



An Affiliate of the  
CANCER SUPPORT COMMUNITY

Gilda's Club Twin Cities

# Peer-2-Peer Fundraiser Handbook





Gilda's Club Twin Cities

## THE BASICS: PEER-2-PEER FUNDRAISE LIKE A PRO

### GETTING STARTED

- Create your Peer-2-Peer fundraiser at [gildasclubtwincities.donorsupport.co/-/XXVKYTGy](https://gildasclubtwincities.donorsupport.co/-/XXVKYTGy)
- Add a goal, your name and photo to your fundraiser
- Share your fundraiser details on social media and/or through email with your family and friends and your WHY for fundraising for GCTC

### HOSTING AN EVENT? HERE'S WHAT TO DO DAY OF

- Have fun! Take pictures of the event and tag Gilda's Club Twin Cities in your social media posts using #gildasclubreimagined or #gildasclub
- Did you raise funds via cash or check? Reach out to Bri Garica-Meyers at [Bri@gildasclubtwincities.org](mailto:Bri@gildasclubtwincities.org) and we will add the funds to your fundraiser progress bar!

### POST EVENT

- Send pictures from the event to [communications@gildasclubtwincities.org](mailto:communications@gildasclubtwincities.org) so we can check it out!
- Mail any cash or check funds to GCTC
- Put your event name in the memo and mail check to:  
Gilda's Club Twin Cities  
10560 Wayzata Blvd  
Minneapolis, MN 55305

## HOW TO TALK ABOUT YOUR FUNDRAISER

### Example 1

*Gilda's Club Twin Cities is a community where people impacted by cancer can gather, connect and learn. Since opening their doors Gilda's Club has supported over 3,000 people in our community who are impacted by cancer, including \_\_\_\_\_ (optional to include yourself or someone you support).*

*I am fundraising for Gilda's Club to ensure that no one faces cancer alone. Will you join me in supporting this cause?*

### Example 2

*Gilda's Club is a place to go for free support for everyone living with any type of cancer – men, women, teens and children — along with their families, friends and caregivers.*

*I am fundraising for Gilda's Club to ensure that no one faces cancer alone. Will you join me in supporting this cause?*



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## PEER-2-PEER FUNDRAISER IDEAS

**Bake sale:** sell baked goods in your local community, with proceeding going through your GCTC fundraiser.

**Brown bag lunch day:** have everyone bring their lunch to work and donate the money they would have spent to eat out to GCTC.

**Bingo night (virtual or in-person):** ask your family and friends to make a donation per-board (virtual or physical) to your GCTC fundraiser, and begin!

**Craft/art sale (virtual or in-person):** gather fellow craft and art enthusiasts for a craft/art sale to benefit GCTC.

**Game night (virtual or in-person):** host a game night at your home, outdoors, or on Zoom. Have participants pay for admission via a donation to your GCTC fundraiser.

**Give back night:** ask your favorite local bar or restaurant to host a night benefiting GCTC.

**Lemonade stand:** Who doesn't like a glass of ice-cold lemonade?

**Movie night (virtual or in-person):** watch a favorite movie in your backyard, park, on Zoom, etc. Sell admission tickets, buttery popcorn, candy, and soda.

**Party with a purpose:** instead of birthday or wedding gifts, ask your family and friends to donate to your GCTC fundraiser.

**Run/Walk/Swim:** challenge yourself to run/walk/swim for cancer support! Have your community donate to your progress.



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## **PEER-2-PEER FUNDRAISER GUIDELINES**

Thank you for your interest in hosting a fundraiser benefiting Gilda's Club Twin Cities

We are grateful that you have chosen to support our mission to ensure no one faces cancer alone. Because of supporters like you, Gilda's Club is able to help more individuals and families impacted by cancer each year!

Please read through the following peer-2-peer fundraiser guidelines.

### **Mission**

Gilda's Club Twin Cities is a place where people impacted by cancer gather, connect and learn.

### **Logo Usage Policy**

- Do not modify or alter Gilda's Club Twin Cities' (GCTC) logo
- Do not change scale, skew or rotate GCTC logo
- Do not change the design of GCTC logo
- GCTC's logo may not be used in the following ways:
  - in any manner that discredits GCTC or tarnishes its reputation and goodwill
  - in any manner that is false or misleading
  - in any manner that violates any law, regulations, or other public policy

### **Hosting an In-Person Event?**

It is the responsibility of you, the event coordinator, to ensure that the event or program complies with all relevant state and federal laws. This includes securing any necessary permits such as park permits and raffle permits if they are needed for a planned event.

# **THANK YOU FOR YOUR SUPPORT!**