

Fundraise

for Memorial Sloan Kettering

ATHLETIC FUNDRAISERS



Memorial Sloan Kettering
Cancer Center

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/WELCOME/

Thank you for organizing an athletic event to benefit Memorial Sloan Kettering Cancer Center (MSK). We are grateful for your support and honored to have you by our side as we work to create a better world for cancer patients and their families.

MSK is the world's oldest and largest private institution devoted to prevention, patient care, research, and education in cancer. Today, we are a top-rated, National Cancer Institute-designated, Comprehensive Cancer Center, with state-of-the-art science flourishing side-by-side with clinical studies and treatment.

None of this would be possible without event fundraisers like you, and the people you mobilize to support MSK. Your dedication enables us to provide patients the best possible care and fuels the innovations needed to improve cancer outcomes for generations to come.

Most importantly: when you fundraise for MSK you have an opportunity to choose the exact area of research that you would like to support. You may have already done this during the registration process, or you may still be deciding where you would like to make an impact. At any point, you can change or specify where your fundraising will be directed.

/WE ARE HERE TO HELP/

We would like to thank you in advance for your support and for being an important part of the MSK family. We are here to help you achieve your goals and make your event a success.

For example, we can provide you with the following resources to support your efforts:

- An MSK representative who will act as a sounding board throughout your planning process
- The opportunity to designate your funds to the area of your choosing
- A customizable online fundraising page to collect donations
- An official acceptance letter to assist with soliciting corporate sponsorships or in-kind items
- Tax acknowledgments to donors and sponsors who make gifts directly to MSK
- Use of the MSK name as the beneficiary of your fundraising efforts (subject to approval by your MSK representative)
- Use of the MSK logo to help promote your event (subject to guidelines outlined in this guide)
- Feature event on MSK's online event calendar
- Literature and updates regarding how your fundraising dollars translate into impact on cancer research
- An invitation to exclusive MSK events to honor your commitment to our mission and meet fellow fundraisers
- Fundraising tools (logistics, event planning guidance, etc.)
- MSK-branded items upon request

Thank you, again, for fundraising. Do not hesitate to contact your MSK representative or email annualgifts@mskcc.org as questions arise.

/CHOOSING YOUR EVENT TYPE/

The first step is choosing what type of event you would like to host. The most important thing is to select an event type that you and your network will enjoy. If you need help deciding what type of event to host, please view the Appendix of this guide or contact your MSK representative for guidance – and remember, MSK has a separate golf event toolkit if you are interested in planning an outing on the course.

Here are a few common event types:

Walk/run

Sports tournament

Field day

Donated fitness class

Yoga class

/PLANNING YOUR ATHLETIC FUNDRAISER/

CREATING A BUDGET

Creating a budget is an important step in planning your athletic event. A budget will help you make decisions about your event and compel everyone involved to use funds efficiently. There are a few key elements to consider:

THE COST OF FUNDRAISING

Fundraising events require an up-front investment. In other words, fundraisers need to spend money in order to make money. But how much money should you be spending?

Your event’s return on investment (ROI) is the amount of money you raise divided by the amount of money you spend to put on the event. It is an MSK priority that all funds possible go toward the mission, so it is important that your net revenue, or the amount you donate to MSK after subtracting your costs, is at least 80% of the total amount your event raises. That means your ROI should be at least four according to this equation. Many fundraisers try to obtain underwriters who will absorb some or all of the event expenses. For more information on underwriters, contact your MSK representative.

LIST YOUR EXPENSES

In order to determine your ROI, it may help to anticipate your event expenses. When creating your list of expenses, start with your biggest items first. This includes, but is not limited to:

- | | |
|---------------------------------|--|
| Venue rental and fees (permits) | EMTs or law enforcement to manage traffic and safety |
| Tables and chairs | Food and beverage |
| Stage and sound system | Print materials (invitations, save-the-dates, postcards) |
| T-shirts and/or bibs | Entertainment, or DJ, etc. |
| Signs and banners | |
| Route signage | |

SET YOUR FUNDRAISING GOAL

You can set your fundraising goal in three steps:

1. Decide how much you want your event to net (or how much you hope to raise for MSK).
2. Add in your projected expenses, remembering that you want your ROI to be at least four.
3. Set a goal higher than the total of the two. That way you can ensure you raise as much for MSK as you hoped to, while also covering your expenses.

