



Community Fundraising Toolkit

THANK YOU FOR YOUR INTEREST IN FUNDRAISING FOR THE BLOOD CANCER FOUNDATION OF MICHIGAN

Every 90 minutes someone in Michigan is told they have blood cancer, which equates to 6,000 new diagnoses in the state each year. Whether it's an adult or a child, a diagnosis of lymphoma, leukemia, multiple myeloma or any other blood-related disease creates a sudden, seismic shift in the course of one's life, and the impact is felt by the entire family.

Whether you organize a 5k walk/run or a birthday fundraiser, you're helping us provide each individual that turns to us with the support, resources, and information they need to alleviate the burden of cancer and focus on healing. Thank you for supporting local blood cancer patients and families!

**Every dollar you raise makes an IMMEDIATE difference
in the lives of patients and families affected
by blood cancer!**

BCFM'S COMMUNITY FUNDRAISING CONTACT

Teri Serecky

Email: TSerecky@BloodCancerFoundationMI.org | Phone: 248.530.3012 | Fax: 248.530.3042



ABOUT BCFM

Our mission is to ensure the emotional, social and financial stability of Michigan patients and families as they navigate their blood cancer journey.

For 70 years, BCFM has stepped in to fill this unique need for any Michigan child, adult, or family affected by blood cancer, and it is one not met by any other health or social services organization. Today, we serve more than 3,000 patients and countless family members across the state of Michigan.

31,210

The number of patients BCFM has supported since its founding in 1952

\$165,549

How much BCFM provided in financial assistance last year

700+

The number of children's and teens' holiday wish lists BCFM fulfilled last year

2,073
HOURS

The number of case management hours BCFM provided to patients last year

30+

The number of fun outings BCFM plans for patients and families each year

FUNDRAISER CHECKLIST

1. Submit a Community Fundraising Event Form

Please fill out and submit a community fundraising event submission by visiting BloodCancerFoundationMI.org/how-you-can-help/fundraise-for-bcfm/ or reaching out to BCFM's community fundraising contact. Once the form is submitted, you can expect a follow-up phone call.

2. Plan Your Event

Below are some examples of past fundraising events! You can determine how funds will be raised around the event through participant fees, fixed fees, sale proceeds, or entry fees.

[Click here to see an example fundraising event timeline.](#)

- Community walks and races
- Birthday parties and fundraising events
- Employee morale activities
- Sales proceeds
- Tournaments

Financial Goal and Budget

A goal is an important tool to help your supporters rally around your cause, and it will help you determine your event budget (i.e., set realistic revenue and expense projections) as well as keep you focused as you put your event plan in action. [Click here to download the community fundraiser budget worksheet.](#)

Marketing and Promotion

Promote your fundraising event through creating graphics, flyers and other promotional materials that are easy to print, and to post to social media and email.

Leverage your network(s):

- Involve your friends and family
- Get the word out through your personal social platforms
- Create events on Facebook

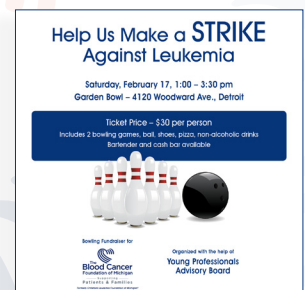
Spread the word:

