

Benefiting

Aflac.

Cancer & Blood
Disorders Center
CHILDREN'S HEALTHCARE
OF ATLANTA

Click for Kids: Suggested Content for YOUR page

Suggested Content for your "Click for Kids" Page:

*** According to Blackbaud's 2016 Peer-to-Peer Fundraising Study, participants who update their fundraising page raise 7 – 18 times more than participate who do not update their fundraising page.*

Thank you for helping me reach my fundraising goal in support of Aflac Cancer and Blood Disorder center. 100% of the proceeds will go directly back to helping fight [cancer and blood disorders], which is a cause that I feel very passionate about.

[Insert your personal story with Aflac Cancer Center]

Your contribution is greatly appreciated.

Suggested Content for your Solicitation E-mail:

*** According to Blackbaud's 2016 Peer-to-Peer Fundraising Study, participants who send emails can raise between 2-11x time than participants who do not.*

Dear Family and Friends,

Did you know that more than 450 children are diagnosed with cancer at Aflac Cancer Center every year? That is more than one child a day! I am raising funds to support the Aflac Cancer and Blood Disorder Center of Children's Healthcare of Atlanta to help the **7,500 patients** that are being treated at the center right now. I need your help to do that.

Please consider joining me by helping me reach my fundraising goal and donating to this worthy cause. You will be helping me but mostly you will be helping the children and their families that need a little hope.

It is faster and easier than ever to support this great cause by making your tax-deductible donation online using the link below. If you would prefer, you can send your contribution to the address listed below.

Whatever you can give will help - it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

[Your Name Here]

To make a donation online, visit my **personal page**.

To send a donation, mail to:

[Your Name Here]

[Your Address Here]

Make all checks payable to: **Aflac Cancer and Blood Disorders Center**

Suggested Content for your Solicitation Text Examples:

- “Hey friend! Our family is fundraising for the Aflac Cancer and Blood Disorders Center in honor of [\[Insert name of your childhood cancer or blood disorder hero\]](#). If you are interested in helping support the fight here is a link to our personal fundraising page: [\[Insert link to personal page\]](#).
 - Did you know that 450 children are diagnosed at Aflac Cancer Center a year? That is more than one child a day! Join me in helping fight childhood cancer and blood disorders in honor of [\[Insert name of childhood cancer or blood disorder hero\]](#)! Visit my personal fundraising page here: [\[Insert link to personal page\]](#).
 - In the words of our Aflac Cancer Center medical director, Dr. Douglas Graham, “Every child deserves a lifetime.” I couldn’t agree more! Help me ensure that every child has a lifetime to live! Visit my personal fundraising page here: [\[Insert link to personal page\]](#).
 - Did you know that the cure rate for childhood cancer is 80%? While this is a remarkable improvement from years past for 2 out of 10 children the outcome is not good. Join me in making a difference for children fighting cancer and blood disorders by visiting my personal fundraising page: [\[Insert link to personal page\]](#).
-

Suggested Content for your Social Media Solicitations:

- “Friends, family and Facebook followers: I am fundraising for Aflac Cancer and Blood Disorders Center in honor of [\[Insert name of your childhood cancer or blood disorders hero\]](#) and the 16,000 children diagnosed with cancer every year. If you are interested in helping support the fight here is a link to our personal fundraising page: [\[Insert link to personal page\]](#).
- Did you know that only 4% of federal funding goes to childhood cancer research? This is why donor support is vital in the fight against this disease! Join me in the fight by visiting my personal fundraising page for Aflac Cancer and Blood Disorders Center here: [\[Insert link to personal page\]](#).
- Did you know that Aflac Cancer & Blood Disorders Center is the LARGEST pediatric sickle cell disease program in the country, caring for more than 1,900 kids? Due to this high volume, the center NEEDS your help! If you are interested in helping support the fight here is a link to our personal fundraising page: [\[Insert link to personal page\]](#).
- Did you know that the cure rate for childhood cancer is 80%? While this is a remarkable improvement from years past for 2 out of 10 children the outcome is not good. Join me in making a difference for children fighting cancer by visiting my personal fundraising page: [\[Insert link to personal page\]](#).

Our team has also provided a number of images from Aflac Cancer and Blood Disorders Center that we encourage you to use. My providing an image on your social media page, your followers are more inclined to reach your post. Check out our Aflac Cancer Center Social Media approved images in our portal or include a personal photo.

What is a reasonable goal for my personal fundraising page?

There are a number of aspects that play into what makes a reasonable fundraising goal. Before setting a fundraising goal, examine your audience. If you believe that the average donation will be around \$20, we suggest multiplying \$20 by the number of individuals you plan to solicit. If you expect for the average donation to be around \$100, then the same rule applies.

$$\text{Average Expected Donation} \times \text{Number of individuals you are asking} = \text{Goal}$$

If you plan on soliciting donations through social media, we encourage you to challenge yourself and your social media followers to goal that you feel is a stretch and you would be proud to accomplish. Remember, "Shoot for the moon. Even if you miss, you'll land among the stars."

If you need any additional support to help achieve your fundraising goal, please contact:

Sara Venker
Development Officer
Aflac Cancer and Blood Disorders Center
Children's Healthcare of Atlanta Foundation
3395 NE Expressway, Suite 100 | Atlanta, GA 30341
Office | 404.785.7216 | sara.venker@choa.org
www.choa.org/fightcancer

