

CAMPAIGN STARTER GUIDE



THANK YOU FOR RAISING YOUR VOICE

Each and every year, we are able to grow our annual campaign and up the stakes because of amazing donors like you!

Whether this is your first challenge or your 7th, we want to thank you for your continued support of the Dear Jack Foundation. We recognize that this year fundraising may seem a little more daunting due to the uncertain times we have all experienced because of the pandemic. Just like we support our young adult cancer patients and survivors every single day, we've got your backs too.

We hope that you will use this fundraising guide as a resource for fundraising support and utilize your skillset to get the most out of your efforts! Inside, you'll find everything from information about Dear Jack, to specific 250K Challenge details and prizes, to how to host a fundraising event or activate friends and family to become involved.

The contents of this manual are simply a guide to get you started. We hope that it will spark ideas and encourage you to think outside the box.

If you're in need of additional resources, please browse the following content or email us directly. We are always happy to discuss and brainstorm with our community!

email:

INFO@DEARJACKFOUNDATION.ORG

DEAR FRIENDS,

As we launch our annual 250k challenge I wanted to take a moment and reflect on both the challenges and triumphs of the last year. As you can imagine the COVID pandemic presented the Dear Jack staff and those we serve in the adolescent and young adult cancer community with hardships we could never have imagined. Health and travel restrictions required us to put our 2020 Breathe Now retreats on hold along with many vacation-related wishes from our LifeList participants. Along with these logistical challenges, we faced serious concerns regarding our ability to fundraise in a time of economic volatility. Through all of this, I have been moved by the dedication and resourcefulness of our Dear Jack staff, the families we serve, and you - the donors, who stepped up to help us weather what was a nearly catastrophic storm for many nonprofits. I am proud to say that we were able to keep the lights on, to keep our staff fully employed, and to continue fulfilling our mission throughout the pandemic. Forced to pivot, we found ways to take our message online, creating a comprehensive Breathe Now series for the AYA community, expanding our Letters with Love campaign, and live streaming the most successful Dear Jack Benefit concert to date.

As I look forward to the months ahead, I feel it is important to consider the additional hardships that patients and survivors have endured throughout the pandemic. Many in our community are immunocompromised and what would have been a dangerous world for them before COVID is even more isolating today. Doctors and nurses have faced unprecedented challenges and necessary health protocols have left many patients traveling the road of disease and recovery with fewer people at their bedside. As our programs return to full capacity, those we serve will have new and unforeseen difficulties attached to the trauma of being diagnosed and treated with COVID in the background. It is our mission at Dear Jack to interface with those on the frontlines of AYA cancer and work with them to adapt and ease the ever-changing burdens of our community.

Looking back on this year, I am reminded that there is beauty to be found in times of struggle and that a strong community coming together can achieve great things. It is my hope that you will join us in our mission and start your team today as a part of the Raise Your Voice 250k Challenge. Year after year, it is these months and this community-based fundraising drive that has had the greatest impact on our ability to bring hope and relief to the families we serve at Dear Jack. While there is still so much uncertainty we face, there is one thing I know for sure, young people facing cancer need us more than ever. With your help, I believe Dear Jack is well positioned to be the beacon of hope for so many in need.

Sincerely,



ANDREW MCMAHON
Leukemia Survivor
Founder, Dear Jack Foundation

CONTENTS



ANDREW MCMAHON
Dear Jack Foundation Founder

DEAR JACK FOUNDATION

- 6 WHO WE ARE
- 7 WHAT WE DO
- 9 STATISTICS

250K CHALLENGE

- 11 IMPORTANT DATES
- 12 FUNDRAISING DETAILS
- 13 THE NEED
- 14 PRIZES

FUNDRAISING

- 15 CAMPAIGN ACCOUNT
- 17 FUNDRAISING PLAN
- 19 DONATION DATABASE
- 21 CREATIVE FUNDRAISING
- 23 EMAIL & SOCIAL MEDIA TEMPLATES
- 25 FREQUENTLY ASKED QUESTIONS

CONTACT

WHO WE ARE



The more information you have on hand about the organization you are fundraising for, the larger chance you have of getting donations! We've provided the basics about us, and hope that you'll utilize this information, and spread the word about the impact DJF has on young adults with cancer.

