

# IMERMAN TEAM ANGELS



# FUNDRAISING GUIDE

2019 Detroit Free Press/TCF Bank Marathon Events

Saturday, October 19th & Sunday October 20th, 2019





# WELCOME

**Thank you** for choosing to be a part of Team Imerman Angels for the 2019 Detroit Free Press/TCF Bank Marathon Events. We feel extremely fortunate to have you as a part of our team and family for this year's event. Here is everything you need to know to be successful in your fundraising this year and to help Imerman Angels further its mission of providing one-on-one support to anyone impacted by cancer.



**WE RUN  
SO NO ONE FACES  
CANCER ALONE**

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# HISTORY OF IMERMAN ANGELS



“

Imerman Angels was created based on the belief that no one should have to fight cancer alone or without critical peer support.

– Jonny Imerman  
Founder, Imerman Angels

At 26 years old, Jonny Imerman was diagnosed with testicular cancer and began his fight against the disease. Throughout his experience, Jonny was lucky enough to have loving support from his family and friends, but he had never met anyone his age who was a cancer survivor. Jonny wanted to talk to someone just like him, someone who truly understood and could relate first hand with his experience. In short, he was looking for someone who had already survived the same type of cancer. This was the beginning of Jonny’s vision. That vision became a reality when Jonny founded Imerman Angels.

Since 2006, Imerman Angels has become the **largest one-on-one cancer support network in the world**, connecting more than 49,000 people in all 50 states and more than 95 countries. Imerman Angels serves anyone touched by cancer, at any stage, at any age, living anywhere in the world – cancer fighters, survivors and caregivers. Through its unique matching process, individuals seeking cancer support are paired with a “Mentor Angel.” A Mentor Angel is a cancer survivor or caregiver who is as similar as possible to a support seeker in a variety of criteria including age, gender and, most importantly, cancer experience.

These one-on-one relationships give cancer fighters, survivors and caregivers the chance to ask personal questions and get support from someone who has been there before. Mentor Angels can lend support and empathy while helping mentees navigate the system, determine their options and create their own support systems. Frequently, caregivers experience feelings similar to those of the person facing cancer. Imerman Angels connects those caring for or grieving the loss of a loved one with a “Caregiver Mentor Angel” who can help provide support and comfort throughout the experience.



## WHY WE RUN

This summer and fall, we are setting out to make 2019 a year that we will never forget – a year where we accomplish a personal goal of participating in the Detroit Marathon Events and, at the same time, help those impacted by cancer. Whether you are running for a loved one, a friend or neighbor, a colleague or because you fell in love with the mission of one-on-one cancer support, your reason is special and your efforts will make a significant impact on those facing cancer.

This fall, you will be part of a unique event where you can select your distance and be a part of a team of athletes with a goal to help those facing cancer. Whether it's the marathon, half marathon, relay or 5K, you are a member of a team making a difference. When you cross the Finish Line, you will be part of a team that made it possible for over 250 cancer fighters, survivors and caregivers to get the help they need at the time they need it most. The services offered by Imerman Angels are always free and your participation and fundraising help make this happen. **We run and walk so no one faces cancer alone...** and your participation matters in a profound way.

## YOUR FUNDRAISING MINIMUM

When joining **Team Imerman Angels**, all team members agreed to a fundraising minimum. You will be surprised how many people will want to support you. Many people you reach out to have had cancer impact the lives of those that are close to them such as family and friends. And, in some cases, cancer has impacted them directly. It may seem like it will be challenging to reach your minimum. It's not that different from the feeling that many have when they think of the your event itself. It seems like a long way to run. But no one is going to run that distance on the first day or the first month. Your fundraising minimum and goal may seem challenging until you realize that you can break this down into parts just like training for the event itself.

