



2026 FUNDRAISING TOOLKIT

SUNDAY, SEPTEMBER 27, 2026

UW HEALTH EASTPARK MEDICAL CENTER

BADGERCHALLENGE.ORG



INTRODUCTION



CONGRATULATIONS ON REGISTERING FOR BADGER CHALLENGE!

Our participants are vital to supporting the amazing researchers and critical treatment programs at the University of Wisconsin. This fundraising toolkit is here to assist you. Your efforts will help write the story that ends cancer.

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100% RAISED HERE.

100% STAYS HERE.

Our pledge is simple -- every dollar raised goes directly 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.

Started in 2016, Badger Challenge was established as a signature Wisconsin cycling event to raise funds for cancer research at the University of Wisconsin. The Badger Challenge has now grown to include walking and running events as well. Since it's inception, Badger Challenge has raised over \$5.5 million.

Funds raised are awarded immediately to carefully selected research 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 challenges. The overall mission is simple - to increase cure rates and reduce the burden of cancer for future generations.



FUNDRAISING MESSAGES



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 emails and social media posts. 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 CONCEPTS

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!

CAMPAIN 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.

EMAIL OUTREACH



Email is an effective way to fundraise. Feel free to copy and edit the email sample below 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](http://badgerchallenge.org), badgerchallenge.org, to include in your messaging as well.

TIPS

Make it personal. Share your story and let people know why you participate—whether you're honoring a loved one battling cancer, celebrating survivorship, or supporting the mission. If you've participated before, post a photo to bring your story to life.

Have fun with it. Turn fundraising into a game or friendly challenge—offer a small prize for the first donation, the largest gift, or help hitting a milestone.

Follow up with gratitude. Thank donors right after they give, and again after Badger Challenge. Share a photo and the impact of the event so they can see the difference they helped make.

SAMPLE EMAIL

I'm sending you an email with hope that you'll support me this September as I participate in the Badger Challenge on September 27. 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 \$5.5 million. You can view each of the Badger Challenge [Scholars](#) that have received funding from Badger Challenge 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. You can donate to my personal fundraising page: [\(Share your fundraising page link here!\)](#)

If you can't support through donation, why not join me?! You can join my team online at [\(Share your fundraising team link here!\)](#) To learn more about Badger Challenge and their mission, go to BadgerChallenge.org.

Thank you for your consideration in supporting me and joining me in this cause. Let's help write the story that ends cancer!

SOCIAL MEDIA



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

- 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 posts:
#BadgerChallenge #PoweringResearchCuringCancer
- Make sure you're following Badger Challenge on social media, and make sure you tag us every time you post on social media!



@badgerchallenge



@badgerchallenge

SOCIAL MEDIA CAPTIONS

FUNDRAISING It's that time of year again! Time to take the Polar Plunge for Special Olympics Minnesota! I'll be jumping into freezing cold water on [date], all to support the thousands of Special Olympics athletes across Minnesota! Consider making a donation on my personal fundraising page: [insert personal link] I'm Plunging for inclusion on [date]! Please consider making a donation on my personal fundraising page to help me earn awesome incentives and support Special Olympics Minnesota: [insert personal link]

RECRUITMENT I'm Plunging this year and you should too! Join me at the [location] Polar Plunge on [date], or find a location near you! Use the referral link on my Plunge page to sign up: [insert personal link] Plunging is more fun with friends. Join my Polar Plunge team at [location] on [date]! Use the referral link on my page to join team [team name]: [insert personal link]

[CLICK HERE TO VIEW BADGER CHALLENGE IMAGES AND BRAND GUIDELINES](#)

FUNDRAISING IDEAS



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:

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!

MILESTONE DONATION DAY: Set a fundraising goal on a significant day to you (birthday, anniversary, etc.). Share your goal with your network and ask them to donate to help you reach your goal.

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 TRIVIA NIGHT: Whether virtually or in person, invite people to form a team and come to trivia night. Host it at your house, a business, or virtually. Offer a suggested donation amount for each team entry.



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.

RAISE \$500 IN 10 DAYS



DAY	FUNDRAISING ACTIVITY	DAILY TOTAL	GRAND TOTAL
1	Kick start your fundraising by making your own \$25 donation.	\$25	\$25
2	Ask three family members to donate \$25 to your fundraising page. Invite them to join your team!	\$75	\$100
3	Ask three co-workers to donate \$10 each.	\$30	\$130
4	Ask three close friends to donate \$25 to your fundraising page. Invite them to join your team!	\$75	\$205
5	Post on social media with the goal of 10 people donating \$10, raising \$100!	\$100	\$305
6	Text 5 more friends asking them to donate \$10 each.	\$50	\$355
7	Ask your boss to donate \$20 to your fundraising page and if your employer has a donation matching program.	\$20	\$375
8	Ask five neighbors to donate \$10.	\$50	\$425
9	Email five relatives asking for a \$10 donation.	\$50	\$475
10	Ask a local business you frequent to donate \$25.	\$25	\$500

Asking for money isn't always easy, but remember you're doing it for an amazing cause!

POWERING RESEARCH. CURING 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
600 Highland Ave.
K4/411, Box 3684
Madison, WI 53792

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 13 at 11:59 pm (CST)