OUR STORY

In the spring of 2005, Andrew McMahon and his band *Jack's Mannequin* embarked on their first U.S. headlining tour. Before completing the tour, Andrew paid a visit to his voice doctor in New York City due to a growing number of health concerns. The results from the blood work that came back the following morning were alarming and Andrew was quickly admitted to New York Presbyterian Hospital. Ultimately, everyone's worst fears were confirmed: Andrew had Acute Lymphocytic Leukemia (ALL).

Throughout the summer of 2005, Andrew underwent two rounds of chemotherapy, radiation treatment, and a lifesaving stem cell transplant from his sister. During his battle with ALL, it became clear to Andrew that in a generation where cancer has become the second largest cause of death in the U.S. and the biggest public action item relevant to health, there were still major shortfalls in treatment, support, and research on behalf of the young adult demographic. In an effort to initiate change and provide a voice for the generations of young adults who have been diagnosed with cancer, Andrew founded the Dear Jack Foundation in July of 2006.

Now headquartered in Denver, Colorado, Dear Jack Foundation's staff and board of directors work daily to provide support to our program participants, and greatly appreciate the community who has gathered around us to provide additional hands and help when needed.

OUR MISSION

The Dear Jack Foundation provides impactful programming that directly benefits adolescents and young adults (AYA) diagnosed with cancer in order to improve their quality of life and create positive health outcomes from treatment to survivorship for patients and their families.

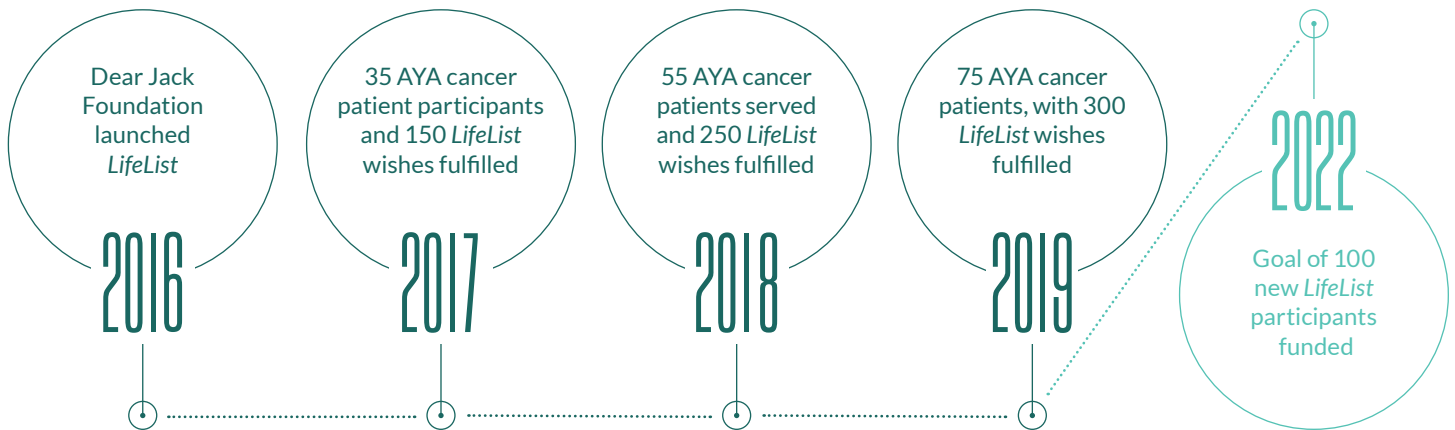
WHAT WE DO



Through programs and strategic partnerships, Dear Jack addresses the physical and emotional needs of AYA cancer patients, survivors and their families. One-on-one patient support and wellness programs allow the Dear Jack Foundation to empower patients, survivors and their caregivers in their healing and to provide assurance that they are not alone in their cancer journey.



In 2016, Dear Jack Foundation launched its *LifeList* program with the goal to improve the quality of life and to provide hope for adolescents and young adults who are going through cancer treatment. Our strategic goal is to serve over 100 *LifeList* patients and their families in fiscal year 2022.



In 2017, Dear Jack Foundation launched its survivorship wellness program, *Breathe Now*. *Breathe Now* brings together young adult survivor couples in a wellness retreat setting with a focus on yoga, meditation, and psychosocial sessions to help heal the mind and body, and restore balance and peace for the survivor and their partner post cancer.



STATISTICS

89,500

Number of adolescent and young adults, ages 15–39, who are diagnosed with cancer annually.

