



Hey there!

We extend our gratitude for your valuable contribution to the Gabriella's Smile Foundation through this year's 5K Cupcake Run. Your support means the world to us!

Enclosed is a compilation of content, captions, and helpful tips to enhance your fundraising endeavors. Feel free to share these resources with your followers, friends, and family. Customize the suggested captions to weave your unique and authentic story – people resonate with a cause when it's coupled with a personal touch. Don't forget to incorporate YOUR UNIQUE FUNDRAISING LINK while sharing your narrative. Also, tag us on Facebook, Twitter and Instagram (@GabriellasSmile) for added visibility!

Spreading awareness about your fundraising journey is crucial for success. Stay tuned, as this document will be consistently updated with fresh information. If you have any questions or concerns, please don't hesitate to reach out.

Once again, thank you for your unwavering support.

Isabel Torres

Executive Director



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Getting Started

1. Set a realistic goal. Think about the types of people in your network and their disposable income.
 - For example, if you are a young professional who will be primarily asking other young professionals to give to your page, consider making more asks to more people for smaller amounts.
2. Customize your fundraising page. Use your fundraising page to your advantage! Be sure to personalize the message and set a profile photo. Of course people support our mission, but they are really supporting YOU. So, give the people what they want - make it about you!
3. Make a plan. Who do you plan to ask and how do you plan to do it?
 - As social media algorithms become more and more complicated, simply making a post might not do the trick because it is not guaranteed to show up on people's timelines.
 - Make a list of people you plan to ask along with an amount you think they may be willing to give.
 - For many, your immediate family members will be your largest donors (parents, spouses, siblings, aunts, uncles, etc.). These people often appreciate a phone call or personalized text with a specific ask. Make a list and stick to the plan!
 - On the other hand, someone like a coworker, friend, or extended family member may feel compelled to give because of your Instagram post! Be sure to thank them in the comments after they give.
4. Ask early, ask often. Don't wait! It's never too early to begin fundraising for an event. Many fundraisers think that they will annoy their networks with so many asks, but the opposite is true! Your network will see your ongoing commitment and feel even more compelled to give.
 - If your first social media post doesn't do so well - that's ok! Many people will see it and think "Wow, that's a great cause - I'll give to that later" and then forget to do it. Make them remember by asking again and again.
 - Fundraising is like dating: A person can't say YES if you don't ask them!



Text Message

Helpful hint: I have three words for you: SEND. THE. TEXT. You may think it will be awkward to ask for money via text message, but one of our past participants related that sending a text is by FAR the most effective way she got results.

For example, she sent 25 text messages to friends asking for low level donations to a race she was running (\$10 - \$25). 18 of those people answered immediately saying they would donate (15 of those actually did). 3 others responded that they were not in a financial situation to give but appreciated being asked. 4 did not answer - which could be for any number of reasons.

Overall, this means that 60% of people donated, which resulted in much more than she projected because several people donated \$50 or \$100 instead of the \$25 ask!

Here is a suggested text (keep it short!):
EDITED



Hey (NAME)! How are you doing?

I wanted to share that I'm taking part in the Gabriella's Smile Annual 5k Cupcake Run, which helps children and families dealing with cancer in our community. Would you be open to contributing \$10 to support my participation? No pressure at all, and if it's not feasible, I completely understand. You can donate at cupcakerunsa.org and click the donate button. Then enter my name in the search box to bring up my page.

Thanks a bunch!

Email

Helpful hint: If you are interested in asking for larger donations (\$500 and above), you may want your message to be more professionally crafted. For this, I would suggest sending personalized emails. Tell your story, and send it during work hours to increase your chances that it will be read immediately.

Here is a suggested template email you can work from (the same as the pre-written story on your fundraising page):
Dear (INSERT NAME),

I hope this message finds you well. I've decided to take part in the Gabriella's Smile Annual 5k Cupcake Run, scheduled for May 18th, 2024. There are three significant reasons behind my participation:



1. Prioritizing my mental and physical health.
2. Showing support for the children and families in our community.
3. Raising funds for these heroes by representing the Gabriella's Smile foundation.

For those unfamiliar, the Gabriella's Smile Foundation makes a profound impact on the lives of families affected by pediatric cancer. They create a supportive community, offer financial assistance, and organize various helpful resources and events.

The average [cost](#) for childhood cancer is an astounding \$833,000 and over 95% of families say their child's cancer caused a financial burden on their family. While I could delve into the specific challenges parents face, I'd like to share a poignant quote from Carla, a mother and grant recipient whose child was diagnosed with pediatric cancer:

"Your generous gift to our family is so meaningful. It will help us tremendously during such a difficult time. My hope is to one day be able to help other families - just as you are doing for us."

Today, I'm reaching out to inquire if you would consider contributing to support my efforts.

Thank you for your thoughtful consideration; it means a lot to me personally, and pediatric cancer families would deeply appreciate it.

Sincerely,



Facebook Posts



To download, click “Save to Keep”, then right click in the Keep window “Save Image As..”

Suggested Caption (Add your own story here as well!):



I am proud to announce that I am competing in the Gabriella's Smile Annual 5k Cupcake Run, to benefit the families of children facing cancer diagnosis served by the [@GabriellasSmile](#) [@CupcakeRunSA \(TAG US\)](#) It is an honor to be involved with such a great organization.

