



BADGER
CHALLENGE

FUNDRAISING
TOOLKIT

100%

RAISED HERE. STAYS HERE.

Our pledge is simple--every dollar raised goes to funding cancer research and treatment programs in our community. Our expenses are covered by our generous sponsors and our commitment is and always will be to advancing the state of art cancer research at the University of Wisconsin.



INTRODUCTION



Congratulations on registering for Badger Challenge! Our participants are vital to supporting our amazing researchers and critical treatment programs. This fundraising toolkit is here to assist you. Your efforts will help write the story that ends cancer.

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WHERE THE MONEY GOES

Started in 2016, Badger Challenge was established as a signature Wisconsin cycling event to raise funds for cancer research at the University of Wisconsin. This event has now grown to include walking and running events as well. Since its inception, Badger Challenge has raised over \$1.8 million.

These funds are awarded immediately to carefully selected scholars through an application process. These scholarships fund the most promising researchers, clinicians, and teams that are critical to the fight against cancer. The UW research environment brings together scientists and clinicians from a wide variety of disciplines to help solve complex problems.

Within this vibrant and interactive atmosphere, new discoveries and strategies are emerging to address the cancer challenge. The overall mission is simple - to increase cure rates and reduce the burden of cancer for future generations.



SCHOLAR STORY

Dr. Zachary Morris, MD, PhD. Dr. Morris' research focuses on harnessing a person's own immune system to attack cancer cells through a combination of radiation and immunotherapy. Zach was recently awarded a prestigious \$1.5 million National Institutes of Health grant to study this treatment, and he credits the money he received through Badger Challenge scholarship for helping him generate critical data needed to secure this grant.

Research is an ongoing process that needs continuous funding. Badger Challenge ensures UW researchers have access to critical dollars to drive forward their research making their grant applications among the most competitive in the nation.

FUNDRAISING INCENTIVE LEVELS

Badger Challenge relies on its active fundraisers to power cancer research and patient treatment programs at the University of Wisconsin. This year, Badger Challenge will offer different incentive levels to energize the community's fundraising efforts! Reach any or all of these milestones and be rewarded!



RAISE \$250



Receive a \$10 gift card for the Badger Challenge Store*



RAISE \$500



Receive a refund on your registration fee



RAISE \$750



Receive an official Badger Challenge backpack



RAISE \$1000



Receive an exclusive \$1K Challenge branded jacket

This year Badger Challenge is challenging participants to each raise \$1,000 to support critical and lifesaving measures at the University of Wisconsin. Imagine the impact these funds can have if all participants raised \$1K!

*All Badger Challenge Store gift cards will be emailed in the beginning of each month for those who achieved the milestone in the month prior. For example, if you achieve the milestone in May, you will receive your gift card in early June.

FUNDRAISING CONCEPTS

Now that you've registered for the Badger Challenge, it's time to start thinking about your fundraising plan. Take a moment and determine your WHY. On your personal fundraising page, make sure to customize this to share your story, add a photo, and even create a custom fundraising URL. Here's a few questions to help get you started:

- Why are you walking, running or biking at Badger Challenge?
- What does Badger Challenge mean to you?
- What fundraising goals are you setting for yourself?
- How has cancer impacted your life and why do you believe it's important to fund cancer research?

Now that you've figured out why, it's time to figure out who you plan to ask, and how you plan to ask them. We'll provide sample letters, emails and social media posts in a few pages. But remember, it's not necessarily how you ask, it is simply that you ask. And the key is in the follow up. Some people will forget, but it's up to you to remind them that cancer doesn't wait. We recommend following up with your donors at multiple points throughout your fundraising campaign. Below are a few key messaging opportunities.

MESSAGING OPPORTUNITIES

WHEN YOU REGISTER

Share your excitement about the event with your network!
Here is an opportunity to recruit others to join you and generate financial support and raise awareness for Badger Challenge and its mission.

MIDWAY THROUGH YOUR CAMPAIGN

You've likely started training for your event at this point, and it's a great time to remind your network about your excitement and your goals! Remind them of why you are participating and what their support means to you.

WEEK OF THE EVENT

It's event week, you must be excited! Share this excitement and use it as a final push to meet or exceed your fundraising goal!

POST EVENT

You trained, you fundraised, you conquered your event! Celebrate that and give thanks to those who supported you. And remind others that fundraising is still open for a few more weeks!

CAMPAIGN RESULTS

Each year, Badger Challenge announces its fundraising total followed by the impact of the funds. You will have the opportunity to share with your supporters the impact of their donation.