633,000

Number of adolescent and young adult cancer survivors in the United States today.

41%

Percentage of young adult survivors who report an unmet need for psychosocial support 12 months out from treatment.

75%

Percentage of young adult survivors report the need for a support group or opportunity to connect with other survivors.

7X MORE
LIKELY

AYAs, age 15 – 39, get very aggressive and rare cancers and are 7x more likely to be diagnosed with cancer than anyone under the age of 15.

300+

Number of adolescent and young adults cancer patients and survivors Dear Jack Foundation has served since 2016.

\$250K

Goal for the 2020 annual challenge campaign. This amount will fund 100 *LifeList* program participants and wishes, 5 *Breathe Now* retreats in 2022, and allow us to continue to offer music education scholarships through our partners with Cancer for College.

500

Number of adolescent and young adult cancer patients and survivors Dear Jack Foundation will serve by year end 2022.



36

Couples served through *Breathe Now* in 2022



400

Wishes fulfilled through *LifeList* in 2022



LAUNCH

8:00 AM MST

8.5.2021

END

11:59 PM MST

11.14.2021

GOAL

★★★★★

\$250,000

SIGN-UP AT [DEARJACKFOUNDATION.ORG/GETINVOLVED](https://dearjackfoundation.org/getinvolved)

WHY 250K?

Seven years ago we launched the Dear Jack Foundation's 72k Challenge. You stepped up. You raised your voice, and by 11/11/15, the Dear Jack Foundation community raised over \$81,000 allowing the foundation to launch our *LifeList* and *Breathe Now* programs. Our annual giving challenge has grown out of an identified need to further close the gap in resources made available to adolescent and young adult cancer patients and survivors. Together, we have raised over \$1,300,000 over past challenges!

FUNDRAISING DETAILS

GRAND PRIZE

Participate for a chance to win an Andrew McMahon in the Wilderness experience to include a private living room concert for you, plus 10 friends in your own home in 2022, plus much more!

All teams (up to 10 people per team) or individuals who raise a minimum of \$2,500 will be entered in a drawing to win the grand prize. Each additional \$1,000 raised will earn you/your team the opportunity for one additional entry into the drawing.

LEARN MORE

WHO WILL IT SERVE?

100



New *LifeList*
program participants

5



Breathe Now wellness retreats
in 2022

WHAT WILL IT FUND?

400



LifeList Wishes

36



Survivor Couples

THE NEED

Out of the 633,000 AYA cancer survivors in the United States, over 41% report an unmet need for psychosocial support.

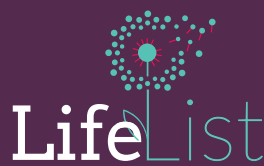
AYAs face unique challenges that oftentimes go unaddressed because of the lack of resources and community made available to them.

Young adults are at a unique stage in their emotional, cognitive, and social development, which cancer often disrupts. The attempts by these young adults to establish independence from their parents, to complete school, to enter the workforce with a desired career, to find a life partner, and to raise a family, are often temporarily, or sometimes permanently hindered, which can result in feelings of isolation and depression.

At Dear Jack, our solution for addressing this gap in care is to strategically continue to grow our *Breathe Now* and *LifeList* programs in a way that results in improved health outcomes for AYA's diagnosed with cancer.

COMMUNITY IS AT OUR CORE

On behalf of everyone here at Dear Jack and the program participants we serve, thank you for being a committed member of the Dear Jack community. By fundraising and/or donation to this year's Raise Your Voice Annual Challenge you are providing hope and guidance to those the Dear Jack mission serves with your commitment to helping us reach \$250,000 in 2021.



TWO PROGRAMS THAT ARE THRIVING BECAUSE OF YOU

\$250,000 will provide hope to 100 new *LifeList* program participants, offer guidance to young adult survivor couples at 5 *Breathe Now* wellness retreats in 2021, and allow us to continue to offer music education scholarships through our partners with Cancer for College.



GRAND PRIZE

PRIVATE LIVING ROOM CONCERT
for 10 people in 2022

AMITW MERCHANDISE
Andrew McMahon merchandise
package for up to 10 people

FIRST RUNNER UP

Up to 10 tickets to a show
of your choice in 2022*

Autographed poster
for up to 10 people

**one ticket per team member*

MIDWAY PRIZE

The team who raises the
most money by the campaign
mid-point, September 15th, will
receive a thank you/shout out
video from you for their team

**one video for team*

ADDITIONAL INCENTIVES

We will have "surprise" incentives
throughout the campaign. Look
for Dear Jack communications
in your inbox or shared on social
media platforms. Like, follow,
and subscribe!