TRACK YOUR EXPENSES

As you order supplies for your event, find a way to track these expenses. It is easier to stick to a budget and adjust as needed. This is an ideal job to delegate to a committee member, but be sure to ask for frequent updates.

/EVENT DETAILS/

DATE

Another big charity or athletic event being held on the same day may affect your event's success. Therefore, it is important to choose a date when no similar events are taking place in your community.

Things to consider when setting your event date:

- Choose a date far enough in advance to give you enough time to prepare.
- Check online event calendars to see if there are similar events happening that day, including high school or college sporting events.
- Avoid major holidays and busy times of year in your local area.
- Ask friends and family what events they are aware of and/or planning to attend.

Be sure to have a few dates in mind when discussing the event with potential venues in case the site you want is already booked on your first choice date.

VENUE

The specific type of fundraising event that you choose to organize will strongly influence your event venue. Choosing a venue is the first step in securing an event date and format. Here are some commonly used locations to hold events:

Public park

Fitness studio

School or university

Community center

Large subdivision or neighborhood

Gym

Sports club

Mall

Start with your network. Do you know anyone connected to a suitable venue? Lean on your personal connections to find a great site. You may even be able to get the site donated or at a reduced cost.

Research similar events that take place in your area. Are those events using venues that you might be able to use too?

Avoid locations that are hard to find or out of the way, no matter how inexpensive they may be.

Ask about all fees associated with the venue up front and get them in writing. You do not want any unexpected surprises.

Ask about any restrictions, such as outside food or drink policies, local noise ordinances, and occupancy limits.

Speak with the person who will be your main point of contact before you decide to use a particular venue. Ask about what kind of support they will offer and if they have hosted similar events in the past.

Finding a venue that works for your event and your budget is an important step in the planning process. Start early to give yourself plenty of time and options. We also recommend that you tour the venue in person before you sign on the dotted line.

NAME

There are a few basic guidelines to follow when naming your event:

- Always use the format “(Event Name) benefiting Memorial Sloan Kettering Cancer Center.”
- Include specific designations before MSK’s full name, and honorarium or memorial names after. For example: “Walk for a Cure benefiting lymphoma research at Memorial Sloan Kettering Cancer Center in honor of Brenda Travers.”
- If you use the MSK logo on your event flyer or invitation, make it clear that your event is benefiting MSK. You can do this by putting the word “benefiting” above the logo.

/PROMOTING YOUR EVENT/

The more people who know about your event and get involved, the more successful your efforts will be. Use all avenues available to you when promoting your event:

Your network	Printed materials
Social media	Local media
Online calendars	Event venue

Also, your MSK representative can add your athletic event to our website calendar to help you spread the word. As soon as you have your event details, please share them with us. Be sure to include a link to your event website and/or Facebook page.

SOCIAL MEDIA

Here are a few ways to maximize your social media efforts across channels:

Facebook @sloankettering

Create a Facebook event page and encourage your family and friends to RSVP.

Make sure your event-related posts are public.

Engage your followers by asking questions.

Keep content brief and include photos and videos.

Post updates about registration, sponsorships, and donations.

Encourage your vendors, sponsors, and partners to engage on your event page.

Post results after the event.

Twitter @sloan_kettering

Always include a link to your event page.

Use sites like bit.ly to shorten links to your fundraising page or event page.

Place a link to your event page in your Twitter bio.

Use hashtags appropriate to the event type, MSK, and the type of cancer research you are supporting.

Do not be afraid to repeat tweets – chances are that your followers have not seen your tweets more than once.

