

# Youth Fundraising Toolkit

## Our Mission

Fred Hutch Cancer Center unites innovative research and compassionate care to prevent and eliminate cancer and infectious disease. We're driven by the urgency of our patients, the hope of our community, and our passion to pursue discoveries, scientific breakthroughs, and healthier lives for every person in every community.

Kids, teens, and young adults across the country are stepping up in creative ways to help cure cancer — and you can, too. Your bake sale, school challenge, sports event, or other fundraiser can support the Campaign for Fred Hutch and fuel groundbreaking research at Fred Hutch Cancer Center. Every dollar you raise helps scientists make discoveries that change lives — and change the world.

[Read about](#) how Kolbi and her school raised money for cancer research at Fred Hutch.



*Kolbi and her Mom on the Fred Hutch campus, November 2023.*

## Getting Started

### What is peer-to-peer fundraising?

Peer-to-peer fundraising allows you to plan and design your own fundraiser and ask your friends, family, and community to donate directly to the organization you're supporting. It's like being a team captain for a good cause, using your voice and connections to make a big impact!

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## How It Works At Fred Hutch

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**Step 1:** Pick an activity you'd like to organize to fundraise for Fred Hutch. It can be a bake sale, bike ride, art auction, dance party, or anything else you dream up!



**Step 2:** [Set up your personal fundraising page](#) and customize it with your story, photos, and fundraising goal.



**Step 3:** Spread the word through social media, emails, flyers, and text messages to ask your friends and family to support your fundraiser. We've included tools, below, to help you!

**Every dollar you raise helps researchers at Fred Hutch advance groundbreaking ideas and find new ways to prevent, detect, and treat cancer and infectious disease.**

## Planning Your Fundraiser

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- **Set a goal:** How much do you want to raise? Be ambitious!
- **Decide on a timeline:** Pick start and end dates for fundraising.
- **Build your team:** Invite friends, family, classmates or neighbors to support your fundraiser — whether by donating, volunteering or contributing goods or services.



## Setting Up Your Fundraising Page

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**Fred Hutch makes it easy!** Start to build your fundraising page [here](#).

1. Visit [fredhutch.org/fundraise](https://fredhutch.org/fundraise)
2. Choose the **“Create a New Fundraiser”** button
3. Choose your **fundraiser type**:
  - a. In honor of someone or a special occasion
4. Choose **individual** or **team** fundraiser
  - a. Choose the individual option if you only want one fundraising page for your event.
  - b. Choose the team option if you want others to be able to create their own fundraising pages for your event. **Note:** For **memorial fundraisers**, only the individual option is available—team fundraising is an option.
5. **Fundraise for the specific disease or area of research that matters to you most**
  - a. When you register, you can select which disease or area of research you want to support with the funds you raise. Alternatively, you can select Fred Hutch Greatest Need to provide flexible funding for emerging or time-sensitive research needs.

## Tips For Creating a Successful Fundraising Page

**Share *your* story:** Tell people why you're fundraising for Fred Hutch. Whether it's in honor or memory of someone special, a personal connection to cancer research, or simply wanting to help others, your story makes the cause real and relatable.

**Add photos and videos:** Visuals make your page more engaging and personal. A photo of you in action — baking, biking, or creating art — can make a big difference. You can even make a short video to post on your page!



## Promotion and Outreach

Here are sample social media posts and hashtags that you can customize:

### Instagram/Facebook

I'm fundraising for Fred Hutch to help drive progress toward a cancer cure. I'm using my passion for [insert activity] to make a difference, every dollar supports life-changing research. Join me! ❤️

👉 [Insert your fundraising page link]

#YouthForFredHutch

### Twitter/X

I'm raising \$ for cancer research at @FredHutch! Help me make a difference. Donate here: [link] #YouthForFredHutch

### TikTok Idea

- Create a short video showing your fundraiser prep (baking, painting, training, etc.) with a description or voiceover explaining why you're fundraising.
- End with a call to action: "Support my fundraiser for Fred Hutch!"

## Promotion and Outreach

Here is a sample email and text message template you can customize:

### Email Template

Subject: Help me support cancer research at Fred Hutch



Hi [Name],

I'm organizing a fundraiser to support the Campaign for Fred Hutch, which is accelerating groundbreaking research at Fred Hutch Cancer Center. Every dollar helps scientists discover better ways to prevent, detect, and treat cancer.

[insert personal story to tell supporters why this is important to you.]

I'd love your support — you can donate, share my page, or just cheer me on!

👉 [Insert your fundraising page link]

Thank you for helping me make a difference.

[Your Name]

### Text Message Template

Hey! I'm fundraising for Fred Hutch Cancer Center, where innovative research meets compassionate care. Every dollar helps accelerate discoveries to prevent and eliminate cancer and infectious disease. Want to support? [Insert link]



### Suggested Flyer Content

- Title: Join Me in Supporting Fred Hutch!
- Subtitle: Help accelerate cancer research by supporting my [Your Activity]
- Date/Location
- QR code or link to your fundraising page
- Fred Hutch “In Support Of” or “Proceeds Benefit” logo (available upon request)

## Tips for Talking About Your Fundraiser in Person

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- **Start with your why:** Share your personal reason for fundraising — whether it's honoring someone, fueling science, or making a difference.
- **Be confident:** You're giving people a chance to support you and something you are passionate about. That's powerful!
- **Keep it simple:** "I'm raising money for Fred Hutch to accelerate cancer research. Would you consider donating or sharing my page?"
- **Practice your pitch:** Try it out with friends or family first.
- **Use visuals:** Bring a flyer or show your fundraising page on your phone.
- **Follow up:** People appreciate reminders. Don't be afraid to ask more than once.

## Fundraising Ideas

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- Set up a lemonade stand
- Organize a "dress down day" at school
- Run a gaming for good event (livestream or tournament)
- Have an art auction or talent show
- Set up a birthday fundraiser
- The options are as limitless as your imagination!



## Acknowledging Donors

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Your donors deserve a thank you! Here's a template to get started:

### Thank you so much for your donation!

Because of your support, we were able to [brief impact—e.g., “reach our goal, “raise XX dollars” ] It really means a lot to us that you believe in what we're doing.

We worked hard to make this fundraiser a success, and your generosity made a big difference. Thanks for being part of it!

— [Your First Name]

### Need Help?

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Contact us at [fundraise@fredhutch.org](mailto:fundraise@fredhutch.org)

**Beyond** As we mark our 50th Anniversary in 2025, Fred Hutch is looking beyond what's possible today to a new era of discovery. With your partnership, our Campaign for Fred Hutch will transform the pace and scale of innovation so we can redefine cancer and infectious disease for generations to come.