GET STARTED

Create an account with *Classy*, the online fundraising platform for the 250K challenge campaign. Collect and manage donations on your personal account and page, which simultaneously increases the overall campaign total. It is required to use *Classy* as your fundraising platform to collect funds. Only funds collected through the 250K challenge campaign platform will count toward individual or team fundraising and prize eligibility.

FIRST

SET UP YOUR CAMPAIGN

Visit:

[DEARJACKFOUNDATION.ORG/GETINVOLVED](https://dearjackfoundation.org/getinvolved)

Select:

SET UP YOUR FUNDRAISER

Select:

BECOME A FUNDRAISER

NEXT

START FUNDRAISING

Select one:

AS AN INDIVIDUAL | JOIN A TEAM | CREATE A TEAM

Select:

LOG IN or CREATE AN ACCOUNT

Set your fundraising goal, edit your page,
choose your profile photo, etc.

INDIVIDUAL

This option creates a single page for you to collect donations and track your progress. Only you will have access to the back-end of this account, and only you will be able to work to fundraise toward your goal.

CREATE A TEAM

This option allows you to work with friends, family, or coworkers to fundraise together. Each team member will be required to have an individual fundraising page and set their own personal goal, however the money they raise will go towards the overall team count. Teams are limited to 10 participants and the person who creates the team will be the team captain. If you are the team captain, you will need to *create your team*.

JOIN A TEAM

If your team has already been created, select this option to *join your team*.

For step-by-step instructions on how to create your account or team, please visit the *Classy* website.

[SUPPORT.CLASSY.ORG/S/ARTICLE/HOW-TO-CREATE-OR-JOIN-A-TEAM](https://support.classy.org/s/article/how-to-create-or-join-a-team)



MSPARK
Sumo Wrestling Event

GET YOUR COMPANY INVOLVED

250K Challenge partner Mspark hosted multiple events during the 2018 200K Challenge leading up to a company-wide competition to increase opportunities to participate at their corporate headquarters in Helena, AL. The event included games like bingo, sumo wrestling, obstacle courses, and a dunk tank - providing some friendly competition for a good cause.

Choose which method will work best with your fundraising goals during the campaign.

Both individuals and teams are eligible to fundraise for the prizes mentioned in this manual.

SETTING YOUR GOAL

Setting your goal, while it can be changed, is an important step in creating your fundraising page. If you're on a team, it's best to set an overall team goal, as well as individual goals for each team member.

A FEW THINGS TO CONSIDER:

The goal should be ambitious, but remain within the realm of possibility.

Most supporters will set their personal fundraising goal very high to inspire themselves and their donors. You have to set your goal when you register, but you can go back and raise your goal as you start to see the fundraising dollars come in.

The goal should be connected to the overall mission and vision of our organization and "make sense" to you and your donors as to why you've selected this number. *le: \$2,000 funds one LifeList patient or \$4,000 sends one couple to a Breathe Now retreat.*



CREATE A FUNDRAISING PLAN

The \$250K challenge is a long campaign. It's best to not burn yourself out at the very beginning, or to feel rushed to meet your goal in the final few weeks. Writing out a quick plan will help you figure out where to start, and will make sure you are being thoughtful with your asks and actions. Creating a general plan for your fundraising will also make sure you are on track to meet your goals, and that you are setting realistic expectations for yourself.

CREATE A GENERAL PLAN

SET REALISTIC EXPECTATIONS

HELPFUL TIPS

Fundraising tips and tricks
by Andrea Schwartz
EXECUTIVE DIRECTOR

START EARLY

You have 3 months to reach your goal. Take advantage of that time!

DONATE FIRST

Donate to your own project. Set an example and make the first donation to your project. You should expect everyone to donate the same amount you're donating so if you want people to donate \$50 don't donate \$15 yourself.

ASK BIG

Don't ask for just a \$10 donation, ask for \$50. You may get \$50, or you may get less, but if you ask for only \$10, that is probably all you will get!

BE SPECIFIC!