Instagram @sloankettering

In addition to photos, incorporate videos into your posts.

Ask followers to share photos of the event using a hashtag or “regram” app.

Place a link to your event or fundraising page in your Instagram bio.

Get creative – share photos of event day preparations, MSK branded items, and key milestones.

Encourage your sponsors and partners to share photos of their preparations for the event as well.

ONLINE CALENDARS

Post your event details on local event calendars. Most are free to use and, more often than not, you can submit your event details through an online submission form.

Here are some ideas:

Newspaper	Magazine
Radio	Community websites
Television	Wellness/active websites

PRINTED MATERIALS

Make colorful and dynamic flyers and posters, and place them in community spaces around town. Be sure to ask permission before hanging your flyers on private property, and indicate on the flyer that the event is benefiting MSK (by placing the word benefiting above the logo).

A few possible places to hang signage are:

Your event venue	Restaurants	Post office
Your office	Grocery stores	City hall
Coffee shops	Libraries	Community center

LOCAL MEDIA

If you are planning to send a press release to local media outlets, please contact your MSK representative for guidance and approval.

- Tell a story with your press release. Highlight people who are connected to the cause. Make a list of publications that you read to learn about events in your community. Be sure to ask your friends and family where they look for information as well.
- Once you have compiled your list, visit the “Contact Us” section on the publications’ websites.
- If possible, send your press release to the “Advertising” or “Community Event” staff and request they feature your event. Follow up, follow up, follow up. Media professionals receive multiple requests every day. It is up to you to keep your request on top of the stack.

EVENT VENUE

In some cases, your event venue can be a prime location to advertise. Ask your venue contact to help by:

- Sharing your social media posts
- Creating their own social media posts about the event
- Promoting the event in their newsletters and e-communications
- Posting flyers at the venue

If you are hosting a walk or run, you may not be able to hang flyers along the route. Consult your local police department or neighborhood association if you have any questions. Keep in mind: no matter the restriction, there are creative advertising solutions to explore, like using sidewalk chalk.

/EXECUTING YOUR EVENT /

VOLUNTEERS

Depending on the type of athletic event you are planning, you may need to have extra volunteers on event day. Your event type and venue will determine your specific volunteer needs, but we recommend the following categories as a starting point:

Parking/traffic	Food and beverage
Greeters	Site cleanup
Signage	Runners/floaters
Registration/check-In	General volunteers in case of emergencies or no-shows
Donation drop-off	First aid and security if you event needs it
Site Operations/ setup	

Here are a few things to keep in mind when working with volunteers:

- Consider what your volunteers’ skills and interests are. Try, whenever possible, to match these interests with their assignments.
- Provide volunteers with specific assignments and expectations.
- Encourage volunteers to ask questions if they do not understand something.
- Make the experience fun; remember, volunteers are donating their time.
- Make sure you have a job for everyone to do. If you have people standing around while they wait for an assignment, it will not be a positive experience and they may not return next year.
- Thank your volunteers before, during, and after the event. If possible, host an event or reception to get your volunteers together prior to event day.

EXPECT THE UNEXPECTED

In addition to being thoroughly prepared and as organized as possible, there are a few things you can do to mitigate risks and keep things running smoothly:

Use a supply checklist: This is a great way to make sure that you have everything you need on event day. If you are relying on other people to bring important items, be sure that they have a copy of the checklist. Write each person's name next to the item(s) they will provide.

Make final confirmations during event week: Call all vendors, sponsors, entertainers, committee members, and key volunteers one last time. Make sure they know where they need to be and when – and that they have the necessary resources and information to be successful.

Recruit an event-day troubleshooter: Assign a capable volunteer to the sole job of taking care of problems, oversights, and emergencies as they arise.

Ask volunteers to be flexible: Let them know that while they do have assigned positions, they should be prepared to pitch in wherever necessary if you need to change their assignment at the last minute.

