



CHOLANGIOCARCINOMA FOUNDATION SOCIAL MEDIA FUNDRAISER TOOL KIT

Thank you for your interest in supporting the Cholangiocarcinoma Foundation by hosting a social media fundraiser. Sharing posts and encouraging your network to donate creates crucial awareness and raises critical funds for research and patient services. We have created some resources to help you achieve your fundraising goals. Please see the tools below.

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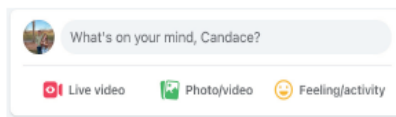
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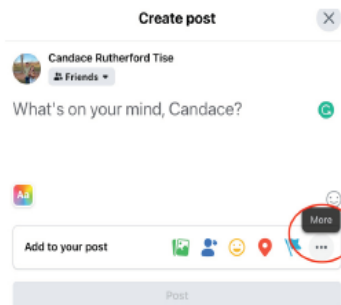
FIVE EASY STEPS TO CREATE A FACEBOOK FUNDRAISER

Facebook fundraisers are a fun and easy way to raise money for the Cholangiocarcinoma Foundation (CCF)! Share your story and encourage your friends and family to get involved from your Facebook account. Your friends and family can easily donate and you can quickly send updates on your fundraising progress. All of the funds you raise on Facebook will automatically be distributed to CCF.

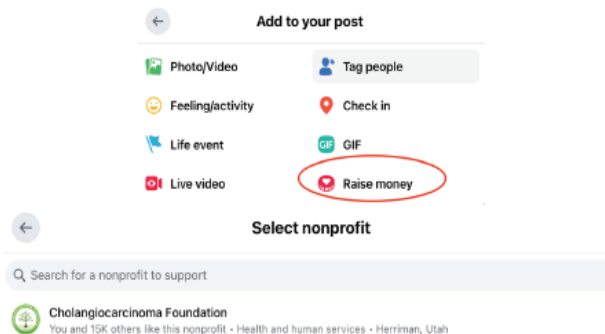
1. Log in to Facebook.com using your username and password
2. Click "What's on your mind?" to draft your fundraiser



3. Click on the three dots at the bottom right to expand the menu



4. Click on "Raise Money" and type "Cholangiocarcinoma Foundation" in the search bar



5. Personalize your post by telling your story and connection with cholangiocarcinoma and click post!
Feel free to use the sample text below

The Cholangiocarcinoma Foundation's (CCF) mission is to find a cure and improve the quality of life for those affected by cholangiocarcinoma (bile duct cancer). Cholangiocarcinoma is an aggressive, lethal cancer that occurs in the liver within the bile ducts. Approximately 10,000 Americans are diagnosed annually, and the diagnosis rate continues to rise. CCF is the leading global resource for cholangiocarcinoma research, education, support, and awareness and is the only US organization dedicated solely to meeting the needs of this community. The Foundation's work is made possible through generous donations from caring individuals like you, who share our dedication to finding a cure for cholangiocarcinoma. Thank you for your generosity and support!

SOCIAL MEDIA FUNDRAISING TIPS AND BEST PRACTICES

Here are some tips to increase the visibility and engagement of your social media posts:

- Personalize! Share your connection with cholangiocarcinoma. WHO in your life has been affected by CCA, WHEN were they diagnosed, WHY are you fundraising for this cause, WHAT is cholangiocarcinoma (bile duct cancer)? People connect to stories; share yours.
- Tag CCF in all social media posts.
 - Facebook- [@Cholangiocarcinoma Foundation](#)
 - Twitter- [@CureCC](#)
 - Instagram- [@cholangiocarcinoma](#)
 - LinkedIn- [@Cholangiocarcinoma Foundation](#)
- Share photos as much as possible. People connect to pictures and videos, especially photos with people's faces in them. Try to include at least one image in every post you make.
- Make it easy for people to donate by including the link to your donation page in every post you make.
- Use hashtags. #cholangiocarcinoma, #CureCCA, #CCAHope, #CCF, and #bileductcancer are all great hashtags to use.
- Be specific! Share your personal goals for the fundraiser and any other important details.
- Thank your donors! Send personal thank yous to everyone who donated through FB, email, or phone.

