Fundraising Tips

The #1 reason people donate to the American Cancer Society Daffodil Days is simply because someone asked! Your goal is to reach out to as many people as possible and ask them to support your efforts with a product purchase or Gift of Hope donation of any amount. You’ll be amazed at how many people you will find who are anxious to support you because their lives have been touched by cancer. They want to help save lives from cancer ... all you have to do is ask!

Once you commit to being a coordinator, we recommend you use some of the following suggestions to grow your campaign.

Sign Up Online
The Daffodil Days Web site is a fun, easy, and secure way to manage your campaign. It is also the home of additional resources that you may find helpful when promoting your campaign. Taking your campaign online allows you to monitor and manage your campaign easily. Each online coordinator receives their own personal coordinator Web page that can be customized for personal fundraising. It also provides a personal participant center that allows you to send emails and track your campaign’s progress.

Send Emails to Everyone You Know
Send emails to friends, family members, coworkers, clients, and vendors telling them why Daffodil Days is important to you, and asking them to help you save lives from cancer. They’re sure to appreciate your dedication to the fight against cancer. And don’t forget to tell them how their donation supports the American Cancer Society’s work to create a world with less cancer and more birthdays. Remember, the #1 reason that people donate is because someone asked them to. So, don’t be shy to ask everyone you know.

Double Your Money with Matching Gifts
Matching employee contributions to the American Cancer Society is an easy way to double your fundraising totals. However, many people don’t realize that their employers offer a matching gift program. In some cases, you may double every lifesaving dollar you donate just by filling out a simple form. For instance, your $100 donation turns into $200 when matched by your employer. Additionally, many companies will make a matching gift for employee volunteer time. Check with your Human Resources Department to determine if matching gifts are offered for volunteer time and obtain any necessary forms. Then let those who donate to you know they may be able to do the same.

The American Cancer Society has a quick and easy tool to help you determine whether your employer offers a matching gifts program. Go to the Fundraising Tips section at http://daffodil.acsevents.org/ca and click on Matching Gifts.

If your company does not currently match employee donations to the American Cancer Society, encourage your company to add this as an option to further your support to save lives and create a world with more birthdays.
Talk It Up
Ask for a few minutes on the agenda of staff meetings, local PTA gatherings, or at other organizational get-togethers. Tell the group about your participation in—and commitment to—the American Cancer Society and Daffodil Days. Share with them the reasons that you’re dedicating your efforts to this important cause, and let them how they can support you. If you have a personal connection to cancer, tell them about it. Real stories are the most powerful tool we have.

Office Celebrations
If your company or organization hosts an employee get-together between January and March, build a Daffodil Days component into it. Share with your coworkers why the fight against cancer is so important, not only to you personally, but also to everyone in the community.

Wedding, Birthday, or Anniversary Celebration
Having a birthday or other celebration? In lieu of gifts, invite your guests to make a Gift of Hope donation to support your Daffodil Days fundraising efforts.

Wherever you go, ask!
You use goods and services as part of everyday life. Make sure your grocery store, salon, favorite restaurant, coffee shop, gym, dry cleaners, and mechanic have an opportunity to support your efforts. It’s for the greater good of your shared community and people facing cancer everywhere.

Increase your campaign’s visibility
Post your Daffodil Days thermometer poster in a common space and update it regularly so your colleagues can see the progress you are making. Wear your Ask Me pin where ever you go. Decorate your cubical or office with Daffodil Days posters and proudly display photos of this year’s product offerings.

Create a Wall of Hope!
Bring attention to your fundraising efforts by creating a Wall of Hope using the donation cards contained in your Daffodil Days Coordinator Kit. Each time you receive a donation, provide the donor with the opportunity to add a donation card to your wall. The donor can write their own name or honor a friend, loved one, or colleague. As your wall grows, so will the visibility of your Daffodil Days campaign at your workplace.

Disclaimers
Please check with your local American Cancer Society office for any local laws or other restrictions that may be in place, including those around raffles and alcohol-focused events.