/RAISING MONEY WITH YOUR ATHLETIC FUNDRAISER/

Logistically, providing a quality event experience is important, but the fundraising aspect of your event matters most. We recommend getting your logistical details in place first, but spending the majority of your time strategizing how your event will raise funds to conquer cancer.

GENERAL DONATIONS & ONLINE FUNDRAISING

In addition to collecting donations yourself, many athletic events ask the event participants to join the fundraising efforts. MSK's event fundraising pages are an excellent tool that makes soliciting funds quick and easy. Event participants can create their personal fundraising pages to securely collect donations online. Best of all, all funds raised by your event's participants count toward your fundraising total! You can read more about this in your Event Page Participant Center Guide in the content hub.

SPONSORSHIPS

Sponsors make large corporate donations directly to MSK and, in return, can receive certain marketing benefits at your event (e.g. company logo on a banner or in a program book).

Sponsorships are an important revenue stream for many events. Here are the most common types of sponsorships for athletic events:

Presenting Sponsor: Your event should only have one presenting or title sponsor. This limited opportunity is available to the company who makes the largest monetary contribution to your event. Research similar events in your community to determine the standard rate for sponsorships of this type.

Event Sponsors: Consider offering two or three sponsorship levels below your presenting sponsor. For example: Bronze, Silver, and Gold. Each level should be more expensive and include more benefits than the level beneath it. Research similar events in your community to determine the standard rate for sponsorships.

In-Kind Sponsors: In-kind sponsors donate goods or services for the event and receive special recognition in return. If a potential sponsor is unable to provide a monetary donation, or if you have a specific event element that you would like to have donated, be prepared to ask for an in-kind donation. These may include sports bars, water bottles, t-shirts, or bags for registrants.

Sponsors can and should be people you know, or people in your network – so, when thinking about which businesses to approach, start with your own personal connections. Here are a few best practices to keep in mind:

- Solidify sponsorship levels and benefits before approaching potential sponsors. Also, do your homework – at a minimum, know what the company does and what other causes they support. The more you know about the company you are approaching, the better you will be able to tailor your request and show them how a partnership with your event will benefit them too.
- Point out key reasons why this event connects with their company, such as:
 - Reaches company's target audience in the local community
 - Develops new business contacts
 - Enhances company's image and promotes goodwill among employees
 - Contributes to the community
- When meeting with potential sponsors, create a connection by telling a personal story of why you support MSK. Convey to them your passion and dedication for conquering cancer. Use the resources available in the Appendix of this guide for support.
- Follow up with your sponsorship asks well in advance of your event to make sure you have plenty of time to fulfill the proposed benefits. For example, keep in mind print deadlines if you promised to include sponsor logos on printed materials at the event.

Securing a sponsorship is a huge success and you should be proud, but remember your job does not end there:

- You must meet all terms of the sponsorship as promised: this may include adding their logo on a banner, picking up donated food on time, and properly placing signs at the venue.
- Do not forget the all-important thank you note! We recommend sending out a note of gratitude to sponsors within one week after your event.

/ASKING FOR SUPPORT/

As you start planning your event, you will need to ask people for help. Practice how to ask for support using the five steps below:

An Ask in 5 Easy Steps

Step 1: Identify the need you are trying to address.

Step 2: Explain why it is important to you.

Step 3: Share what you are doing about it.

Step 4: Ask the person to take a specific action.

Step 5: Say nothing else! Let the person respond.

Your ask should be personal to you and your connection to MSK, so use the following guidelines loosely as you solicit support. Here is an effective sample ask broken down:

Step 1: Identify the need you are trying to address.

"More than 55,000 people are diagnosed and treated for kidney cancer each year..."

Step 2: Explain why it is important to you.

"...and last year, my brother became one of those affected. When he was going through his difficult battle with cancer, he was treated with exceptional care by the doctors and staff at Memorial Sloan Kettering Cancer Center. Thanks to their commitment, he is now in remission."

Step 3: Share what you are doing about it.