DATE	TASK	NOTES	COMPLETED
August 5, 2021	Email to friends and family about campaign opening	Share my goals and why I care	✓
August 20, 2021	Social media post sharing my campaign donation page	Pin to top of social media accounts	✓
September 1, 2021	Host Online Happy Hour	Invite attendees to donate towards their “bar tab” at home	✓

We recommend setting monthly goals or tasks for yourself to make sure you are keeping your audience engaged, continually making asks, or planning your next fundraising event.

Brett Gnadt, *Director of Communications*, recommends a simple Excel spreadsheet. Start by listing all of the things you want to accomplish during the campaign, then assign dates.

HOW TO START FUNDRAISING

There are so many different ways to fundraise! We hope that this guide will not “box” you into one way or another, but spark ideas and let you think outside of the box! Just remember to set realistic goals and expectations for yourself. Pick two or three strategies and do them well, versus trying to juggle too much. We’re all about actions with intention!

SIMPLIFY YOUR STRATEGY

BE MINDFUL OF YOUR GOALS

TALK ABOUT IT

Tell everyone you know and meet what you are doing and what the money goes toward. The more you talk about it, the more interest you will generate.

KEEP A GOOD ATTITUDE

Be prepared that not everyone is going to donate. The more people you ask, the more donations you will get. If you don’t hear “no” a couple times a week, you are not asking enough people.

SAY THANK YOU

Thank your donors and ask them to share your message with their community of influencers.

CREATING YOUR DATABASE

Rather than making a cold ask, try creating a list of family, friends, coworkers, and contacts that you plan to reach out to. While posting on social media and utilizing your social reach is a great first step, to get the big donations, you may need to personally reach out to some.

HOW TO GET STARTED

MAKE A LIST

Create a list of people you plan to contact specifically. Don't be concerned with how you will contact them. Make a quick list of names only.

START WITH SOCIAL

Quickly scan the list of friends and followers on your social media accounts to add contacts your database. These potential donors could be open to your cause and worth contacting.

ESTIMATE DONATIONS

Write an estimated donation amount next to each contact on your list. Try to reach or exceed your estimated goal.

TRY THIS FIRST

Reach out to close friends and family. Prioritize contacts on your list to help you divide the list into small tasks so it feels less overwhelming.

POST RESPONSIBLY

While fundraising event invitations can overlap with social media posts and personal emails, Be aware of the cross-promotion and be considerate of donor fatigue. Donors are less likely to donate again or refuse to attend an event if they feel pressured to do so.

MOVING FORWARD

Use this list as your "game plan" and integrate it with your existing fundraising plan. Next, collect additional contact information. Store your list where it is easily accessible and can be quickly updated with new information.

REMEMBER

When making your list, here are a few things to remember from our friends at *Classy.org*:

KEEP THEM CLOSE

Your closest contacts are more likely to donate, Remote contacts are less likely to donate.

SUCCESS BREEDS SUCCESS

Studies show that as you make substantial progress towards your fundraising goal, people are more likely to donate to you.

STRENGTHEN THE CORE

When you start with your closest contacts and work outwards, you ensure that you build up progress from your core supporters before you reach out to the people who are less likely to donate.

HOW TO ASK FOR DONATIONS

We know, asking someone to donate their hard-earned cash is intimidating. But just remember, you're asking them to donate to a cause, you're not asking them to give you money. At its core, fundraising is connecting those with an existing passion directly to your cause. You are not here to convince donors. You're here to help them realize that they already care.

A FEW SUGGESTIONS

PRACTICE YOUR PITCH

Practice your "elevator speech" and prepare a response for every possible question a donor may have. Rehearse talking points for phone conversations or personal meetings by speaking out loud.

MAKE IT PERSONAL

Why are you fundraising for Dear Jack? What connection do you have? If your friends and family understand why this cause is important to you, they will easily relate.

KEEP IT BRIEF

You don't need a long presentation. Be direct and concise when asking for donations. Keep your emails and social media posts short. Don't go off-topic. Make sure your pitch is compelling enough to hold their attention.

SHARE YOUR CAUSE

Let the donor explain why the cause is equally important to them. In many cases, once you open with your story, the donor will have a story to share too! Listen intently and let them tell you why this cause is important.

LEAD WITH A NUMBER

Ask for a specific amount. Take the pressure off the donor. Don't make them think. You know what you need to achieve your fundraising goal. Ask for larger donations. Donors may or may not donate, but if given a choice, they will donate the lesser amount. *If you ask for \$10 versus \$50, they are more likely to donate \$10.*

THANK YOUR DONOR

Once you've received a donation, send a thank you note to the donor.





