Asking for money can be intimidating. However, in our experience, hikers have often not only exceeded their fundraising goals, but also found the fundraising to be easier than they expected. Here are a few tried-and-true tips.

**Tips for Success**

- **Start fundraising now!** Set an initial fundraising goal and evaluate it often. Once you reach your first goal, you can set a new challenge for yourself! The earlier you start, the more money you’re likely to raise.

- **It’s OK to ask for donations.** Breast cancer concerns all of us. By asking others to donate you are giving them an easy opportunity to give back, something that most people welcome. Let them know that their money is going to a national organization working to prevent this disease before it starts. On average, 78 cents of each dollar raised goes directly to our education and program work.

- **Don’t be afraid of “no.”** Not everyone you ask will say yes, but most will.

- **Get to know BCPP.** Find out more about BCPP on this [BCPP fact sheet](#). Feel free to send to potential donors as well!

- Make it personal. **Tell your story and why preventing this disease is so important to you.** A personal story makes your fundraising appeal much more compelling.

- **Ask about matching funds.** Many companies will match funds raised or donated by their employees. If you or your supporters work for such a company, these matches can double your fundraising effort.

- **Create a plan.** Who are you reaching out to and when? Mark your calendar when you will make your first, second, and third ask.

- **Remember to follow up.** Many people want to donate but simply forget.

- Consider starting a team by asking your donors, family and friends to participate with you.

- Say thank you!
Social Media

- Always include the link to your donation page.

- **Post every week!** With so much going on, it’s very likely that your post asking your friends to donate might have gotten lost in their feed. It never hurts to post again.

- **Alternate your posts.** Switch between donation asks, updates on your fundraising, and info about BCPP.

- **Add pictures or videos.** Our past events show us that posts that contain pictures or videos get more viewership online. **Use our premade images or make your own!**

- **Tag your donors and thank them for donating!** Make your donors feel special and show them your gratitude.

**ALWAYS** direct donors to our fundraising platform, by copying and pasting the URL to your fundraising page into whatever social media you prefer. **DO NOT** start separate fundraising campaigns on social media:

[Image: Instructions for posting on social media]
Pre-Made Post: Examples

Donation Asks
Join me in my mission to stop cancer before it starts by hiking for prevention at Breast Cancer Prevention Partners’ Peak Hike! Support their important work by donating to my hike now: <<Fundraiser URL>> #PeakHikeforPrevention

On October 20th I am hiking for breast cancer prevention at Breast Cancer Prevention Partners’ Peak Hike. Will you join me in stopping cancer before it starts? <<Fundraiser URL>> #PeakHikeforPrevention

Exposing the cause is the cure! Help me ensure that our future generations thrive by supporting my hike for prevention to raises funds for Breast Cancer Prevention Partners’ work to stop cancer before it starts! <<Fundraiser URL>> #PeakHikeforPrevention

BCPP Facts
1 in 8 women in the U.S. will be diagnosed with breast cancer. Breast Cancer Prevention Partners works to prevent breast cancer by eliminating our exposure to harmful chemicals and radiation. #PeakHikeforPrevention

Only 10% of breast cancers can be attributed to the traditional risk factors like genetic inheritance, diet and reproductive history. 70% of breast cancers have no known cause. Breast Cancer Prevention Partner works to prevent breast cancer by eliminating our exposure to toxic chemicals. #PeakHikeforPrevention

Did you know? More than 85,000 industrial chemicals are registered for use in the United States, but fewer than 10% have ever been fully tested for their health effects. #PeakHikeforPrevention

Thanking your donors
Thanks so much to <<Donor Name>> for supporting me as I hike for prevention at Breast Cancer Prevention Partners’ Peak Hike! #PeakHikeforPrevention

Don’t forget your pre-made graphics! Click here.
Almost everyone has been touched in some way by breast cancer. For this reason, I will hike Northern California’s Mt. Tamalpais this October for breast cancer prevention. My participation in Breast Cancer Prevention Partners’ 24th annual Peak Hike for Prevention will raise money for their groundbreaking work to prevent breast cancer by eliminating our exposure to toxic chemicals and radiation linked to the disease.

By taking on the challenge, I hope to raise $<Amount> to help stop breast cancer before it starts.

Will you donate to my efforts in honor of someone you know who has been touched by breast cancer?

Thank you for all your support!

(Tag: Name)

(Tag: Link to Donation Page)

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1 in 8 women in the U.S. will be diagnosed with breast cancer. Only half of these cases can be attributed to traditional risk factors such as genetic inheritance, diet and reproductive history.

More and more scientific evidence is linking breast cancer to the chemicals in our everyday environment—chemicals in our food, our products, our air and our water.

For this reason, I will hike Northern California’s Mt. Tamalpais on October 20th to help stop breast cancer before it starts.

By participating in Breast Cancer Prevention Partners’ 24th annual Peak Hike for Prevention, I hope to raise $<Amount> in support of the BCPP’s groundbreaking work to prevent breast cancer by eliminating our exposure to toxic chemicals and radiation linked to the disease. Will you support my efforts by making a donation today? Thank you!

(Tag: Name)

(Tag: Link to Donation Page)
#3

Would you be willing to forgo your weekly morning coffee to prevent breast cancer?

This October, I'll join Breast Cancer Prevention Partners’ 24th annual Peak Hike for Prevention on Mt. Tamalpais in Northern California. As part of my efforts, I hope to raise <<Amount>> to support their groundbreaking work to prevent breast cancer by eliminating our exposure to toxic chemicals and radiation linked to the disease.

Just as I will hike one step at a time, I hope to reach my fundraising goal one dollar at a time. No donation is too small (even the price of your latte would help). Of course, if you can donate more it would be greatly appreciated.

Please consider donating to my Peak Hike for Prevention today! Together we can help stop breast cancer before it starts.

Thank you for your support!

<<Name>>

<<Link to Donation Page>>

## Fundraising Logistics

While we highly encourage your supporters to make online gifts, some donors would rather not make their contribution online. These donations should be handled as follows; please allow at least 2 weeks for checks and cash to be processed and to appear on your fundraising page:

### Checks

Ask donors to make checks payable to BCPP and **put your name and "2019 Peak Hike" in the memo field**. This helps properly credit your fundraising efforts. Encourage your donors to mail checks directly to BCPP. However, if you collect the checks yourself, please send them in as soon as possible.

### Cash donations

If you receive cash donations, please total them and write a check for the amount payable to BCPP. Attach a list with each donor’s name, address and gift amount for tax receipt purposes. **Do not send cash in the mail.**

**Mail donations to:**

Peak Hike 2019  
Breast Cancer Prevention Partners  
1388 Sutter St., Suite 400  
San Francisco, CA 94109-5400