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# STRENGTH & POWER IN NUMBERS

## METAvisor Fundraising Initiative

### *A Toolkit for Empowering and Enabling Our Community*

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#### **BACKGROUND:**

As a mostly volunteer-led non-profit, METAvisor relies heavily on its fundraising partners, supporters of METAvisor who volunteer their time to host fundraising initiatives. Many people have heard about, or even attended, our large-scale events, such as our Metsquerades, #LightUpMBC, Color Fun Runs, Golf Tournaments, etc.. Equally as important as these large-scale events are our smaller initiatives (described later in this toolkit). These smaller initiatives require less time, resources, and volunteer-power to execute and can be incredibly powerful, especially in large volumes.

We at METAvisor recognize that many people want to support our organization in some way other than hosting a large-scale event, such as a Metsquerade. For this reason, we want to *empower and enable* our supporters to fundraise for METAvisor with smaller initiatives that can be hosted by numerous individuals worldwide on an ongoing basis. The hope is that this toolkit allows more people to execute fundraisers for METAvisor, thereby increasing the total dollars raised for Stage IV Metastatic Breast Cancer (MBC) research.

The initiatives described in this toolkit have been successfully executed many times and have proven to be an efficient and effective way of fundraising for METAvisor. For example, these initiatives have raised funds ranging from \$250 to \$10,000+ (and with *zero costs* to METAvisor and no upfront costs for the individual hosting the initiative). If we had these types of fundraisers being held throughout the year in any given part of the world the funds raised for METAvisor would quickly grow exponentially. ***This is the strength and power we have in numbers, together!***

If you are interested in learning more about supporting METAvisor by raising funds for groundbreaking research for the Stage IV MBC community, please find additional details in this toolkit. **Please also share this toolkit with anyone else who you think might be interested in helping our cause!**

The initiatives described in this toolkit are examples that have been successfully carried out. However, if you have additional ideas, please take the lead on carrying those ideas forward... and share your ideas with us! You can email METAvisor Board of Directors Member and Fundraising Liaison, Nicole Beck, at [nicolebeck@metavivor.org](mailto:nicolebeck@metavivor.org) with any ideas, questions, and/or concerns.

## **GETTING STARTED:**

Prior to executing your fundraiser, first determine where you will direct the funds. In most instances, people give multiple options to potential donors. If you need METAvivor's tax-ID number and/or W-9 information, please reach out to Nicole Beck.

### **- For example:**

- The [general METAvivor website on the 'Donate' tab](#)
- An option to send a check to METAvivor
  - Instructions can be found online under the 'Donate' tab on the right-hand side of the page and at the end of this document.
- A [specific METAvivor Classy page created](#) for you
  - See an example linked above
  - If you are interested in sharing your story, please let us know. We can easily get you set-up with a Classy page (as shown in this example), where you can direct potential donors.
  - As you can see with this example, it links directly to METAvivor, so all funds go directly to METAvivor. You do not need to worry about handling any funds.
  - Although sharing your story (or a loved one's story) can be very powerful, we understand this is very personal, so please do not feel obligated to create a page like the one shown in this example.

## **EXAMPLES OF FUNDRAISING INITIATIVES:**

These are some examples of successful fundraising initiatives. Please feel free to move forward on your own fundraising ideas...and share your great ideas with us.

Remember, your fundraising initiatives can be annual, can happen multiple times throughout the year, or you can host a fundraiser one time – whatever works best for you ☺

### **- INITIATIVE #1 – The Monthly Specials:**

- This initiative involves working with local businesses in your community and/or businesses that you might have personal connections to.
- The concept is that you run a “special” with the business usually for a month (but any amount of time is acceptable) in which the business donates proceeds to METAvivor at the end of the special.
- Communicate with the business owner/manager/etc. regarding where the proceeds should be donated at the end of the month (e.g., via check, to the general METAvivor site, to a METAvivor Classy page you created, etc.).
- **Examples of monthly specials include:**

- Bagel shop: for every dozen bagels sold this month, \$X (or Y% of profits) will be donated to METAvivor.
- Smoothie shops: for every X smoothie sold, \$Y (or Z% of profits) will be donated to METAvivor.
- Sandwich shops: for every X sandwich sold, \$Y (or Z% of profits) will be donated to METAvivor.
- Pizza shops: for every large pizza sold, \$X (or Y% of profits) will be donated to METAvivor.
- Sometimes small businesses will be extra generous and will donate X% of all profits at the end of a month.
- Restaurants and/or bars who participate will sometimes do X% of all profits at the end of the month or will donate money based on certain menu items sold.
  - For example, for every glass of white wine sold, \$X (or Y% of profits) will be donated to METAvivor.
- Often times, retail shops are also interested in participating! Usually, it is based on selling a certain item in the store for that month or sometimes they will donate a % of all profits that month to METAvivor.
- We have had success with hair salons!
- We have also had successful work-out classes with studios, yoga companies, etc.!! You can work directly with the work-out studio to determine how proceeds will be donated to METAvivor, some do a % of class profits and some donate all funds from that class to METAvivor.
- The options are endless!
- *Be sure to create flyers* that the business can hang around their shop to increase awareness. We also recommend posting these flyers on your social media account(s), texting and/or emailing to family and friends, etc.! Anything to spread the word!
  - *Try to use METAvivor logos and verbiage on this flyer – taking information directly from the METAvivor website is great and always a safe option!*
- Often times, businesses will also let you post a flyer on a jar that sits on the check-out counter where people can donate cash during the time that the special is running.