"So I am hosting a fundraising walk benefiting Memorial Sloan Kettering Cancer Center to change that statistic."

Step 4: Ask the person to take a specific action.

"Will you support me by signing up to walk?"

Step 5: Say nothing else! Let the person respond.

(Do not talk yourself out of a donation or help – give the person time to think and respond!)

/DONOR APPRECIATION/

Just like asking for donations is an important first step to fundraising, thanking your donors is an important follow-up. Every donor should be acknowledged immediately with an email and/or a handwritten thank you note. Beyond that, here are a few more ways to let your donors know just how much you appreciate them:

- Keep your donors engaged right up to event day. Let them know when you hit exciting fundraising benchmarks. Share updates you receive regarding the area of work your event is supporting and stress the impact of their donations.
- Create a “Thank You” sign and have someone take a picture of you holding it. Attach that picture to a thank you email or postcard with a recap of your success.
- Use a smartphone to create a short thank you video to send to your donors.

/SUBMITTING YOUR DONATIONS/

We want to ensure that every donation made in support of your event is accounted for and that MSK recognizes all of your donors for their generosity. Therefore, please follow the instructions below when submitting your donations to MSK:

CREDIT CARD CONTRIBUTIONS

The easiest way to receive gifts is through your online event fundraising page. Your donors can make gifts securely using a credit or debit card and you can watch your fundraising progress unfold in real time. It also ensures that your donors receive an automatic tax acknowledgment and thank you email right after they make a donation. Whenever possible, please encourage your donors to use the online platform to make their contributions.

CHECK CONTRIBUTIONS

Please instruct donors to make checks payable to 'Memorial Sloan Kettering,' write the name of your event in the memo line, and mail to your MSK representative directly. Your MSK representative will help you with the specifics of where to send checks.

CASH CONTRIBUTIONS

Online donations to your fundraising page or checks are the preferred donating methods. However, if you are given cash donations, please convert the cash to a money order. Money orders are a secure payment method which can be purchased from the post office, bank, or certain stores. Please include the name of your event and the contact information of all donors who gave cash with the money order before mailing it to your MSK representative.

/ FUNDRAISING BENEFITS /

All fundraisers will receive the following benefits to celebrate their impact:

- MSK research updates
- An invitation to exclusive MSK events – where fundraisers are recognized by MSK, connect with one another, and learn from the experiences of their peers

Thank you again for fundraising to benefit MSK! If you have remaining questions or would like additional information about any of the above, please contact your MSK representative. If you do not have a representative yet, please contact us at the information below.

Email: annualgifts@mskcc.org

Phone: 800.585.4118

MSK Office of Development

Attn: Annual Giving Programs

885 Second Avenue, 7th Floor

New York, NY 10017

/APPENDIX/

COMMON EVENT TYPES AND THEIR CONSIDERATIONS/ **23**

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/COMMON ATHLETIC EVENT TYPES & CONSIDERATIONS/

5K WALK/RUN

Routes should be between 1-3 miles and should be as accessible as possible. Flat, paved routes with areas for water stops are ideal. Distances longer than a 5K are only advised if you have experience managing logistics for races of that distance.

- Your route should start and end at the same place.
- Do not rely solely on satellite images from Google maps or any other online source when creating your site plan and route. You can look at maps first, but always visit a site in person and walk the potential route yourself.
- Have more than one person walk, bike, or drive the route to check the mileage.
- Choose a route without too many hills or unpaved surfaces.
- Do your best to avoid major streets and, if you do need to cross a street, check to see that there are the appropriate traffic signals and signs to ensure participant safety along the course.
- Ensure that walkers are safe from vehicles and obstacles. This may involve coordinating with your local police department to procure traffic management support during the event.
- Regardless of the distance of your event, it is advisable to have medical support at your event or close at hand. This may include volunteers from your local fire or police departments – or a local healthcare center. This is particularly important if your event will be held on a warm day.
- On the day of the event, be sure to mark the course with ample signage so it is easy for your participants to navigate.
- If you choose to host a race distance longer than two miles, you should plan for a water stop at each mile marker along the route.

