

Fundraising Tips

Social Media

Share your fundraising link along with a photo to let your friends and family know why you chose to support the Emily Whitehead Foundation! As donations come in, you can tag the donors on the post and thank them! **Tip: tagging people and thanking them will entice others to donate!**

Email

Email all of your family, friends, and co-workers and let them know what amazing work you are doing to support the Emily Whitehead Foundation. Be sure to include your fundraising link and encourage them to visit your page so they can make a donation! You can use this template below as a start! In the email you also ask them to forward it to other people they know! **Tip: If you have time, individual personalized emails are much more effective when asking for donations.**

Email Template:

Hello (*insert name*),

*I hope this email finds you well! I am raising funds for the Emily Whitehead Foundation (EWF) through their endurance sports program and I will be participating in the Virtual 5K. EWF is raising awareness and funding for innovative childhood cancer treatments that are less toxic and more targeted, such as immunotherapy, and to support families fighting childhood cancer. Today, I am asking for your support by making a donation to my fundraising campaign using this link (*insert fundraising link*)! I have a goal to raise (\$X) and every dollar gets us closer to a cure! The platform is quick, easy, secure, and I will get an email letting me know you made a donation. Please let me know if you have any questions at all! Thank you so much for supporting my efforts to hit my fundraising goal and for supporting all of the children and families currently battling!*

Best, (*Your name*)

Host a fundraiser

Online Happy Hour, Silent Auction, Raffles, Online Contest, Bake Sale, 50/50, etc. We can share all of our tips and tricks on how to get started! Set up a phone call or zoom meeting with a staff member to learn more about how to host an online fundraiser!

How to Edit Your Fundraising Page

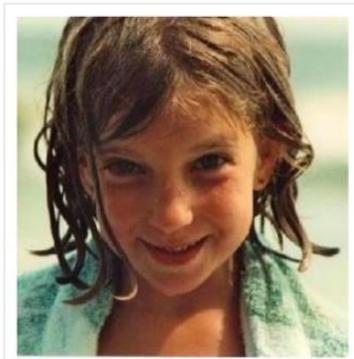
Editing your fundraising page allows you to really personalize this experience and let your friends, family, and supporters know your story and the reason you chose to run/walk with Emily Whitehead Foundation!

Step 1 – Use your fundraising link to navigate to your fundraising page! (If you need your link, reach out to an EWF staff member). Go to the top right corner and click “log in to my fundraising page”.



2019 Philadelphia Marathon: Activate the Cure for Childhood Cancer

Vincent Carrano



The story of why I run with the Emily Whitehead Foundation starts with my sister Lauren. Lauren was diagnosed with ALL, Acute Lymphoblastic Leukemia, in 1994 when she was only 7 years old. She immediately began her treatment by being admitted as an inpatient at Penn State Hershey Medical Center. Lauren was the type of kid who was always so positive and just a very happy person. Her smile would light up a room and was so contagious to those around her. She truly made an impact on everyone she has ever come in contact with. Throughout her treatment she was so selfless and always made sure the other kids, who were battling the same disease as her, were doing ok. She was a sweetheart through and through as well as funny, caring, and just an amazing person to be around.

Unfortunately, on February 21, 1996 Lauren lost her battle with Leukemia just a few short weeks after her ninth birthday. The pain and anguish my family felt that day was immense and we knew right then that there was something we had to do. We had to continue the fight. We had to continue the fight for Lauren. We had to continue the fight for all families affected by cancer, because no one should have to go through what my sister went through during treatment and no family should

DONATE

\$20.00 of \$1,000.00

2%

Thank You Donors!

Vincent Carrano	\$20.00
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How to Edit Your Fundraising Page

Step 2 – Use your email and password to sign into your fundraising page!