PLANNING TOOLS

HOW TO ORGANIZE A SUCCESSFUL SOCIAL MEDIA FUNDRAISER CHECKLIST

1. **Determine your goal:** Decide on a specific fundraising target, whether it's a monetary goal or the number of participants.
2. **Choose a platform:** Select the social media platform(s) you will use for the fundraiser. Consider popular platforms like Facebook, Instagram, Twitter, or even TikTok.
3. **Set up a dedicated fundraising page:** Create a dedicated page or account that clearly explains the fundraiser's purpose and provides ways for people to donate or participate.
4. **Promote the fundraiser:** Spread the word about the fundraiser through various channels, including your personal network, relevant social media groups, and by reaching out to influencers or relevant organizations.
5. **Craft compelling messaging:** Create engaging posts that clearly communicate the mission and impact of the Cholangiocarcinoma Foundation. Use a mix of storytelling, statistics, and visuals to make your content more powerful.
6. **Utilize multimedia content:** Use photos, videos, infographics, or testimonials to increase engagement and catch people's attention. These can be about the foundation, the disease, or the personal stories of affected individuals.
7. **Plan your content:** Develop a schedule of posts leading up to and during the fundraiser. Include information about the Foundation, facts about cholangiocarcinoma, updates on the campaign's progress, and reminders to donate.
8. **Encourage user-generated content:** Encourage supporters to share their own stories, photos, or videos related to cholangiocarcinoma. This can help create a sense of community and engagement.
9. **Engage with your audience:** Respond to comments, direct messages, and questions in a timely manner to show appreciation and maintain interaction with your supporters.
10. **Express gratitude:** Show gratitude to all participants and donors through personalized thank-you messages, public shout-outs, or even small giveaways.
11. **Provide regular updates:** Keep your audience informed about the fundraiser's progress. Update them on the funds raised, any milestones achieved, or the impact of their contributions.
12. **Monitor analytics:** Keep an eye on the analytics of your social media posts to identify which types of content or strategies are the most effective in driving engagement and donations.
13. **Collaborate with influencers or organizations:** Reach out to relevant influencers or organizations who may be interested in supporting your cause. Collaborations can amplify your reach and visibility.
14. **Celebrate success:** Share the final results and celebrate the achievements with your audience once the fundraiser is complete. Make sure to express your gratitude again and highlight the impact made by their contributions.
15. **Evaluate and learn for next time:** Take the time to analyze the overall success of the fundraiser. Identify what worked well and areas for improvement so that you can refine your strategy for future fundraisers.

25 NAMES FAST DOCUMENT

FAMILY			
Name	Address	Phone	Email
1)			
2)			
3)			
4)			
5)			
FRIENDS			
6)			
7)			
8)			
9)			
10)			
CO-WORKERS			
11)			
12)			
13)			
14)			
15)			
PROFESSIONAL DEVELOPMENT PEERS			
16)			
17)			
18)			
HOBBY PEERS			
19)			
20)			
NEIGHBORS			
21)			
22)			
23)			
DOCTORS/CARE TEAM MEMBERS (PRIMARY, DENTIST, SPECIALIST)			
24)			
25)			

COMMUNITY FUNDRAISER



RAISE \$650 IN 10 DAYS

Share your fundraising progress on social media using [#CURECCA](#)

		DAILY AMOUNT		TOTAL AMOUNT
DAY 1	Kick-start your fundraiser with a personal donation	\$50	=	\$50
		+		
DAY 2	Ask 3 family members to donate \$25	\$75	=	\$125
		+		
DAY 3	Ask 5 friends to donate \$20	\$100	=	\$225
		+		
DAY 4	Tag 4 friends on social media and challenge them to donate \$25	\$100	=	\$325
		+		
DAY 5	Ask a local business you love to donate \$25	\$25	=	\$350
		+		
DAY 6	Ask 5 co-workers to donate \$20	\$100	=	\$450
		+		
DAY 7	Ask your employer to contribute \$100- OR match all the gifts so far!	\$100	=	\$550
		+		
DAY 8	Ask 5 people in your community (friends from your gym, school, church) to donate \$10	\$50	=	\$600
		+		
DAY 9	Did you support a friend's fundraiser recently ? Ask them to donate \$20	\$20	=	\$620
		+		
DAY 10	Post a fundraising update on social media and tag 3 more friends challenging them to donate \$10	\$30	=	\$650

PROMOTIONAL TOOLS

QR CODES

Add QR codes to your fundraiser promotion so supporters scan the code you create, and it will take them directly to the website you direct them to...like your fundraising page! QR codes are easy to use, reduce printing costs, and help maximize your fundraising efforts.

How to create a QR code

1. Copy your personal URL from your fundraising page.
2. Go to <https://www.qr-code-generator.com/> in a new web browser.
(Note: There are many free QR code generator websites; feel free to use the one that works for you.)
3. The QR code will generate automatically. Click the green DOWNLOAD.JPG button and save the file to your computer.
4. Insert your QR Code into all your fundraising event materials.

Congrats! Now, it's even easier for everyone to make donations on your fundraising page.

GRAPHICS

Use the shareable graphics below to recruit support AND educate about each donation's impact.

Click the link below to access downloadable copies of all graphics featured in this tool kit.

<https://www.dropbox.com/scl/fo/osrohxcdy5zjim2uapyaq/h?rlkey=uy94fl64ymrf7xp5ihosm45ez&dl=0>

Impact Graphics: Show your donors how their dollar will make a difference by sharing the graphics below.

