHIP TO SUPPORT YOU

AND HELP SPREAD THE WORD ABOUT YOUR FUNDRAISING EFFORTS.

BULLETIN

Church Bulletin

Ask your place of worship to mention your efforts in their bulletin.

Use Your Talents

Are you a good baker?

Maybe you're a skilled painter. Perhaps you're an amateur handyman. Hold a bake sale or an art show, or offer to do small repairs around a friend's house to get closer to your goal!

FUNDRAISING TIPS

Trivia Night

Hold a trivia night at a local establishment. See if the restaurant will donate a gift card to the winner and a portion of the night's proceeds toward your team's fundraising efforts.

Dress Down

Organize a dress-down or themed dress day at your office and ask co-workers for a donation to your efforts in order to participate.



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