Sign in

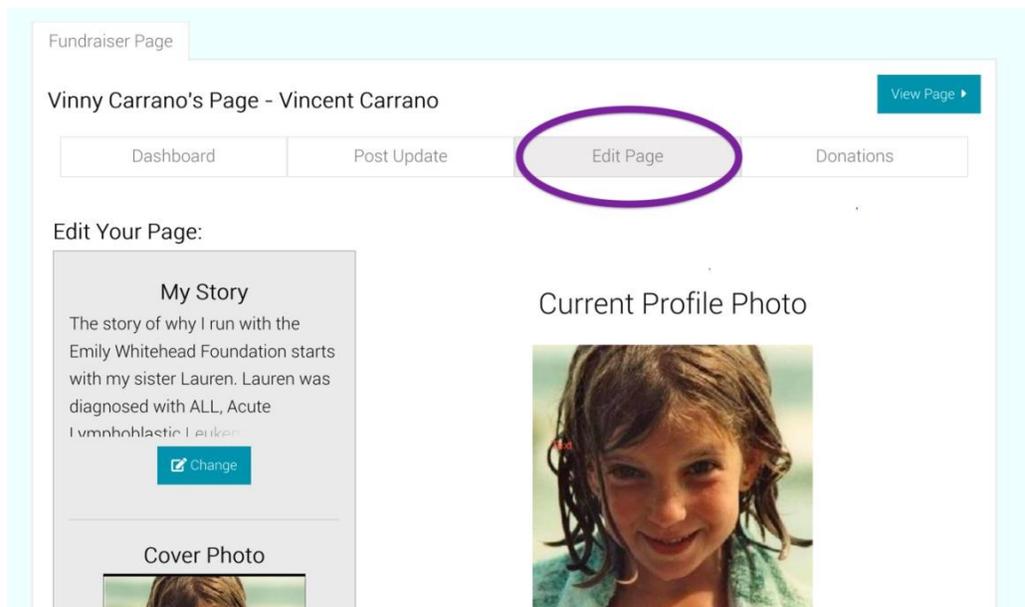
Email Address

Password | [Forgot](#)

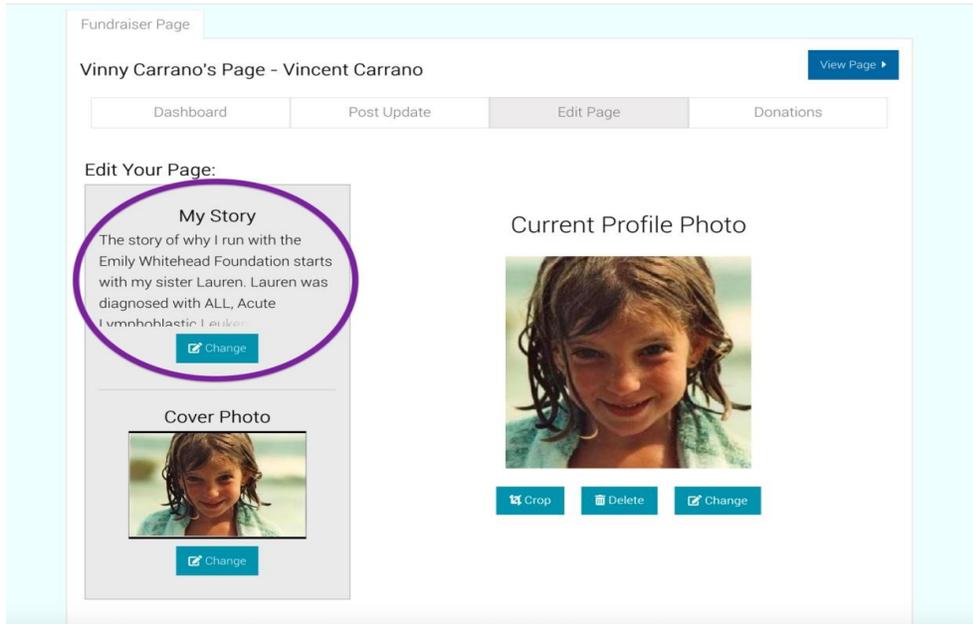
[Log in](#)

 [Log in with Facebook](#)

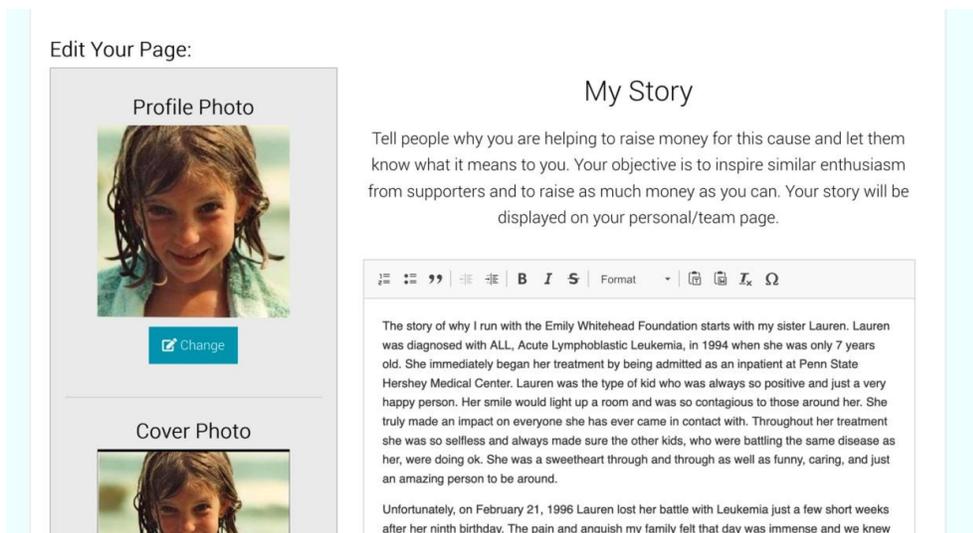
Step 3 – Once you are logged in, click “Edit Page” you see circled below. Once you click “Edit Page” your screen will be similar to the picture below. This is where you will be able to change your profile picture and cover photo. You can use any picture that helps tell your story!