## YOUR FUNDRAISING HELPS PEOPLE GET THE HELP THEY NEED

## YOUR FUNDRAISING GOAL

Your fundraising goal, at least at this stage, may be your fundraising minimum. Others have committed to a fundraising goal that exceeds the minimum. That said, please consider setting a goal, perhaps after you start fundraising, which is higher than your minimum. When you signed up to do the marathon, half marathon, relay or 5K, you did something that is more than merely "noteworthy." It's a significant challenge and a bold personal statement saying that you are determined to do something amazing this fall. Think about a fundraising level that will equal the challenge of the event itself. But if you're uncomfortable going beyond a certain amount, you can adjust your goal when you see how successful you are. Let your potential donors know your goal and that you aren't just raising much needed funds; instead, **every time you raise \$350, you have made it possible for anyone impacted by cancer to be connected to a Mentor Angel.**



# IMERMAN TEAM ANGELS

## QUICK FUNDRAISING TIP

**Each time you raise \$350**, you've made another match possible. This is a tangible goal knowing that your fundraising directly results in helping make these matches. If seven of your friends donate \$50 each, that will create a match! When reaching out to your contacts, this tangible result can help them see the effect of their support.

## GET STARTED NOW

Now is the perfect time to get started with your fundraising. Your narrative truly starts with your registration and training – make others aware of this and let them go along with you on this journey to the starting line of your event at the Detroit Marathon. They will see your commitment to the training, the event itself and, of course, the cause – connecting cancer fighters, survivors and caregivers. **The key is to develop a strategy and ask for that first donation.** Ask a family member or a close friend and get that momentum started. Here is one thing that worked very well for team members in 2018 – make a donation to yourself. In this way, when you ask for a donation, your donors can see that you are right there with them.





## DEVELOP A PLAN

The **first thing** you may want to do in developing your plan is to make an initial list of key donor prospects and reach out to them. This can include your immediate family; other relatives such as aunts, uncles and cousins; friends, neighbors and colleagues. These are the people that are closest to you and the ones that will likely make a larger donation to you.

The **next part** is to reach out to them - be as personal as possible. If you have the opportunity to see them in person, that typically works the best. Otherwise, an email and a follow up call can work as well. And don't be shy about asking them for a higher donation and offering some donation "choices."

Once you have reached out to your closest contacts, develop another list that includes everyone else you know. This is a larger list that could include everyone from your doctor to former classmates to your babysitter. Don't feel awkward about adding someone to the list - you never know if one of those people has a connection to Imerman Angels already or, if not, they will likely see that the mission and work done by Imerman Angels is incredibly important. Once you develop that list, reach out to them through whatever means you feel will work best for that contact: a one-to-one meeting, a personal note, a phone call, an email or social media.





## QUICK FUNDRAISING TIP

Update your personal email “signature” with a link to your fundraising page and add text such as “I’m running for Team Imerman Angels at the Detroit Marathon Events so that no one faces cancer alone – for more information on Imerman Angels and to donate, click this link.” Look to appendixes for personalized email templates!

## DON’T FEEL BAD ASKING

There may be things in life where you might feel badly asking someone to help you. This isn’t one of them. The what and why you are doing it is inspiring. And who you are doing it for is perhaps the most important component. Nearly everyone you reach out to knows the devastating impact of cancer – and they will respect you for having the will to do something about it. And, the worst thing that can happen is that someone says no. Even when that happens, that person was able to learn a bit about what you are doing and about the important work done at Imerman Angels.

Don’t forget that it is important to not limit yourself when asking. If you ask someone to donate \$100 or more, you may well get that (and often more). Or, maybe they will donate a lesser amount such as \$75. But if you ask for a small amount such as \$25, you will probably only get that amount. Of course, it is certainly okay to add something to the effect of “or whatever you can provide – any donation and support will be much appreciated.”



## QUICK FUNDRAISING TIP

**Follow up is critical** to helping you reach your goal: make sure that you reconnect with everyone on your list of potential donors who has not donated. Many intend to donate and just need a gentle reminder. Perhaps, the reminder can let them know about how your training is going or can update them on the status of your fundraising goal.