RUN OR WALK

Marathons, walk-a-thons, fishing tournaments, neighborhood challenges, and more! Sporting event fundraisers are a great way to get involved in your community. Stay active and raise some serious cash for your fundraiser.

This can be done virtually with at home challenges - ask your donor base to “register” for an activity of their choosing that they can safely complete at home.



VIDEO GAME TOURNAMENT

Play with friends virtually! Ask your friends for donations to join you for some healthy competition. Play your favorite video game tournament style with friends, or stream yourself playing your favorite game marathon style while asking for donations.



MOVIE NIGHT IN

Provide snacks and a cozy atmosphere, and as for a “suggested donation” as a ticket fee for a fun night in with friends. The 250k Challenge campaign is during the summer months - host a backyard “drive-in” if the weather is nice! You can also now host virtual movie nights - we recommend using this [plugin for Netflix](#).

We recommend the documentary, “Dear Jack.”



VIRTUAL HAPPY HOUR

Happy hours, virtual or in person, bring together friends and community in a fun atmosphere. Host a benefit happy hour at your local pub or invite friends to an online hangout to talk about Dear Jack and your involvement in the challenge. Add trivia or other pub-style games to add a little competition to your get-together!



ONLINE AUCTION

Ask local businesses to donate services or products for a silent auction. There are many companies out there that will provide the management software for a small transaction fee. By hosting an online auction, you can reach more people and practice safe social-distancing!

Instagram is also a great way to auction off items!



T-SHIRT FUNDRAISER

Selling merchandise is an extremely effective fundraising method. Dear Jack Foundation recommends selling t-shirts on the website [Bonfire.com](#). They print the exact amount ordered when your campaign ends, which eliminates excess and profit loss.

FUNDRAISE OUTSIDE OF THE BOX

While easy to implement and a strong strategy for reaching at least a small portion of your goal, social media isn’t always the best way to reach your audience and maximize your potential for donations. Not only do we encourage you to think outside the box

when planning your fundraiser, we encourage you to metaphorically blow up the box and get wildly creative. Think about your unique skills, talents and interests and imagine how you can leverage those to make a truly one-of-a-kind fundraiser. Due to the Covid-19 pandemic, please follow social-distance guidelines and consider creative ways to make your events virtual as needed!



COMMIT TO ONE OR TWO STRATEGIES THAT ARE BEST FOR YOUR FUNDRAISER



CRAFT FOR A CAUSE

Do you have the creative bug?
Maybe you're a fantastic calligrapher, painter, knitter or furniture craftsman. Sell a few handmade items to benefit your fundraiser.

Not feeling creative?
Ask a local artist or creative friend to donate an item or piece of art for a good cause.



BIRTHDAY GIFT

Ask friends and family to donate to your fundraiser instead of purchasing gifts you may not need. They can proudly show their affection while supporting your fundraiser and those in need.