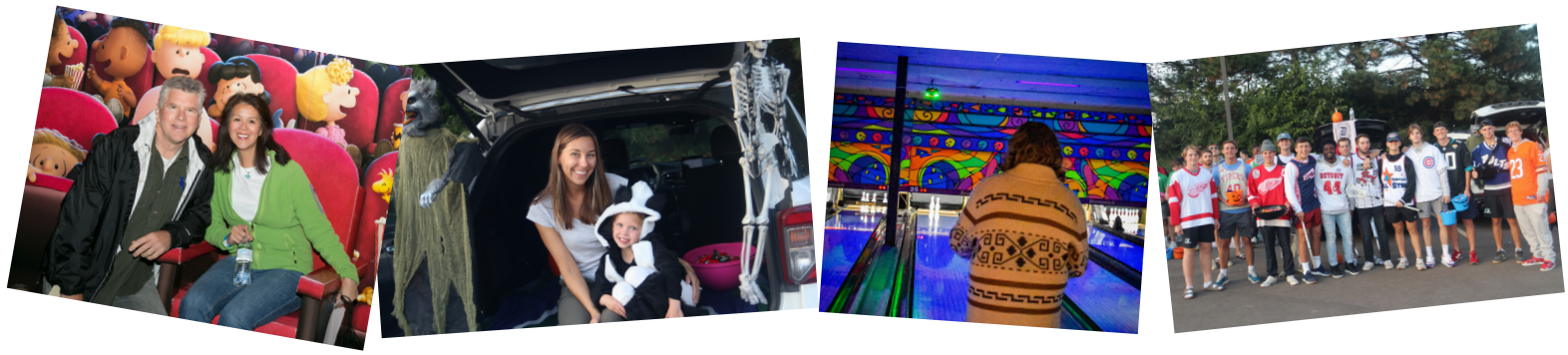
- Create a #hashtag to add to social media messaging
- Tag BCFM on Instagram, Facebook, LinkedIn, and Twitter
- [f](https://www.facebook.com/BCFMichigan) /BCFMichigan [t](https://twitter.com/BCFMichigan) /BCFMichigan [i](https://www.instagram.com/BCFMichigan) /BCFMichigan
- [in](https://www.linkedin.com/company/BloodCancerFoundationMI) /company/BloodCancerFoundationMI
- Tag fundraising event sponsors

Branding Guidelines

Please reach out to your community fundraising contact for BCFM logo and style guide.

All promotional language and collateral with BCFM name and logo will need approval.





Post-Event Tips

Congratulations on an event well done, and on behalf of all of the patients and families we serve, THANK YOU!

Just a few more things to do...

- Consider sharing an event recap with your community fundraising contact and community! Post event photos to your social platform and **tag BCFM!**
- **Send thank you notes to donors, volunteers, participants, and sponsors.** After the completion of your event, expressing your gratitude to your supporters is key to creating a lasting partnership for future support.

BCFM CAN HELP

Your community fundraising contact is here to help throughout your planning and to partner with you! Contact Alyssa Marion to confirm event details and collateral tools.

*As the event organizer, you agree to assume all risks and liabilities associated with the proposal and hold harmless The Blood Cancer Foundation of Michigan's entities, directors, employees, and successors from and against all claims, damages, liabilities, costs and expenses, and personal injuries or damages to property that may occur in conjunction with your proposed event. BCFM is **NOT** responsible for guaranteed staff, patient or participant attendance, reimbursement of expenses, or tax exemption for event purchases.*

[Please click here to download frequently asked questions!](#)

CREATE A COMMUNITY FUNDRAISING EVENT

Have an upcoming event you'd like to share with us? Fill out our community fundraising form to get connected with our fundraising staff and be listed on our community calendar.

Name of Fundraising Activity/Event: _____

Organizer: _____

Address: _____

City: _____ State: _____ Zip: _____

Point of Contact Name: _____

Phone: _____ Email: _____

Website URL: _____

Event description (please provide a brief description of the event and any details you would like included)

Event date, location, and projected attendance: _____

Will this event include a raffle? ☐ YES ☐ NO (Please note: BCFM can provide a raffle license)

Please select if your event is private or public: ☐ Private Event ☐ Public Event

Please send final proceeds to BCFM within 30 days after your event concludes. We will send donor acknowledgments for all donations, if names and addresses of donors are provided.

All checks should be made out to The Blood Cancer Foundation of Michigan.

All donations can be sent to:

The Blood Cancer Foundation of Michigan
27655 Middlebelt Road, Suite 160
Farmington Hills, MI, 48334

BCFM'S COMMUNITY FUNDRAISING CONTACT

Teri Serecky

Email: TSerecky@BloodCancerFoundationMI.org | Phone: 248.530.3012 | Fax: 248.530.3042