



# Duke Cancer Institute

## Fundraising Toolkit



This toolkit will help you to organize, plan, and implement a successful fundraiser for the Duke Cancer Institute



**Duke Cancer Institute**

# Thank You!

Support from the community is a hallmark of raising critical funds for patients being treated at Duke Cancer Institute. The care we provide benefits thousands of families who come to the Duke Cancer Institute every year from around the region, the nation, and the world to find hope and healing. You are making a difference by supporting the Duke Cancer Institute in its mission to transform cancer care through hope, healing, and cure. Every contribution helps build a lasting foundation that enables us to achieve our mission of transforming cancer care through innovative research, seamless integration of academic and clinical missions, and compassionate care.

This Fundraising Toolkit will help you to organize, plan, and implement a successful fundraiser for the Duke Cancer Institute. The DCI Development team has created easy tools for you to host your own fundraiser, virtual or in-person event, or celebration. Fundraising can be easy to plan and implement and should always be fun!

# About Duke Cancer Institute



Ranked as the #1 cancer center in North Carolina, according to the *U.S. News & World Report*, the Duke Cancer Institute is one of the premier cancer centers in the U.S. As a NCI-designated comprehensive cancer center, the Duke Cancer Institute has level of cancer expertise only found in the top 4% of the U.S. centers.

As a champion of game changing therapies and breakthrough research, our goal is to:

- Develop diagnostic technologies and cutting-edge therapies to improve patient outcomes and change how we treat cancer.
- Discover new approaches to care that push the boundaries of what we know now.
- Deliver the latest FDA-approved drugs, cancer vaccines, and specialized treatments so patients receive the right treatment at the right time and experience the best possible care.



# Getting Started

Prior to planning your event or donation page, it is important to think about why you would like to host an event and your reason for wanting to give back to Duke Cancer Institute. This will ensure your event will be a success, no matter how big or small. It's also important to think about what type of event you would like to host, taking into account your time and availability and what suits your cause.

Brainstorm ideas with your family and friends to create a unique fundraiser, event, or activity. Identify who your target audience for the event is and who is most likely to attend and support your event.

Your event should complement Duke Cancer Institute's mission and vision.



## Fundraiser Ideas

### Online Fundraising Page

Some ideas include:

- Cancer awareness
- Support a specific disease group
- General Duke Cancer fund
- Honor a loved one
- Sharing your own story and journey as a DCI patient

### Host a Fundraising Event

Some ideas for events include:

- Food sale
- Sporting event
- Auction
- Party or gathering

You can set up an online personal fundraising page to promote your event or cause and keep track of donations received.

# How We Can Help

- Provide advice on proposed event or online fundraising page
- Provide a verification letter for your event and its intended purposes
- Approve use of Duke Cancer Institute name and logo. You must receive approval from a member of the Duke Health Development office for the use of the Duke Cancer Institute name and logo on any and all event promotion.
- Provide tax receipts for those who donate to your cause

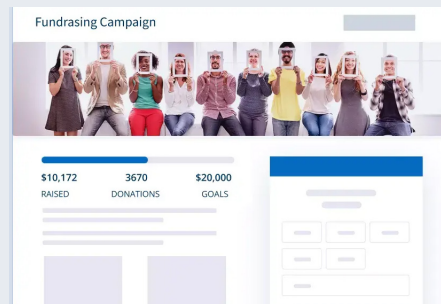
## Important Things to Remember

Please do not advertise your event or obtain contributions for your event associated with Duke Cancer Institute until you receive approval from the Duke Health Development office.

Duke Cancer Institute is the beneficiary, not the sponsor, of all benefit events. Promotional materials that use the logo/name should reflect this and use terms such as: “Proceeds benefit Duke Cancer Institute.” When soliciting sponsors and participants, event organizers should state the event will benefit Duke Cancer Institute and not imply Duke Cancer Institute is sponsoring the event.

The sponsor and event organizers should retain all responsibility for design and implementation of the event, including but not limited to safety precautions. Insurance should be obtained for the event, if necessary. As a beneficiary of the event, Duke Cancer Institute does not accept or assume any liability associated with the event.

DCI reserves the right to cancel or change community-based events and is not held liable for those changes.



## Setting Up an Online Fundraising Page

Online donation forms can be a great place to start if this is your first time creating an event. Scan the QR code to get started.



You will be able to choose a specific Duke Cancer Institute disease group you would like your funds to go towards or choose the General Duke Cancer Fund. You can also create a more personal online fundraising page that you can use to spread cancer awareness or honor a loved one.

Your page will also include a list of who all has donated to your cause and how much has been raised in total.

Once you have set up your page, you will be able to send emails and messages to friends and family sharing your page with easy-to-use message templates.

# Hosting a Fundraising Event

To host an event please start by registering and creating a page to promote your event. After you have decided on the event type, here are a few things to keep in mind:

**Goal** - Solidifying your goal will assist you in staying on track with planning your event.

**Budget** - Before you plan your event, think about a few important aspects regarding your budget:

- Venue cost
- Catering/food
- Rentals
- Marketing/promotional items

**Date & Time** - Plan your event 6 to 8 months in advance and keep in mind restrictions various venues may have regarding the time of year (parking, cost, etc.) Some venues may require permits and licensing that need to be submitted **prior** to event approval.

**Volunteers** - If your event requires volunteers, have a plan in place for how to obtain volunteers and the roles they will hold.

**Sponsors** - While Duke Cancer Institute is unable to assist in obtaining sponsors for your event, we can provide a letter with your intent to raise funds for DCI.

**Marketing and Promoting Your Event** - Here are a few ways you can spread the word about your event:

- Social media
- Word-of-mouth through friends and family
- Flyers
- Event materials such as t-shirts, hats, etc., through Duke approved licensee

## Cancellation and/or Changes

DCI reserves the right to cancel or change community-based events and is not held liable for those changes.

DCI must be made aware of any changes to the event prior to making the change or making an announcement of the change to participants.

Duke Cancer Institute Benefit  
Event Request Form



# Thank you for Making a Difference.

While we support and appreciate your fundraising efforts, there are a few areas we are not able to assist you.

- Duke Cancer Institute is not able to provide its tax ID number to any community partners planning events to benefit the cancer institute.
- We cannot provide a list of donors, board members, sponsors, vendors, medical staff, volunteers, employees, or patients.
- We are unable to offer funding or reimbursement for expenses.
- No raffles can be held under the Duke Cancer Institute name.
- We cannot guarantee staff, volunteer, or patient presence at your event, as well as celebrity appearances.

## Where Does the Money Go?

Duke Cancer Institute is purpose-built to break down traditional barriers to rapid innovation and novel treatments. Our collaborations foster original discoveries and translate them into new treatments with unprecedented rapidity. The more we can do, the more we become a model for what is possible – a way to end cancer.

Your combined contributions make an indelible mark against cancer. With your help, we can give the world a re-imagined vision of how to defeat the most relentless enemy of our generation.



**Duke Cancer Institute**

**Duke Cancer Institute Development Office**

300 W. Morgan St, Suite 1000

Durham, NC 27701

**919-385-3120**

[DCIBenefitEvent@Duke.edu](mailto:DCIBenefitEvent@Duke.edu)