FUNDRAISING TIPS

Feel free to get creative with your fundraising! Yes emails, letters, and social media posts work - but you can do so much more! Here's a few examples from some of our top fundraisers in years past to help you:

LETTER: How often do you get a letter these days? It could be a really personal touch to send a handwritten or typed letter to someone.

EMAIL: Send an email. This is a quick and easy way to reach many people!

SOCIAL MEDIA: Post on your social media accounts. Don't forget to use your unique fundraising link!

YARD SIGN: Place our complimentary yard sign at your home or business and ask your neighbors to help support your fundraising goal!

BAKE SALE: Host a bake sale to raise funds and awareness.

CAR WASH: Host a neighborhood car wash with proceeds going to your fundraiser.

HOST A BIKEATHON: Have your corporate Peloton Team OR friends/family schedule individuals to ride consecutively for 24-hours and raise pledges from vendors/business partners/family/friends.

PROMOTE AN ESTABLISHMENT: Host your friends at a bar/restaurant that is willing to donate a portion of sales on an otherwise slow business night.

HOST A GARAGE SALE: Whether virtually or in person, you could clean out your closet or cupboards and host a sale with proceeds going back to your fundraiser.



SAMPLE LETTERS

Asking for a donation:

Dear Jane,

I'm writing with hope that you'll support me this September as I ride 100 miles at Badger Challenge. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at University of Wisconsin. The best part is that 100% of all funds raised actually go back to the researchers and programs at UW. Nothing leaves our community! Since the event started in 2016, they've raised over \$1.8 million.

This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

I've set a fundraising goal of \$1,000 and I'm just getting started on my efforts and hope you'll help me with whatever dollar amount you can give. Even \$5 helps as that entire amount goes back to the cause. I'm sure you can think of five people you know affected by cancer, so think of it as donating \$1 to each of them.

I hope to have your support and you can donate at my personal fundraising link below. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer!

<http://runsignup.com/johndoe>

Thank you!
John

Asking for them to join you:

Dear Jane,

I'm excited to share with you that I'll be participating in Badger Challenge this September and would like you to join me! Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at University of Wisconsin. The best part is that 100% of all funds raised actually go back to the researchers and programs at UW. Nothing leaves our community! Since the event started in 2016, they've raised over \$1.8 million. The event has five bike route options (5K, 25K, 50K, 100K, 100 mile) and a half marathon and a 5K run/walk. You can register on their website at badgerchallenge.org.

This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

If you're unable to join me at the event, I hope you'll consider making a donation to my fund through my personal fundraising link below.

Whether you choose to join me at Badger Challenge in September or make a donation to my fundraiser, I appreciate your support. Let's help write the story that ends cancer!

<http://runsignup.com/johndoe>

Thank you!
John

These are just a few examples of letters you could write. You can find a few more examples [here](#). Feel free to copy and edit them to match your personal story and connection to the Badger Challenge. For example, if you're a survivor, share the importance of the impact their donation can have. If you are participating in memory of someone, share what your hope is for future cancer treatment and initiatives. You can utilize videos or graphics located on our [website](#) to include in your messaging as well.

SAMPLE EMAILS

Asking for a donation:

Dear Jane,

I'm sending a quick email with hope that you'll support me this September as I ride 100 miles at Badger Challenge. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at University of Wisconsin and the best part is that 100% of all funds raised actually go back to the researchers and programs at UW. It's not just a fundraiser though, it's a fun event for the entire community. Check it out! Since the event started in 2016, they've raised over \$1.8 million. You can look at each of the Scholars and see the work they're doing with the funds right here in our community.

This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

I've set a fundraising goal of \$1,000 and I'm just getting started on my efforts and hope you'll help me with whatever dollar amount you can give. Even \$5 helps as that entire amount goes back to the cause. I'm sure you can think of five people you know affected by cancer so think of it as donating \$1 to each of them.

I hope to have your support and you can donate at my personal fundraising link. Thank you for your consideration in supporting me in this cause. Let's help write the story that ends cancer!

Thank you!
John

Asking them to join you:

Dear Jane,

I'm sending a quick email with hope that you'll support me this September as I ride 100 miles at Badger Challenge. Badger Challenge is a walking, running, and biking fundraiser that supports cancer research and treatment programs at University of Wisconsin and the best part is that 100% of all funds raised actually go back to the researchers and programs at UW. It's not just a fundraiser though, it's a fun event for the entire community, and I really think you'd enjoy it! Check it out! The event has five bike route options (5K, 25K, 50K, 100K, 100 mile) and a half marathon and a 5K run/walk. You can register here!

Since the event started in 2016, they've raised over \$1.8 million. All of which goes directly to life saving initiatives at the University of Wisconsin. You can look at each of the Scholars and see the work they're doing with the funds right here in our community.