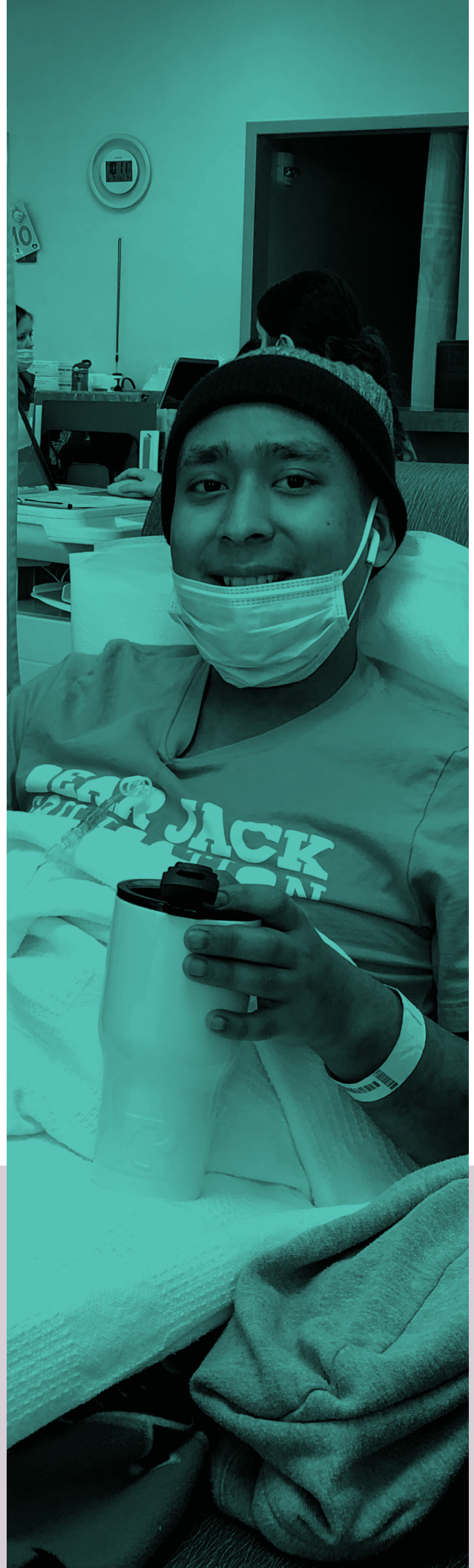


WEDDING REGISTRY

Engaged couples try to think of ways to make their wedding unique. One item that is traditionally overlooked is the wedding registry. A wedding registry benefiting a nonprofit is innovative and unexpected.

GET CREATIVE

Please note that any use of the Dear Jack Foundation logo must be approved by the Dear Jack staff before printing. Any and all artwork you chose to sell on behalf of your fundraiser must be original artwork, and sold at the consent of the artist.



EMAIL TEMPLATE

There is no perfect way to write an email asking for donations, but here are some best practices to guide you.

COPY, PASTE, AND FILL IN THE BLANKS

Hi [INSERT NAME],

I wanted to let you know that I am participating in the Dear Jack Foundation 250k Challenge. This annual campaign provides funding for the support young adult cancer patients and survivors need to get through life's most difficult times.

Did you know that there are 89,500 young adults diagnosed with cancer annually? The leading cause of death from disease for people ages 15-39 years old is cancer, and yet specific studies and programs for these AYA's is sparse. Dear Jack Foundation is closing the gap by providing quality of life programming for AYA cancer patients, survivors, and their families.

Dear Jack Foundation is near and dear to my heart because [INSERT PERSONAL REASON HERE].

Dear Jack recognizes that because of the recent pandemic, this year has brought uncertainty in all of our lives. As we live our day-to-day doing what we can to ensure we stay healthy and safe, DJF's adolescent and young adult cancer program participants have never needed you more. Many program participants are immunocompromised and as a result, the increased isolation and health concerns have resulted in hardships.

Let's raise our voices for young adults with cancer. Help me reach my goal of [INSERT GOAL] by donating [AMOUNT]. You can learn more about why I'm raising my voice and make a donation through my fundraising page at: [INSERT FUNDRAISING PAGE LINK].

Thank you so much for your time, dedication to the cause, and your support.

Sincerely/All the best/Love,

[INSERT YOUR NAME]

WHEN WRITING A GENERAL EMAIL

Explain your connection to the cause and why it's important to you. An important part of the email is your description of how the cause has touched your life. Write a brief statement.

Share your fundraising goal and briefly explain how the Dear Jack Foundation supports the cause. Share a link to our website or reference this *Campaign Starter Guide* for assistance.

Be clear about what you are asking for. Make a direct ask for financial support and share the link to your fundraising page.

Thank your contacts for their support.

WHEN WRITING CLOSE CONTACTS

You know your close friends and family better than anyone. Don't feel like you have to stick to a specific method for all contacts. A one-line message might work for one person. If not, write a longer and more personal message. Choose the strongest strategy for each person.

Include a direct request for support and the link to your fundraising page at the end of the message.

SOCIAL MEDIA TEMPLATE

SHARE AND POST TO YOUR PROFILE

I'm raising my voice for AYA cancer patients and survivors. Each dollar raised goes to quality of life programs to make sure that no young adult feels alone while fighting for their life. Join me by donating [INSERT AMOUNT] to my fundraising page by 11/14/2021. Thank You!

[INSERT LINK TO DONATE]

There are 89,500 young adults diagnosed with cancer each year. Raise your voice and donate to the Dear Jack Foundation to support quality of life programs for AYA cancer patients and survivors.