While a timed 5K walk/run may attract local runners without a connection to your cause, it also comes with additional expenses and considerations. These include:

- Determining whether or not to get your event approved by your region or state running organization
- Hiring a timing company to capture results as participants cross the finish line
- Collecting all participants' ages during registration
- Dividing participants into age groups for the results (note: Your local or state running club has age group specifications that are required for competitive runners to accrue points toward their yearly rankings)
- Procuring trophies or some other form of recognition for overall winners and age group winners
- Adding a results or awards presentation to your event day schedule
- Providing participants with a list of results posted online after the event

SPORTS TOURNAMENT

Sports tournaments come in many forms. Whether you decide to host a basketball, volleyball, football, dodgeball, field hockey, or kickball event, here are a few tournament formats you can choose from:

Single elimination tournament:

- This is by far the easiest tournament to organize. When a team loses once, they are out.
- This works best if you have a large number of teams and a short time frame (such as a few hours or a day to complete the tournament).
- This type of tournament is ideal for an activity that has longer matches and for people who live locally (you do not want people to drive a long distance only to be sent home after one match).

Double elimination tournament:

- This tournament is one of the most popular formats. To be eliminated from this tournament, a team must lose two times.
- There is a winners bracket and a losers bracket, and everyone starts in the winners bracket until they lose their first match. Upon defeat, they move to the losers bracket where they continue to play (as long as they win).
- The winner of the losers bracket makes their way to the championship match.

Round robin tournament:

- The round robin tournament allows every team to play every other team in the tournament at least once. This allows for a wide variety of opponents.
- Based on the number of participants, a round robin can be broken up into “pools” (groups of teams that play each other) and then the winners of each pool faces off in the championship tournament.
- If you host a round robin tournament, ideally you will be able to split a court in half and have two games going at once.

FIELD DAY

If you are working with a church, community, book club, scouting, or volunteer group, a field day is a family friendly way to engage people in a number of activities on one playing field. It also lends itself to more inclusive activities for people with health or mobility issues.

- Field days can involve a combination of partner and group activities in one large space. For example, tug of war, sack races, balloon tosses, or frisbee games.
- Field day activities can be limited by time instead of by result, so you can create a schedule in advance and stick to it throughout the day.

/FUNDRAISING ASK EMAIL OR LETTER/

Dear [Name],

Begin your communications with a personal story. Explain how cancer has affected your life and why MSK matters to you. Here is an example of an effective introduction:

[More than 55,000 people are diagnosed and treated for kidney cancer each year – and last year, my brother became one of those affected. When he was going through his difficult battle with cancer, he was treated with exceptional care by the doctors and staff at Memorial Sloan Kettering Cancer Center. Thanks to their commitment, he is now in remission.]

I am organizing a [type of athletic event] on [date] at [location] to [honor my brother and to make sure that other cancer patients and their families have the opportunity to receive the best care possible.] I have set my fundraising goal at [\$ amount]. Will you support me by participating and making a tax-deductible donation on my online fundraising page today using the link below?

[Insert link to your fundraising page here or type out link to fundraising page if sending in letter form.]

Please let me know if you would prefer to write a check and I can provide you with more information on how to do so.

I am fundraising for one of the world's leading cancer centers to make sure that some day we live in a world where no family has to fear a cancer diagnosis.

Thank you in advance for your support.

Sincerely,

[Your Name]

[Your Contact Info]

[Personal fundraising page link]

/THANK YOU EMAIL OR LETTER (POST-DONATION)/

Dear [Name],

Thank you for supporting [athletic event name] for Memorial Sloan Kettering Cancer Center (MSK). Your generous gift will help MSK's doctors and researchers save lives and create better outcomes for cancer patients and their families.