## THINGS TO GET YOU STARTED

### PERSONALIZE YOUR FUNDRAISING PAGE

When you signed up for Team Imerman Angels, a Crowdrise fundraising page was automatically created for you (if you cannot find your personal page, [click HERE](#)> for the main Team Imerman Angels - 2019 Detroit Marathon page (see "Login" at the top right corner of page) and log in to view and edit your page). This is the page that your donors will see when you send your link in an email or through social media. This page can be personalized in less than ten minutes (and edited/refreshed as often as you like). Here's what you can do very quickly:

- **Tell "your story"** by letting people know why you're participating in one of the events at the Detroit Marathon and why you chose Team Imerman Angels. It might be that cancer has impacted you directly or a family member or friend. You might be doing the race to honor someone or some people you know that have fought cancer. Or it can be a more general approach that focuses more on the organization itself and its mission to connect cancer fighters, survivors and caregivers.



- However you decide to write it, remember that it's your story and your chance to tell your donors about something that you are doing to make a difference. **It doesn't have to be "perfect"** – you can and should edit it as often as you like. Most people are giving because of you – they admire what you are doing, why you are doing it, and who you are doing it for.
- Let your donors know a bit about Imerman Angels and the one-on-one cancer support provided free of charge to anyone facing cancer.
- Add some photos and maybe even a video.
- Refresh your page occasionally with updates on your training and/or your overall fundraising.

## USE YOUR FUNDRAISING PAGE TO REACH DONORS

Include the link in your emails or in social media posts. While most will likely donate directly to your page from this link, you can, of course, collect "off-line" donations such as cash or checks. In those cases, we will credit your fundraising page manually within a week to ten days of receiving that donation. **Please send any offline donation in the form of a check to the Imerman Angels office using the Team Imerman Angels Offline Donation Form** (attached or request the form by emailing [dlouthan@imermanangels.org](mailto:dlouthan@imermanangels.org)).



## USE SOCIAL MEDIA TO THANK DONORS

You can use social media to push out your story and your fundraising link. It acts as a news feed for your efforts as well. You can let people know that you just completed a training run (and always include your fundraising link) and this serves as another chance to receive donations. In addition, you can use Facebook to thank those who support you. Every time a contact donates to you, make sure you thank them and tag them on your page.

## DOES YOUR COMPANY OFFER A MATCHING PROGRAM?

If your company will match what you raise, that can double someone's donation to you and make them more likely to donate or to offer a larger donation. Your company may also allow you to do events in your office or department such as a jeans day or another idea where you can involve your colleagues. Don't hesitate to reach out to us for ideas and how they work. In addition, it's possible that one of your donors may have company matching for their donation to you - make sure to mention this to them when you contact them.



## HOST A FUNDRAISING EVENT

Many Team Imerman Angels participants have been able to make a major dent in their fundraising goal in just one night. All it takes is a well-planned event and a room full of potential donors. Team Imerman Angels can provide you with ideas/tips and contacts to Team members who have hosted successful events.

## BE PERSISTENT AND CONNECT PERSONALLY

When you reach out to your friends, family, and colleagues, many may miss your initial contact. The key in that last sentence is the word “initial” – **it is critical to reach out several times and in several different ways**. Consider this likely scenario: you send an email to a friend and they open it on their phone when they are walking to a meeting or are on the bus/subway. While they may be planning to donate, they will probably not make a donation on the phone while they are busy. Instead, they will wait until later, but later might not arrive because phone calls and meetings fill up their day after they see your email. And before they know it, they forgot or can't find your email.

**Make sure that you connect personally.** Last year, one person had great success using a letter with a handwritten signature (remember those?). It worked, she raised over \$3,100 just by writing letters and sending them off to friends and family (and she followed up with a phone call a few days after sending the letters and offered to send the online link). So, it all works – emails, social media, phone calls, letters – but not in isolation typically. It just takes a few tries!



## FUNDRAISING INCENTIVES

### MEET YOUR MINIMUM

We all agreed to reach our minimum and each of you will receive the 2019 Team Imerman Angels - Detroit Marathon Events **Commemorative T-Shirt** because of that. It's a super soft, gender specific shirt that you can wear to let people know of your goal and accomplishment.

### RAISE \$1,000:

Each team member who raises \$1,000 or more will have made it possible for three (!) cancer fighters, survivors and/or caregivers to be matched with a Mentor Angel. And we want to recognize that great gift you are providing with a cozy **Team Imerman Angels hoodie** - you can wear this with pride as a result of your accomplishment and it will help raise awareness of the mission of one-on-one cancer support.