- **INITIATIVE #2 – The School Dress Down Days (or Dress Up Days):**

- Helping METAvivor and teaching children the importance of giving back 😊
  - The concept here is to work directly with schools in your area, and/or that you have connections to through family and friends who are teachers, staff, administration, etc., to execute a dress down day where students who participate are asked to donate \$X to METAvivor.
    - This is usually \$5 or \$10 and usually in the form of cash that teachers will collect from students. Then, the donation is made in one lump sum at the end via check or via online.
  - You can also get creative and run this initiative in a way that encourages students to wear their favorite sports jersey, t-shirt with a sports team, wear something that embodies their favorite hobby, etc..
  - Be sure to create flyers that the school can hang around and potentially send home with students. Usually schools are familiar with this concept, so they might have other avenues for spreading the word to students and families (e.g., email).
- **INITIATIVE #3 – The Happy Hour:**
- As simple as it sounds!!
  - We have worked with local restaurants and/or bars to host a METAvivor Happy Hour!
  - You can keep it simple, and work with a restaurant/bar to host a happy hour in which during that time a % of profits from X item(s) sold go to METAvivor.
    - **For example:** from 4-7 PM this Tuesday, “X restaurant/bar” will be donating 20% of profits from all menu and drinks items sold to METAvivor.
      - Or the business may want to limit the food and/or drink options that count towards the donation.
      - For example, from 4-7 PM this Tuesday, \$5 will be donated to METAvivor for every large pizza and beer (or glass of wine) sold.
      - You can work with the business to do what works best for them; ***remember, every penny counts!***
  - During this event, you can also ask to put donation jars out with flyers attached to these jars to collect additional donations.
  - Raise awareness before the event with flyers and posts on social media, outreach to friends and family, etc.!

- **INITIATIVE #5 – The “Bake Sale” Reimagined:**
  - Of course, you can host a traditional bake sale where proceeds are donated to METAvivor.
  - However, we have had people get very creative with selling products in which proceeds are donated to METAvivor.
    - **For example:**
      - Shoelaces in METAvivor colors that say METAvivor and #StageIVNeedsMore (or any relevant phrase) and you work with local schools and youth sport teams to sell these shoelaces to the sports teams.
      - We have also had people design really cool crew neck sweatshirts related to METAvivor with phrases like “Dream Crazy Always” and then a small METAvivor logo on the back along the crew neck area.
  - You can create a mock-up with a picture of what the item will look and then collect orders prior to placing a bulk inventory order.
    - This way, there are no upfront costs, and you do not have to worry about having excess inventory.
  - You can then donate the profits to METAvivor after the orders are collected.
  
- **INITIATIVE #6 – The Ongoing Pledges:**
  - Some businesses are extra generous and want to turn “The Monthly Special” into an ongoing pledge.
  - For example, they might continuously donate \$X (or %Y of profits) for certain items sold on an ongoing basis.
  - In this instance, you can work with the business to determine how often they will actually make the donations to METAvivor.
    - For example, some businesses do it on a monthly basis, some quarterly, etc..

**WRAP-UP:**

- Always thank our donors and supporters!
- Ask if they would be interested in supporting in a similar way again in the future and/or if they know anyone else who may want to support METAvivor in a similar fashion.
- For these initiatives, if you are not the person actually making the donation to METAvivor (for example, if a business owner/manager is doing so after a monthly special), it can be a good idea to ask them to send you the donation

receipt after the donation is completed, so you can ensure it goes through properly.

- A bonus for the business is that donations are tax deductible.
- If they donate online, the receipt they need for tax deduction purposes is emailed directly to them ☺
- If they send a check, they can email [info@metavivor.org](mailto:info@metavivor.org) to get a copy of their receipt for tax deduction purposes.

### **Information for sending checks to METAvivor:**

To make a donation by check, make it payable to "METAvivor, Inc." and send it by mail to: METAvivor 1783 Forest Dr., #184 Annapolis, MD 21401