



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. Your registration fees get us to the start line, your fundraising dollars get us to the finish. 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.

TABLE OF CONTENTS

WHERE THE MONEY GOES	4
FUNDRAISING INCENTIVES	5
FUNDRAISING CONCEPTS	6
FUNDRAISING TIPS	7
SAMPLE LETTERS	8
SAMPLE EMAILS	9
SAMPLE SOCIAL MEDIA POSTS	10
FAQS	11

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 \$4.7 million.

These funds are awarded immediately to carefully selected scholars through an application process. These scholarships fund the most promising cancer 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.



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



FUNDRAISING INCENTIVES



The ultimate mission of the Badger Challenge is to increase cancer cure rates through cutting edge cancer research and clinical trials. This requires tremendous passion and commitment from us and from you which is why we highly encourage every participant 18 and older to join the \$1K Challenge. Can you inspire family, friends and colleagues to help you raise \$1000 for cancer patients? This may require 10 people giving \$100 or 20 people giving \$50. These dollars go directly to the Badger Challenge mission and rapidly fund the brightest minds and innovations at the University of Wisconsin. By participating in Badger Challenge, you have a responsibility to **CHAMPION** the mission for those battling cancer by sharing your passion with others and asking for their support.*



RAISE \$1000

An Official \$1K Challenge
Branded Stanley Tumbler



RAISE \$2000

A Custom
The North Face Backpack



RAISE \$5000

A Custom The North Face Jacket



*All participants will receive the incentive item solely for the last milestone they reach.
Fundraising closes on October 15th.*

**The \$1K Challenge is a suggested fundraising amount, it is not mandatory.*

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!
Share this excitement and use it as a final push to meet or exceed your fundraising goal!

SPECIAL EVENTS

Share your fundraising goals on special events like your birthday, anniversary of a diagnosis or passing of a loved one, etc.

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/CARD: How often do you get a letter or a card these days? It could be a really personal touch to send a handwritten or typed letter to someone. Include a QR code to your fundraising page!

TEXT CAMPAIGN: Send a personal text to your friends and family telling them that you registered for the Badger Challenge! Tell them about the event, why you are participating, and share your fundraising page link, so they can donate!

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

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.



Please note, if you decide to host an event and donate the proceeds of the event to Badger Challenge please email us (hello@badgerchallenge.org) to discuss the community partner event guidelines.

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 \$2.6 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 \$3.6 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.

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 the Badger Challenge on September 21. 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. Since the event started in 2016, they've raised over \$4.7 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 the Badger Challenge on September 21. 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! 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 \$4.7 million. All of which goes directly to life saving initiatives at the University of Wisconsin.

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. 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](#), [badgerchallenge.org](#), 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. This could be an event photo from a previous year if you are a returning participant.
-  Ask your family and friends to comment with their personal cancer connection
-  Tag @BadgerChallenge in your posts, we love to see and share 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

...



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](#)
[#PoweringResearch](#) [#CuringCancer](#)



👍❤️ 79

4 Comments 9 Shares

👍 Like

💬 Comment

➦ Share



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](#)

FREQUENTLY ASKED QUESTIONS

Can someone donate to my fundraiser via check?

Yes! Checks should be made out to University of Wisconsin Foundation. Please note that with processing times, it could take several weeks for a check to clear the donor's bank account.

Mail the check to:
Badger Challenge
1111 Highland Ave.
WIMR 3157
Madison, WI 53705

Along with the check, please have them include:

- First and Last Name of participant/team fundraiser the donation should be credited to
- Their email address if they would like an email confirmation

Are donations tax deductible?

Yes! The University of Wisconsin Foundation will send a letter 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 participant raised funds 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](#) on our website.

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.

Federal Tax ID/Employer Identification Number (EIN): 39-0743975
Account Reference: 12580049

When does fundraising close?

Fundraising closes: October 15 at 11:59 pm (CST)