[INSERT LINK TO DONATE]

I'm fundraising for Dear Jack Foundation because young adult cancer patients and survivors should never feel alone. Learn more about why I'm raising my voice, and donate today on my page:

[INSERT FUNDRAISING PAGE LINK]

Cancer hasn't stopped because of Covid-19. Many of Dear Jack's cancer program participants are immunocompromised, meaning they need your help now more than ever. Learn more about why I'm raising my voice, and donate today on my page:

[INSERT FUNDRAISING PAGE LINK]



HASHTAGS

#250kForDJF #DearJackFoundation #FundraiseForDearJack #DearJack250k

HELPFUL LINKS

Classy

[Tips for Successful Fundraising](#)

Classy is the fundraising platform for all Dear Jack Foundation campaigns and donations.

npEngage

[10 Simple Fundraising Tips Guaranteed to Improve Effectiveness](#)

Nonprofit Hub

[7 Tips on Asking for Donations](#)

Bonfire

[45 Fundraising Ideas to Raise Money for Any Cause](#)

FAQ

Do you accept check donations for my fundraiser?

Yes. Please have all checks made payable to Dear Jack Foundation. Please include a note with your check with your name and fundraising page name. We will apply the check amount to your fundraiser total.

Checks should be mailed to:

DEAR JACK FOUNDATION
1840B W. LITTLETON BLVD
LITTLETON, CO 80120

Who benefits from the money I raise?

The money you raise is donated directly to the Dear Jack Foundation's programs *LifeList* and *Breathe Now* and helps to fund our program partnership with *Cancer for College*.

To learn more about our programs and partnerships, please visit our website:

WWW.DEARJACKFOUNDATION.ORG

What is the fundraising requirement to qualify for the grand prize and runner up drawing?

To qualify for the grand or runner up prizes, each team must raise a minimum of \$2,500. For each additional \$1,000 you raise above \$2,500, you'll earn one additional entry into the drawing.

How many people can be on my fundraising team?

You may have a fundraising team that consists of 1-10 people.

Can Andrew McMahon attend or perform at my fundraiser?

No. At the discretion of Andrew, his management, and the Dear Jack Foundation, Andrew McMahon will not play or attend your 250K Challenge fundraising event. We ask that you kindly respect this policy and refrain from asking him, his management, or the Dear Jack staff to make an exception. Thank you for understanding.

Can you send me Andrew McMahon signed merchandise for my fundraising event?

We have a very limited supply of signed merchandise on hand that we like to save for our program participants.

There is signed merchandise available for purchase at WWW.ANDREWMCMAHON.COM

What is your EIN number?

45-2219082

IRS Letter of Determination is included in this packet.

Are donations tax deductible?

Generally speaking yes. Although we recommend speaking with your CPA.

Can my fundraiser be applied toward a specific patient or program?

We like to spread the love across all of our programs, so not exactly. However, we can promise you that the dollars you raise will go directly to one of our Dear Jack programs or our program partnership with Cancer for College.

Do I have to use Dear Jack Foundation's fundraising platform *Classy* for my fundraiser or can I use another platform such as GoFundMe, Crowdrise, etc?

You must use Dear Jack Foundation's peer-to-peer platform, *Classy*. If not, your fundraiser will not be considered part of the 250K Challenge. You and your donors will not be eligible for campaign prizes. Please see instructions in this packet for setting up your fundraiser.

Can you provide posters or collateral for my fundraiser?

Glad you asked! We've put together an online resource for you that includes a poster print out, as well as some additional information. You may also purchase additional items via our store At this time, this is all we are able to provide for our fundraisers - we love seeing your designs and creative ways of advertising your fundraising!

IF YOU USE THE DEAR JACK FOUNDATION LOGO, PLEASE EMAIL US FOR APPROVAL.

[email: INFO@DEARJACKFOUNDATION.ORG](mailto:INFO@DEARJACKFOUNDATION.ORG)

For general inquiries about our organization, please email

INFO@DEARJACKFOUNDATION.ORG

For 250K Challenge specific inquiries, please contact
Brett Gnadt, *Director of Marketing & Communications*

BRETT@DEARJACKFOUNDATION.ORG

Learn more at

DEARJACKFOUNDATION.ORG/GETINVOLVED

CONTACT



1840B W. LITTLETON BLVD. LITTLETON, CO 80120

WWW.DEARJACKFOUNDATION.ORG | INFO@DEARJACKFOUNDATION.ORG