With your support, I have raised [\$ amount] so far, which means that I am only [\$ amount] away from reaching my goal. Please consider sharing the [tournament] information with your family and friends, and encourage them to participate by signing up or donating. Just forward this note and direct them to my fundraising page link at the bottom. Together, we can conquer cancer.

Thank you for your generosity. I look forward to seeing you at the [athletic event name] on [date].

Sincerely,

[Your Name]

[Personal fundraising page link]

/THANK YOU EMAIL OR LETTER (POST-EVENT)/

Dear [Name],

Thank you for supporting [athletic event name] benefiting Memorial Sloan Kettering Cancer Center (MSK). The event raised [\$amount] to support [area of research your event is supporting].

As someone [whose family has benefited from the work underway at MSK], thank you from the bottom of my heart. [My brother's] incredible team of doctors [saved his life] and now, because of your generosity, this world-renowned institution will continue to positively impact cancer outcomes for generations to come.

Visit this page [Facebook album or photography website link] to see photos and a recap from the [athletic event]. It was an unforgettable day benefiting a world-class cancer center. Thank you, again, for your donation, which will fuel lifesaving work at MSK.

Sincerely,

[Your Name]

[Personal fundraising page link]

/SPONSORSHIP ASK LETTER/

Dear [Name],

Insert your personal story and connection to MSK here. Below is an example of an effective story. Also consider including a list of sponsorship levels and benefits with this letter.

[More than 55,000 people are diagnosed and treated for kidney cancer each year – and last year, my brother became one of those affected. When he was going through his difficult battle with cancer, he was treated with exceptional care by the doctors and staff at Memorial Sloan Kettering Cancer Center (MSK). Thanks to their commitment, he is now in remission.]

I am organizing a [type of athletic event] on [date] at [location] to [honor my brother and to make sure that other cancer patients and their families have the opportunity to receive the best care possible.] All proceeds of the tournament will be specifically designated to our chosen area of [research/treatment], [insert fund designation here] at MSK – and I would like to meet with you to discuss how [Company] can play a part in our impact. Supporting this event will give [Company] the opportunity to contribute to a meaningful and well-respected institution while also reaching a desirable target audience in our local community.

As you may know, MSK is the world's oldest and largest private institution devoted to prevention, patient care, research, and education in cancer. They rely on the generous support and commitment of people like me – and groups like yours – to make more life-saving progress.

I would like to work with [Company] to make sure that some day we live in a world where no family has to fear a cancer diagnosis. I will follow up with you by [phone/email] later this week to set up a time for us to meet. In the meantime, do not hesitate to contact me at [phone number] or [email address] with any questions.

Thank you in advance for your support.

Sincerely,

[Your Name]

[Your Contact Info]

/SPONSORSHIP THANK YOU LETTER/

Dear [Name],

Thank you for being a sponsor of [athletic event name] benefiting Memorial Sloan Kettering Cancer Center (MSK). The event raised [\$amount] in support of [insert fund designation here].

As someone [whose family has benefited from the efforts of MSK], I am very grateful for your partnership in the fight against cancer. They [saved my brother's life] and now, because of your generosity, they will continue to positively impact cancer outcomes for generations to come.

Thank you, again, for your sponsorship, which will go a long way toward fueling the lifesaving work being done at MSK. Your support will create a better world for cancer patients and their loved ones.

Sincerely,

[Your Name]

/IN-KIND COMMITMENT FORM/

I am pleased to donate the following product(s) to <EVENT NAME>.

_____ of _____
(amount / quantity) (item(s) / description of your donation)

Value of Donated Item(s) \$ _____

Contact Name _____

Company Name _____

Address _____

Phone _____ Fax _____ Email _____

Signature _____

Please return this completed form to:
[Your Email Address] or [Your Physical Address]

For more information or to make an online gift, visit my fundraising page at:
[Insert link to personal page here]

Thank you for your commitment. Your support will fund lifesaving cancer research and treatment at one of the world's most innovative cancer institutions.

/SPONSORSHIP/UNDERWRITER COMMITMENT FORM/

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