Step 4 – Tell your story! Click “change” under “My Story” to share why you run/walk with us!

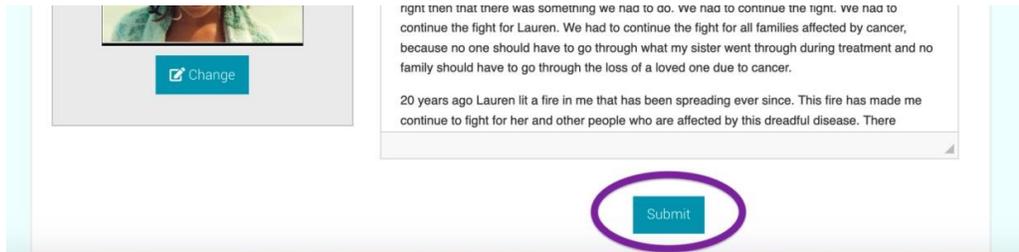


Step 5 – Use this page to share your story and inspire all who visit it!

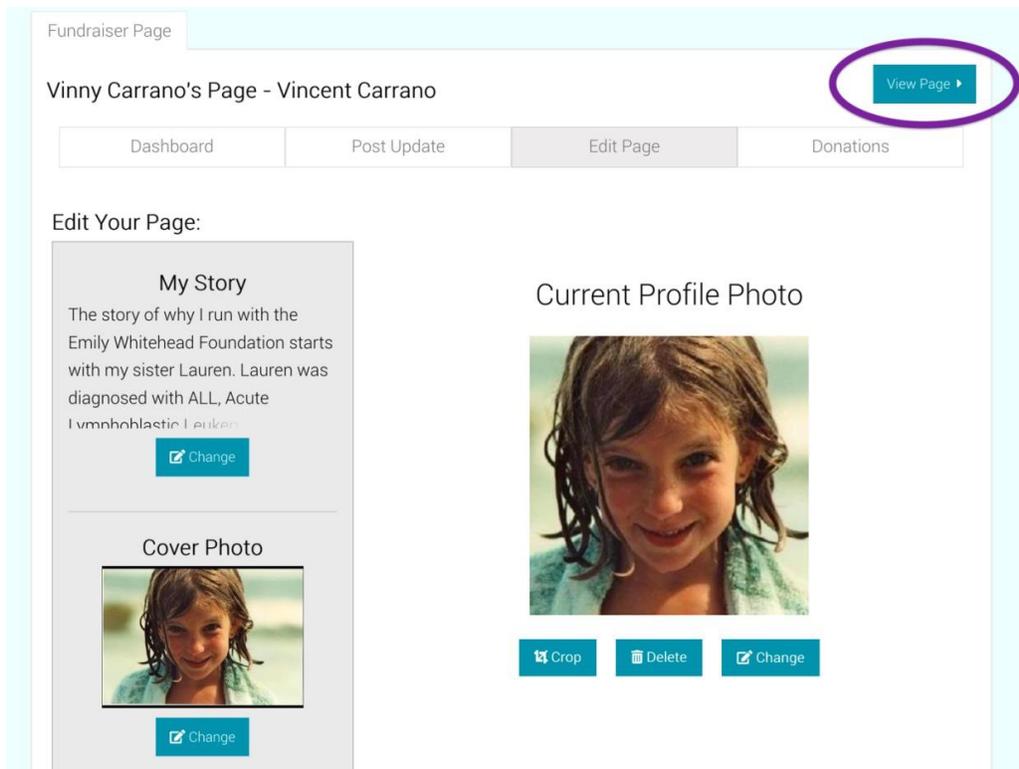


How to Edit Your Fundraising Page

Step 6 - IMPORTANT! Be sure to click “submit” at the bottom of the page before you navigate away from this page!



Step 7 – After you click submit and post your story, click on “view page” to make sure your fundraising page is all set up properly.



Step 8 – You are now ready to share your fundraising page! You can send this in an email, text, or post on social media!