## RAISE \$2,500:

Anyone who reaches this level will have matched seven cancer fighters, survivors and caregivers to a Mentor Angel. You'll receive **either a FitBit Blaze or a GoPro Hero** – you choose. We'll order it and send it along to you so you can record your workouts on your wrist or film them with your GoPro.

## RAISE \$5,000:

If you meet the \$5,000 level, you'll receive the Team Imerman Angels **Athlete Gift pack** including a Team Imerman Angels long sleeve half zip, tech top, jacket and a pair of your favorite running shoes (shoes not to exceed \$150).

[And, all prizes are cumulative meaning you are able to claim your incentive at each level]

## TOP FUNDRAISER

The **top three** overall fundraisers (as of Saturday, October 19th) will be recognized at the Team Imerman Angels Pasta Dinner Celebration.

# FREQUENTLY ASKED QUESTIONS

## WHAT IS CROWDRISE?

In order to make it easier to reach your potential donors, Team Imerman Angels works with Crowdrise. Crowdrise provides each team member with their own online, individual fundraising page that they can share with friends, family, colleagues, etc.

## HOW DO I FIND MY PERSONAL FUNDRAISING PAGE?

When you joined Team Imerman Angels, you automatically created your own personal page. You received an email on the day you joined from "Team Imerman Angels" and the link to your page is located in that email. In addition, you can go to the main Team Imerman Angels 2019 Detroit Marathon page on Crowdrise - [click HERE>](#) and click "Login" in the upper right hand corner and select "My campaigns." You can edit your page after selecting your Detroit Marathon page.

## WHAT IS A FUNDRAISING MINIMUM?

The fundraising minimum is the fundraising amount that each team member agrees to raise prior to December 15th. This \$350 minimum will fund a match between a cancer fighter, survivor or caregiver to a Mentor Angel.

## WHAT'S THE DIFFERENCE BETWEEN A FUNDRAISING MINIMUM AND A FUNDRAISING GOAL?

While everyone has agreed to the team fundraising minimum, **many team members will set a fundraising goal that exceeds that minimum.** We encourage every team member to do that as **we are trying to help as many people as we can** - and every dollar you raise after your meet your minimum allows us to do just that, and we have some great fundraising incentives as well :)

## IS IT TOO LATE TO START FUNDRAISING?

That's an easy one and can be answered with one word - **no** :) We **recommend starting as soon as possible** so that you have plenty of time to tell your story and have your friends, family and colleagues follow your journey. That said, **it is never too late** and many team members are able to reach their fundraising goal or minimum in less than a week or two after creating their page and executing their fundraising strategy.

## DID I AGREE TO A FUNDRAISING MINIMUM?

When joining Team Imerman Angels for the Detroit Marathon Events, each team member agreed to reach the individual fundraising minimum in exchange for joining the team. If a team member doesn't end up raising the minimum, they agreed to allow Crowdrise to charge the credit card provided during the signup process for the remainder of the fundraising minimum that wasn't met via donations. For example, with the fundraising minimum of \$350, if a team member raises \$300 at the fundraising deadline, Crowdrise will automatically charge that card for the remaining \$50 and that money will go to Imerman Angels.

## WHAT IS THE FUNDRAISING DEADLINE?

That's actually a two-part answer. Each team member must reach their fundraising minimum by December 15th. We hope you will consider setting a goal that exceeds the minimum because **you can continue to fundraise all the way to the end of the year** in order to maximize the number of people the team can help in 2019.

## I'M A NEW TEAM MEMBER, IS THERE SOMEONE I CAN REACH OUT TO?

You can **reach out to [teamia@imermanangels.org](mailto:teamia@imermanangels.org)** at any time.



## APPENDIX

### EMAIL GUIDE

Here are a few “templates” that can help get you started with crafting an email to your contacts:

- Personalize your emails as much as you can – you are sending to a friend, family member or colleague and asking them to help with a donation. Try not to send an email that starts, for instance, with “Dear friends.”
- You may want to mention that you would be honored to run “in honor of” or in “celebration of” someone they know. Some participants dedicate training runs or parts of their race itself to a cancer fighter or someone that they want to honor.
- Certainly, if the person you are contacting has a personal connection to cancer, your letter might address that, if appropriate.
- Keep the letter to one page.
- Make sure you insert your online fundraising link in the letter – don’t use attachments for the link itself.
- Make it personal about you and tell a bit of why you are doing it and why you chose Imerman Angels.



