

My Obliterate Fundraising Plan

My Fundraising Goal:			
Date	Idea	Notes	Estimated amount to raise
Today	Download Obliterate app .	Good way to send emails, texts, social posts from my phone for Obliterate fundraising	
Tomorrow	Send individual emails to potential top givers in address book. (Reminder: I can use the templates Obliterate already created for me.)	Tell personal story; ask for stretch-goal minimum gift. Remind donors to check for company matches to double their impact.	<i>(This depends on you and your network of likely donors — estimate based on your donors' capacity)</i>
This weekend	Send individual emails to rest of address book.	Tell personal story; ask for minimum gift. Remind donors to check for company matches to double their impact.	
Next week	Post on Facebook, Twitter and Instagram with my story & link to my fundraising page.	Remember to tag donors in thank-you posts.	
2 weeks from now	Follow up — reach out to those who responded but haven't given yet.	Remind them about my incentives for donors! Include a link to a recent news story about cancer research taking place at Fred Hutch — private support makes a difference.	
April - 18 weeks out	Post on social media with my story & link to my fundraising page.	Tag latest donors in thank-you posts. In a comment or follow-up post, include a link to a recent Fred Hutch News story about Hutch cancer research (remember to tag @FredHutch).	
April - 15 weeks out	Send update email to my donors.	Include training updates/photos and fundraising updates. Invite them to join my team! Thank them again. Include a link to a recent article about cancer research taking place at Fred Hutch.	
May - 12 weeks out	Post on social media with my story & link to my fundraising page.	Remember to tag donors in thank-you posts. In a comment or follow-up post, include a link to a recent story about Hutch cancer research.	
May - 10 weeks out	Send update email to my donors.	Include training updates/photos and fundraising updates. Still time to join the team! Thank them again. Include a link to the latest news of a Hutch cancer research advance — donors make it possible.	
June - 8 weeks out	Post on social media posts with my story & link to my fundraising page.	Tag donors — thanks! In a comment or follow-up post, include link to story about recent Hutch cancer research.	
June - 7 weeks out	Garage sale — ask friends and neighbors for donations to sell.	Make it fun — special playlist? Orange decorations? Put out Obliterate signs and fundraising flyers.	
June - 6 weeks out	Follow up — reach out to nonresponders and those who responded but haven't given yet.	Remind them about my incentives for donors, give fundraising/training updates, include Hutch News link.	
July - 5 weeks out	Send update email to my donors.	Include training updates/photos and fundraising updates. Thank them again. Include a recent Hutch News article about the latest cancer research breakthrough.	
July - 4 weeks out	Post on social media with my story & link to my fundraising page.	Remember to tag donors in thank-you posts. And post a link to a recent story about Hutch cancer research — this is why I'm riding!	
July - 3 weeks out	Print out donation flyer, head to coffee shop, mechanic, gym, doctor, others? and ask for donation.	Will they put flyer in window to raise visibility?	
July - 2 weeks out	Host poker night to benefit Obliterate.	Serve orange snacks/drinks? Decorations? Lay out Obliterate info on the bar.	
Week of Obliterate	Post on social media with my story & link to my fundraising page.	Remember to tag donors in thank-you posts & include recent Hutch News link to show how donors are making a difference.	
Week of Obliterate	Send update email to my donors.	Include training updates/photos and fundraising updates. Thank them again.	
Week of Obliterate	Follow up — reach out to nonresponders and those who responded but haven't given yet.	Remind them about my incentives for donors, give fundraising/training updates. Include link to story about recent Hutch research advance. Remind them to check for company matches to double their impact!	
Obliterate weekend!	Post on social media frequently with pictures and updates from my experience.	Include link to personal fundraising page.	
Day after Obliterate	Send update email to my donors.	Ride highlights/photos and fundraising updates. Thank them again & include fundraising deadline reminder.	
Day after Obliterate	Post on social media.	Ride highlights/photos and fundraising updates. Thank donors & fundraising deadline reminder. Include a video taken at finish line party, saying THANKS to my donors for their help in curing cancer faster.	
Late August Sept. 12 (close of fundraising)	<i>Will I need to do a final push to reach my fundraising goal?</i> Email donors with final thanks.	<i>Ideas to consider: Collecting items to recycle for cash, hosting a bake-off, selling candygrams at work, others?</i> Get them thinking about riding with me next year!	