

# Quick Start Fundraising Tips

Thank you for taking bold action to improve the lives of those affected by prostate cancer. Follow these tips to help reach your goal and support ZERO Prostate Cancer's mission.



## 1. SET A GOAL

The clearer you are about your goals, the more likely you are to reach them. You know your community best, so set a realistic goal! If you hit your goal early on, don't be afraid to increase it. Remember, patients are relying on us and every dollar matters.



## 2. DONATE

Show your bold commitment to the cause by making the first donation to your fundraiser! Doing this encourages others to join you in giving to ZERO. Plus, fundraisers who kick off their fundraiser with a donation generally raise twice as much!



## 3. SHARE YOUR STORY

Log in to your fundraising center to share your story, upload a photo, and explain why you're asking people to give in support of ZERO Prostate Cancer. Whether you're honoring a loved one or supporting the broader prostate cancer community, your personal connection matters.



## 4. ASK FOR SUPPORT

Asking for donations is the key to saving lives and providing support to patients and caregivers. The money you raise fuels ZERO's programs, ensuring that they are free and accessible to patients nationwide. Whether by social media, in person, via email, or by phone, ask your network to support you in saving lives by making a tax-deductible donation to ZERO. Share facts about prostate cancer and explain how their support makes a difference in patients' lives.



## 5. THANK YOUR DONORS

Don't forget to thank your donors and share their impact on the cause. Big or small, every donation gets us closer to saving lives and providing patient support. Download these graphics to express your gratitude and share impact.



## 6. FOLLOW UP

It usually takes three to five requests and reminders before someone will give. Don't be afraid to ask for donations a few times in various ways, and don't forget to follow up when a donor asks you to remind them to give.

**Your fundraising matters. THANK YOU for your commitment to supporting patients and saving lives!**