This cause is near and dear to my heart as I have many friends and family who have been impacted by cancer. Knowing that 100% of donations I raise will go towards research and treatment initiatives to turn more patients into survivors is something I am proud to be part of.

If you're unable to join me at the event, I hope you'll consider making a donation through my personal fundraising link.

Whether you choose to join me at Badger Challenge in September or make a donation to my fundraiser, I appreciate your support. Let's help write the story that ends cancer!

Thank you!
John

These are just a few examples of emails you could write. You can find a few more examples here. Feel free to copy and edit them to match your personal story and connection to Badger Challenge. For example, if you're a survivor, share the importance of the impact their donation can have. If you are participating in memory of someone, share what your hope is for future cancer treatment and initiatives. You can utilize additional videos or graphics located on our website to include in your messaging as well.

SAMPLE SOCIAL MEDIA POSTS

Social media is a great way to share your journey with your network. You can ask for a donation and then recognize your donors, share your story or personal connection, provide training updates, and get your family and friends excited about the Badger Challenge.

Here's a few best practices for social media posts:

- 📷 Include a photo/visual when posting
- 🗣️ Ask your family and friends to comment with their personal cancer connection
- 🏷️ Tag @BadgerChallenge in your posts, we love to see your stories!
- 🔗 Include your donation link in your profile, so it's easy for others to access
- 🔖 Use the following hashtags so other participants can see your your posts:
#RaisedHereStaysHere #BadgerChallenge #PoweringResearchCuringCancer



johndoesbadgerchallenge



johndoesbadgerchallenge I'm so excited to share that I'm participating in @BadgerChallenge again this September! This event helps fund the brightest cancer minds, ideas, and technologies at the University of Wisconsin! This year I will be participating in memory of my dear friend Sally. I hope to raise funds to support the mission of Badger Challenge so more patients are turned into survivors! You can donate to my fundraiser at:

<http://runsignup.com/johndoe>

#BadgerChallenge #RaisedHereStaysHere
#PoweringResearchCuring Cancer

1 DAYS AGO



John Doe

2h · 🌐

I'm so excited to share that I'm participating in the [Badger Challenge](#) again this September! This event helps fund the brightest cancer minds, ideas, and technologies at the University of Wisconsin! All money raised here, stays here, right in the community. This year I will be participating in memory of my dear friend Sally. I hope to raise funds to support the mission of the Badger Challenge so more patients are turned into survivors! You can donate to my fundraiser at:
<http://runsignup.com/johndoe>

#BadgerChallenge #RaisedHereStaysHere
#PoweringResearchCuringCancer



👍❤️ 79

4 Comments 9 Shares

👍 Like

💬 Comment

➦ Share

FREQUENTLY ASKED QUESTIONS

Can someone donate to my fundraiser via check?

Yes! Checks should be made out to University of Wisconsin Foundation.

Along with the check, please have them include:

- First and Last Name of participant(s) in which they are donating
- Their email address if they would like an email confirmation

Mail the check to:

Badger Challenge
1111 Highland Ave.
WIMR 3157
Madison, WI 53705

Are donations tax deductible?

Yes! The University of Wisconsin Foundation will send a letter after Badger Challenge stating the donation for tax purposes.

Will my donors receive a donation receipt?

Yes, both via email and mail. For any transaction made through our online system, they will receive an email immediately following the transaction. This email will come from GiveSignUp so they should check their spam or clutter if they do not see this email. The University of Wisconsin Foundation will send letters to all donors after Badger Challenge to the address provided at the time of donation.

How much of the donation goes towards UW cancer research?

100% of all funds raised are used by researchers at the University of Wisconsin to advance cancer research and to serve cancer patients and their families in Wisconsin and beyond. We ensure that every single dollar raised goes to fund research, NOT operational or administrative costs as these costs are covered by our generous sponsors. Dollars raised are used immediately by our researchers and you can learn more about how they're using Badger Challenge funds for innovative research on our [Scholars page](#).

My company wants to match my donation, what information do they need?

Company matching is a fantastic way to make your fundraising dollars go further! Below is the information most companies need to match and we are happy to provide any documentation of your fundraising and/or registration. If you need any other information for company matching, please contact hello@badgerchallenge.org.

EIN: 39-0743975

Account Reference: 12580049

When does fundraising close?

Fundraising incentives deadline: September 1st at 11:59 pm (CST)

All participants who have accomplished a fundraising milestone by the deadline will be awarded their incentive item(s) at packet pick-up during the week of Badger Challenge. If a participant accomplishes their fundraising milestone after September 1st, their incentive item(s) will be mailed after the November 1st fundraising deadline.

General fundraising closes: November 1st at 11:59 pm (CST)