



“Cancer sucks. It robs you of everything you’ve known and worked so hard for. Camp Koru came at a time when I really wanted to reboot my life. I traveled to Hawaii on my own. I surfed! I opened myself up to new people and new experiences. I am forever grateful for the opportunity to be a part of Koru. I never would have traveled halfway around the world alone to prove to myself that I can do whatever I want - I can still live.” – Sprinkles

# 2024 Project Koru KB4C Fundraising Guide



# Thank you for signing up to fundraise for KB4C 2024!

Maybe you're a seasoned fundraising vet, or maybe it's your first time. Either way, fundraising can feel daunting, but we are here to help you every step of the way! Like anything, **the key is to have fun!**

## **The KB4C Mission:**

*To harness the power of the elements to benefit lives affected by cancer.*

**The work you're doing is changing a real human's life. You are amazing! Thank you!**





*The first step of fundraising:*

## **Know what your fundraising does.**

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### **Why fundraise for young adult cancer survivors?**

Many young adult cancer survivors discover that the physical, emotional, and social effects of cancer are more debilitating than treatment itself. That's where Project Koru comes in.

### **What does Project Koru do?**

Project Koru is a nonprofit organization dedicated to enriching lives through community and the outdoors as a way to move forward beyond cancer. Our signature program, Camp Koru, is a free week long retreat run by survivors, for survivors. Participants, alongside other survivors, receive the tools, instruction, and encouragement required to take on a new challenge. The week is spent learning a new sport, accessing deep vulnerability, exploring the outdoors, and more, all while connecting with fellow survivors.



Click to play video



*The second step of fundraising:*

# **Know & show your impact.**

Supporters like you want to know exactly how your fundraising efforts help our cause. The donations you raise will empower young survivor participants to discover life beyond cancer. Here is how donations can cover various expenses at Camp Koru:

**\$200**

Provide a surf lesson for a young adult survivor.

**\$400**

Gift art supplies for an entire camp.

**\$1000**

Provide a travel scholarship to help a survivor get to Camp Koru.

**\$2000**

**The cost of sending a cancer survivor to a life-changing week at Camp Koru.**





*The third step of fundraising:*

## **Tell your story.**

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So many of us are affected by cancer somehow, whether it's a family member, friend, coworker, or friend of a friend. Did someone's story impact you or do you have your own? Is there someone you are participating for, in memory or in honor of, or are you simply paying it forward to promote awareness and good health? Whatever it is, it will speak to others, so tell your story!

Once you have that down, it's time to **customize your fundraising page!** Explain your story, passion for the cause, and ask for support. Don't forget to add photos, too!





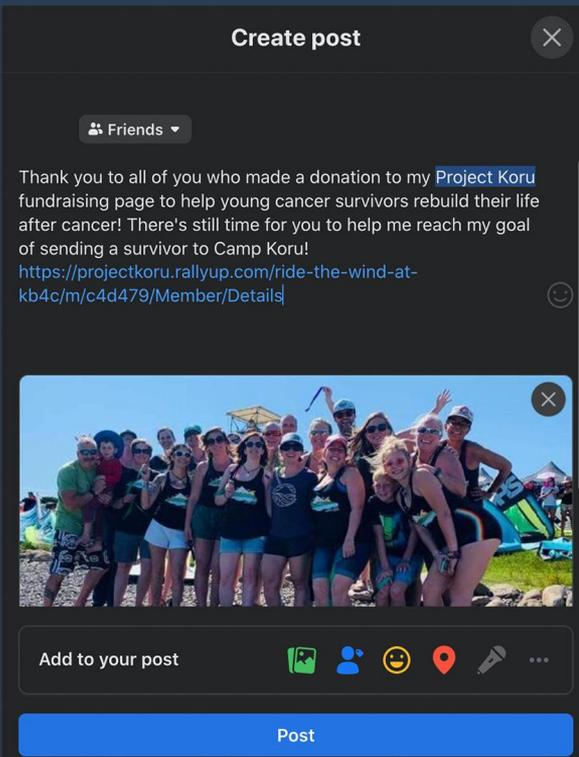
*Use email, Facebook, Instagram,  
text messages, phone calls, pictures,  
videos, and your creativity!*

Hey [insert recipient name],

I'm fundraising for a cause I feel really passionate about, and I'm hoping you can help! The nonprofit is called Project Koru. They help young cancer survivors rediscover and reclaim their life beyond cancer through outdoor adventure camps.

My goal is to raise enough money to send one cancer survivor to camp. Can you help me by donating to my personal fundraising page? Every gift, no matter the size, makes a difference. [Insert link to personal fundraising page].

Your support means the world to me!  
Thank you so much,  
[Your name]



*The fourth step of fundraising:*

## Share your fundraising page.

There are tons of ways to get the word out about what you're doing. **What's most important is that you share what you're doing and why you're doing it.**

Our most successful fundraisers start by emailing or texting their friends and family. You can get started by using the drafts provided here, but remember to make it your own!



*The fifth step of fundraising:*

## **Harness your inner talents.**

*(this is the fun part!)*

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One of the best ways to inspire others to donate to your fundraising page is by showing your dedication to the cause. Maybe you'll be joining in on kiteboarding for 6 hours, or maybe you want to paint some stunning board artwork to be auctioned off.

Whatever your passion, creating your fundraiser around a physical challenge or major life event, such as a birthday, is a great way to motivate supporters to give.



*The sixth & final step of fundraising:*

## **Thank your supporters.**

*(this is the important part!)*

With your help, a young adult survivor will be able to access the support and tools to navigate their cancer survivorship. Thank you! Now it's time for you to thank all those who donated to your fundraising page.

We recommend one-on-one, personal communication for your thank you's. Give each of your supporters a phone call or a handwritten note letting them know how much their support means to you, and to the young survivors attending Camp Koru.

And that's it! Before you know it, you'll be crushing your fundraising goals :)

