

FUNDRAISING GUIDE

AUDACITY

Whether hosting an event, biking on ride weekend, or creating a fundraising page, you are advancing groundbreaking research at the Medical College of Wisconsin Cancer Center. Our fundraising guide is designed to help you meet and exceed your goals.

With 100% of funds going to cancer research, every dollar you raise makes a difference.

CANCER ENDS HERE.

Benefiting



Your Personal Page

5 Ways to Get The Most Out of Your Personal Page

After you've registered to fundraise for Audaxity, log in and use the tips below to make the most of your page.

The screenshot shows a user's personal fundraising page for Becky Smith. At the top, there is a navigation bar with links for 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. On the right, it says 'Welcome, Becky.' with a notification bell icon. Below the navigation bar, there is a profile section with a circular photo of Becky Smith on a bicycle, her name 'Becky Smith', and a 'SUPPORT ME' button. A progress bar shows '\$1,450 Raised' out of a 'Goal \$2,500', with a link to 'See All Milestones'. Below the progress bar is an 'Incentives' section with the text 'Set up donor incentives to encourage donors and reward them for their support!' and a link to 'Add an Incentive'. At the bottom, there is a 'My Story' section with tabs for 'My Story', 'Donations', and 'Settings', and a text area containing 'I'm participating in Audaxity and I need your support!'.

1. Update your photo and share your story to make the page your own.
2. Donate to your page first to show your personal commitment.
3. Create a custom URL link to your page.
 - a. Under your page thermometer, click 'Settings' to customize your page link.
4. Share your page on social media.
5. Download the DonorDrive Mobile App for Audaxity and share the QR code that takes donors directly to your page.



Your Story

How to Share Your Story

The key to a good story lies in sharing a personal connection to why you're part of Audacity; your passion inspires people to give. We all have a reason to give everything we've got to end cancer. What's yours?

Here are some ideas to help get you started:

- Why are you participating in Audacity?
- If you're honoring someone special, share your relationship with that person
- If you're comfortable, share a personal story about your own journey
- Are you riding for a cancer-free future for your family?
- Highlight the key point that led you to join Audacity
- Share photos in your story and provide descriptions

Incentives
Set up donor incentives to encourage donors and reward them for their support!
[Add an Incentive](#) ▶

My Story | [Donations](#) | [Settings](#)

I'm participating in Audacity and I need your support!

Cancer has personally affected many in my family. I'm riding in memory of my Aunt Patti and thinking of her as I ride toward a cure.

It's my goal to raise as much as I can for this incredible cause and I'm asking for your help. Will you join with me by making a tax-deductible donation? It's fast and easy to do, and continued cancer research will benefit from your generosity.

Thank you for your support! Together we can be the team that ends cancer.

Log in to your fundraising page and click on 'My Story' under your fundraising Thermometer to personalize your story.



Engaging Donors

Reaching Out to Your Network

Now that your Personal Fundraising Page is ready, it's time to reach out to your network of friends, family, and colleagues. The most successful fundraisers ask for support from a wide range of people in personalized ways. Think about your network and the best way to connect with them.

Ways to ask your network for donations:

- Send personalized emails or letters
- Ask for donations in lieu of birthday, anniversary, or holiday gifts
- Make baked goods and offer them for donations
- Ask friends and family to donate for every mile you ride in training

Why people should donate:

- 100% of funds that your donors give will help advance innovative, potentially lifesaving research at the MCW Cancer Center
- Share your “why.” Use the story from your Personal Fundraising page as you ask donors for support
- Audacity funds will be rapidly transformed into groundbreaking cancer research projects, with every dollar put to work shortly after the event
- **Because together, we can create a world without cancer**



How to Share Your Story

Messages

- Sent Messages
- Compose a Message
- Drafts
- Contact List

Home

Home FAQs Return to Au

DASHBOARD

Home **Messages** Resources

Welcome, Becky.

DONATE NOW!

Sent Messages Compose a Message Drafts Contact List

1 Choose a message type *

Ask a Friend to Donate

2 Recipients *

Select from Contacts [Import from Webmail](#) or [CSV](#)

Messaging Made Easy!

You can reach out to your network directly through your fundraising page! Find template emails to get you started, save your own personalized drafts, and track your messages under the 'Messages' tab on your page. Your e-mails will include a link to give directly to your page.





Thanking Donors

Congratulations on raising critical funding for lifesaving research at the MCW Cancer Center! Now it's time for the fun part – thanking your donors and sharing the good news of your success.

It's important to thank those who supported your Audacity fundraising efforts. There are a variety of ways in which you can thank your donors.

Here are some ideas:

- Thank donors directly through the fundraising page under the 'Donations' tab
- Mail a thank you card
- Share your fundraising success on social media and thank those who supported you. An additional benefit of thanking donors publicly is that it encourages others to donate to you as well
- Send a postcard to supporters with photos from your event or ride weekend

The screenshot shows a fundraising dashboard with a navigation bar at the top containing 'Your Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. A progress bar indicates '\$2,000 Raised' out of a '\$2,500 Goal'. Below the progress bar is a search bar labeled 'Search Donations...' and an orange button labeled 'THANK YOUR DONORS'. The donor list includes:

Donor Name	Amount	Date
Jonathan Jones Participant Donation	\$500	12/30/2024
Audacious Donor Participant Donation	\$50	12/30/2024



Host an Event to Benefit Audaxity

Whatever activity you are passionate about, there's a good chance that it can be turned into a fundraising event to benefit Audaxity. Hosting an event is a fun way to get your friends and family involved with the cause, all while helping you reach your fundraising goals. Our team can provide you with best practices and fundraising platforms to make your event as easy as possible to execute. Contact us at info@audaxity.org to get started!

Types of Events

When it comes to hosting events that advance transformative cancer research, the possibilities are endless! Below are just a few ideas to get your wheels turning:

- Golf Outing
- Karaoke Event
- 50/50 Raffle
- Online Auction
- Spin Event
- Bake Sale
- Restaurant Give Back Night





A Sweet Example

Audacity is powered by people who channel their unique passions into the mission of ending cancer. Dr. Jim Thomas, a physician-scientist at the MCW Cancer Center, transformed his love for making chocolate-covered caramel apples into a sweet way to fuel progress, rallying leaders and staff from the Center's Clinical Trials Office to help bring his fundraiser to life. Amid bubbling caramel, drizzling chocolate, and nuts scattered across the floor, the team crafted hundreds of sticky treats, sharing laughs and embracing a few "Slap Chop" mishaps along the way. The result? Over \$1,500 raised by selling apples to enthusiastic MCW students, faculty, and staff—directly fueling Audacity's mission to advance cancer research.

Dr. Thomas's initiative shows how individual passions can ignite collective action and drive meaningful change. What began as a personal tradition became a powerful way to unite colleagues, spread joy, and raise critical dollars for Audacity. The camaraderie and teamwork of the day proved that even lighthearted efforts can inspire real contributions to a serious cause.

Every dollar raised through Audacity directly supports the MCW Cancer Center's groundbreaking research, innovative therapies, and improved outcomes for patients and families. Whether it's crafting caramel apples, organizing a bake sale, or tackling the ride itself, your passion has the potential to drive momentum—one idea, one event, and one step closer to ending cancer.