- These are just “templates.” You should add whatever you feel makes for a more successful email. With some of your contacts, you may wish to suggest a donation amount(s). Don’t forget that it is important to not limit yourself when asking. If you ask someone to donate \$100, you may well get that (and often more). Or, maybe they will donate a lesser amount such as \$75. But if you ask for a small amount such as \$25, you will probably only get that amount. Of course, it is certainly okay to add something to the effect of “or whatever you can provide - any donation and support will be much appreciated.”

## MAKE SURE TO THANK YOUR CONTACTS

- You can thank your contacts in a letter or personal email and also via social media with a donor “shout out” if you feel they are comfortable with that recognition.

## EXAMPLE #1: First Time Donation Request

Dear [insert person's name - make it as personal as possible],

I am very excited to announce that this fall I will be participating in the Detroit Marathon Events on Sunday, October 20th (or Saturday, October 19 if 5K) and could not be more excited (and a bit nervous perhaps). That morning, I will be on the start line in Detroit ready to traverse the city in front of thousands of spectators.

To give even extra meaning to the day, I am excited to be participating for a charity and a cause that means a great deal to me. I will be a member of Team Imerman Angels and am doing my best to raise crucial funds for Imerman Angels. Imerman Angels ([www.imerman-angels.org](http://www.imerman-angels.org)) is a nonprofit, 501(c)(3) organization whose mission is to provide personalized connections that enable one-on-one support among cancer fighters, survivors and caregivers. The goal is that no one ever has to face cancer alone. It gives me extra motivation to know that my training miles this fall as well as the race itself will result in helping those impacted by cancer.

I need your help to get me to the finish line and I have set a goal to raise \$\_\_\_\_. Through the generosity of my friends, colleagues and family like you, I know I will succeed. Please consider making a contribution on my online fundraising page by visiting [insert your fundraising link here] and clicking "Donate" or by sending a check to me made out to Imerman Angels. You can use the enclosed stamped envelope to send the donation back to me. And, remember, no donation is too small. Don't forget to ask your employer if they have a matching gift program, it's another way to help me reach my goals.

Be on the lookout for updates and stories throughout my training and thank you in advance for your support.

Sincerely,

Tom



## EXAMPLE #2: Post-Event Thank You

Dear [\_\_\_\_\_],

I hope your fall has been a great one for you and your family. As many of you know, I participated in the Detroit Marathon Events on Sunday, October 20th (or Saturday, October 19th if you did the 5K). In doing so, I raised much needed funds for Imerman Angels, a nonprofit, 501(c)(3) organization whose mission is to provide personalized connections that enable one-on-one support among cancer fighters, survivors and caregivers.

I wanted to write to you to thank you for your donation to my fundraising page and to thank you for allowing me the opportunity to be able to help Imerman Angels further its mission. It gave me extra motivation to know that my training miles this summer and fall itself resulted in helping those impacted by cancer. When I hit the finish line, I did so with the knowledge that those impacted by cancer could find a partner, a mentor - someone who had already walked in their shoes, so to speak - because of the help that you provided.

[ADD a bit more about your story from race day, etc.]

Thank you, once again, for the support through your donation as well as just being supportive of my goal in general. Now that I am no longer sore, I can say it was a wonderful experience. All kidding aside, it was so fulfilling to know that we together made an enormous impact in the lives of those impacted by cancer.

Sincerely,  
Katie

### EXAMPLE #3: Post-Marathon Request (from a person who did not donate previously)

Dear [\_\_\_\_\_],

I hope your fall has been a great one for you and your family. This fall was a very busy, but rewarding, one for me as I participated in the Detroit Marathon Events. In doing so, I raised much needed funds for Imerman Angels, a nonprofit, 501(c)(3) organization whose mission is to provide personalized connections that enable one-on-one support among cancer fighters, survivors and caregivers.