I will be raising funds until the event, with all proceeds benefiting children here in our community. I would love it if you would consider supporting me, here: cupcakerunsa.org (click donate and then choose my name under select fundraiser.

Facebook Cover Photo



To download, click "Save to Keep", then right click in the Keep window "Save Image As.."

Suggested Caption (yes, don't forget to add a caption here, as well!!):



I am proud to announce that I am competing in the Gabriella's Smile Annual 5k Cupcake Run, to benefit the families of children facing cancer diagnosis served by the [@GabriellasSmile](#) [@CupcakeRunSA \(TAG US\)](#) It is an honor to be involved with such a great organization.

I will be raising funds until the event, with all proceeds benefiting children here in our community. I would love it if you would consider supporting me, here: cupcakerunsa.org (click donate and then choose my name under select fundraiser).

Instagram Posts

Helpful hint: Instagram does not let you add clickable links into your captions. To avoid confusion for your donors, make sure you write "Link in bio" in your caption, and make sure you add your unique fundraising link to the link section of your bio.





To download, click “Save to Keep”, then right click in the Keep window “Save Image As..”

Suggested Caption (Add your own story here as well!):

I am proud to announce that I am competing in the Gabriella's 5k Cupcake Run, to benefit the families of children facing cancer diagnosis served by the [@GabriellasSmile](#) or [@cupcakerunsa](#) (TAG US) It is an honor to be involved with such a great organization.

I will be raising funds until the event, with all proceeds benefiting children here in our community. I would love it if you would consider supporting #gabriellassmile #cupcakerunsa #cupcakerun24

Instagram Stories

   	<i>You might know...</i> - Children diagnosed with pediatric cancer everyday in the United States, which means 15,590 children in the U.S. are diagnosed each year. - The average cost for childhood cancer is an astounding \$833,000 and over 95% of families say their child's cancer caused a financial burden on their family. - Brain tumors remain the most common cause of cancer-related death in children, and DIPG is the leading cause of death from pediatric brain tumors. The median survival time is 9 months from diagnosis.	   	<i>But might not know</i> \$ Gabriella's Smile Foundation has impacted over 7, 800 children and their families since 2016 through our hospital and community support  Gabriella's Smile exists to improve the lives of children battling cancer and their families. Our MISSION is to help families, fund research, and raise awareness for DIPG and pediatric cancer. 🕒 They believe that no family should fight cancer alone and that all families should have the support and necessary resources to face the challenging diagnosis of childhood cancer.
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For best results, save these images directly to the camera roll on your phone.

Helpful Hint: It is much easier for you and Gabriella's Smile Foundation if someone gives a donation directly to your fundraising page, because it ensures they pay the extra fees and receive the proper thank you letter. You can add your link directly into your Instagram story through the graphic options, or you can write "Link In Bio".

They don't just help children, because they know that all who are touched by a diagnosis are in need

Tweets

Tweet #1:

I am proud to announce that I am competing in the #CupcakeRunSA, to benefit the #pediatriccancer and children facing cancer diagnosis by @GabriellasSmile (TAG US). I will be raising funds until the event, and I would love it if you would consider supporting me, here: (INSERT YOUR UNIQUE LINK)

Tweet #2:

I signed up for the #CupcakeRunSA on May 18, and I will be raising funds for @GabriellasSmile (TAG US) until the event! All proceeds benefit the #pediatriccancer and the Children's Cancer Support Center. Will you support me? (INSERT YOUR UNIQUE LINK)

LinkedIn Posts

Suggested Photo & Caption (you can use the same one your used for Facebook):

I am proud to announce that I am competing in the Pink & Teal Challenge, to benefit the breast and gynecologic cancer survivors served by the Breast Cancer Coalition (TAG US). It is an honor to be involved with such a great organization.

I will be raising funds until the event, with all proceeds benefiting survivors here in our community. I would love it if you would consider supporting me, here: (INSERT YOUR UNIQUE LINK)



Other Helpful Hints

1. **Use your own photos.** Have you taken part in our previous 5K Cupcake Run? Do you happen to have an old photo from your high school track and field days or can you locate your t-ball "trading" card? Dust off those pictures! Social media algorithms favor images featuring people, as they tend to be more engaging than graphics. This implies that using your own photo, especially for a "throwback Thursday" post, will garner more visibility than a text-based post.
2. **Thank your donors!** Express your gratitude, whether it's in the comments section of your Facebook post, through a fresh Facebook post, or in your Instagram story. Taking the time to THANK YOUR DONORS is crucial! Tagging specific individuals enhances engagement, ensuring your post appears on more people's feeds. If you're receiving donations through email, text, or a letter you've sent, make it a point to thank them promptly after their contribution. This not only shows appreciation but also increases the likelihood of them contributing again next year.
3. **Post a short video.** Videos stand out as the most captivating content across social platforms. Each social media platform places a premium on videos over written posts and images, so leverage this to your benefit! Create a brief video (20 seconds to 1 minute) to greet your networks and share the reasons behind your participation. It might feel a bit awkward initially, but I assure you, IT WORKS!