At Imerman Angels, the goal is that no one ever has to face cancer alone. It gave me extra motivation to know that my training miles this past summer and fall would result in helping those impacted by cancer. When I hit the finish line, it was something I never will forget - I am excited to know that I am helping cancer fighters become connected to cancer survivors - and caregivers to caregivers.

With my running goal now accomplished, my goal is to connect as many cancer fighters to cancer survivors and caregivers to caregivers - that was my goal when I started training, when I ran the race and continues now that I have reached the finish line. I have set a goal to raise \$\_\_\_\_, which will result in \_\_\_ [insert number here - for instance, if your goal is \$1,000, that would result in approximately three connections, among those impacted by cancer (while the service is free to any cancer fighter, it is a \$350 cost to the organization itself). Through the generosity of my friends and family like you, I know I will succeed. Please consider making a contribution on my online fundraising page by visiting [insert your fundraising link here] and clicking "Donate" or by sending a check to me made out to Imerman Angels. You can use the enclosed stamped envelope to send the donation back to me. And, remember, no donation is too small. Don't forget to ask your employer if they have a matching gift program, it's another way to help me reach my goals.

Sincerely,

Jose



## OFFLINE DONATION FORM

**Directions:** Use this form when sending or delivering any offline donations (e.g. checks) to Team Imerman Angels.

- Please do not send or deliver cash. If you do have a cash donation, please write a check for the equivalent amount and include the donor's name on the Offline Donation Form.
- All checks should be made payable to "Imerman Angels."
- Add your name in the "Memo" portion of each check.
- Each check should be stapled to its own Offline Donation Form (one check per form).
- If your donor provides an email address, we will send a receipt via email to the donor. If it includes the address, we can also send a mailed receipt.
- Checks should be sent to Imerman Angels from the team member as opposed to being sent to Imerman Angels from the donor.
- Donations may not be refunded.
- Imerman Angels Address: Imerman Angels, 205 West Randolph St., 19th Floor, Chicago, Illinois 60606

**Team Member's Name:** \_\_\_\_\_

**Donor's Name:** \_\_\_\_\_

**Donation Amount:** \_\_\_\_\_

**Donor's Address:** \_\_\_\_\_

\_\_\_\_\_

**Donor's Email Address:** \_\_\_\_\_

### PAYMENT INFORMATION

CHECK ENCLOSED

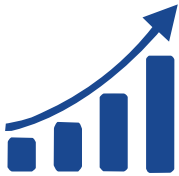
Visa    MasterCard    AMEX    DISCOVER

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

EVERY CANCER FIGHTER, SURVIVOR AND CAREGIVER DESERVES AN ANGEL



**19 MILLION**  
NEW CANCER CASES

expected to be diagnosed each year around the world by **2025**



**87%**  
OF CANCER PATIENTS

stated that relief from emotional distress would significantly improve their quality of life.<sup>3</sup>



Imerman Angels is making an impact

**96 COUNTRIES**  
and in all  
**50 STATES**

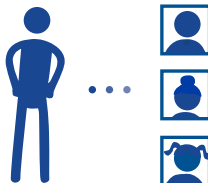
Imerman Angels provides  
**PERSONALIZED**  
**FREE**  
**ONE-ON-ONE**  
**CANCER SUPPORT**

for cancer fighters,  
survivors and caregivers



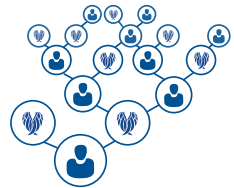
**UNIQUE MATCHING**  
**PROCESS**

Helping **any cancer fighter, any age,**  
**any cancer type, anywhere** in the world



**50%**  
OF CANCER CAREGIVERS

report high levels of emotional stress.<sup>2</sup>



**MORE THAN 49K**  
**CONNECTIONS TO DATE**

and a growing network of  
**10,000+ MENTOR ANGELS**



**TOGETHER WE CAN**  
**MAKE A DIFFERENCE!**  
Partner with Imerman Angels today  
[ImermanAngels.org](http://ImermanAngels.org)



**THANK YOU**  
**FOR YOUR PARTICIPATION!**

IMERMAN  ANGELS