YOUR CONTRIBUTION SUPPORTS:



cholangiocarcinoma educational materials to health care providers across the country

DONATE TOWARDS MY GOAL



YOUR SUPPORT MEANS:



\$3.5 million in research funded

DONATE TOWARDS MY GOAL



YOUR CONTRIBUTION SUPPORTS:



monthly support groups for families impacted by cholangiocarcinoma

DONATE TOWARDS MY GOAL



YOUR \$50 DONATION SUPPORTS:



Care Kits for Newly Diagnosed Patients

DONATE TOWARDS MY GOAL



YOUR \$100 DONATION SUPPORTS:



training resources to prepare new mentors to help patients and caregivers

DONATE TOWARDS MY GOAL



YOUR \$250 DONATION SUPPORTS:



assistance for patients or caregivers to travel to regional symposia where they can be connected in person with medical experts and patient advocates

DONATE TOWARDS MY GOAL



YOUR \$500 DONATION SUPPORTS:



travel assistance for patients to attend the annual conference and spend time with others on their same journey as well as connect with a team of medical professionals

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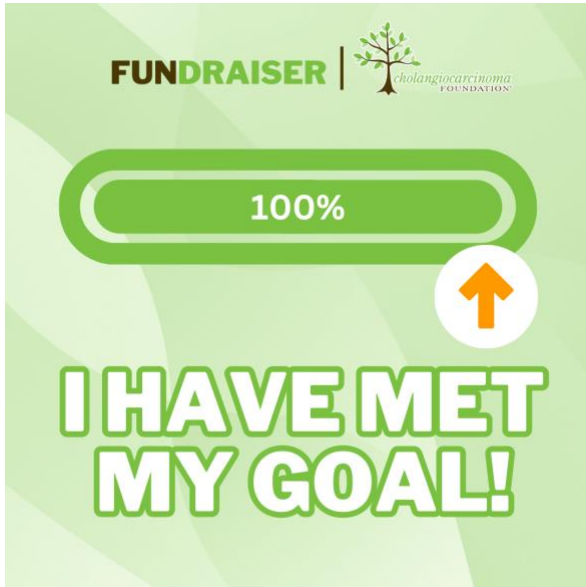
DONATE TOWARDS MY GOAL



Connection Graphics: Display your connection with the Foundation and why cholangiocarcinoma research and patient services are important to you.



Goal Graphics: Share the graphics below to update your donors on your fundraising progress.



Recruitment Graphics: Share the graphics below to encourage others to join your fundraising team or donate.



THERMOMETER

Update your network on your fundraisers' progress by documenting gifts on the thermometer below!



Fundraiser/Event Name

Month, xx, 2023

Time

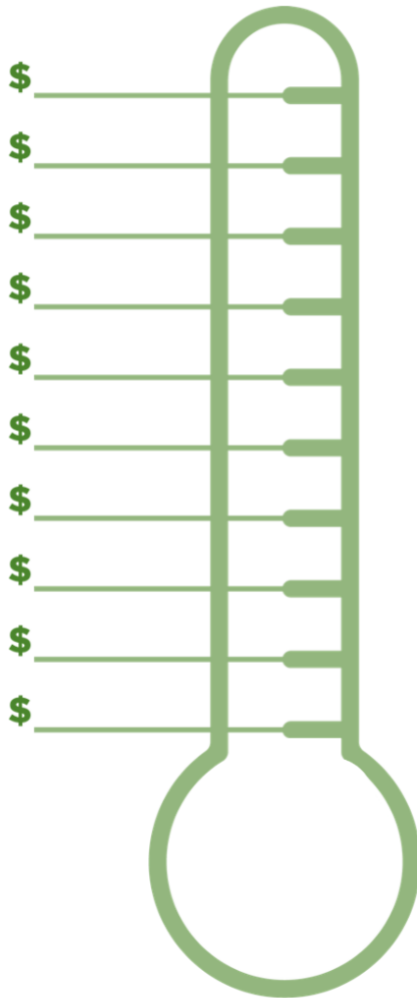
Location

Insert event
details here

Insert fundraiser URL here

#CURECCA

Insert QR Code
Here



CAPTIONS

Here are some caption ideas you can use when sharing your CCF fundraiser. These are a great start, but remember, people connect to stories, so personalize and share your CCF connection.

- Cholangiocarcinoma research and outreach have come so far in recent years, and I am hopeful that we will find a cure with more research and support. Please donate to my fundraiser today to support the @Cholangiocarcinoma Foundation's research and advocacy efforts. #CureCCA #CCAHope
- In the last five years, there have been five FDA drug approvals, a new standard of care established by the FDA, and over \$3 million awarded in research grants. We have come so far, yet there is still so much work to be done. Please consider donating to my fundraiser today to join us in our efforts to fund innovative research and patient services. #CCF #CureCCA
- Thank you to everyone who has donated to my @Cholangiocarcinoma Foundation fundraiser. Because of donations like yours, CCF has grown its research and patient services and continues to advocate for advancements in research and treatment options. I am grateful for your support! #CCF #CureCCA
- Calling all my friends and family! I need your support to make a difference in the fight against cholangiocarcinoma. Please consider donating to my fundraiser benefiting the Cholangiocarcinoma Foundation. Every contribution counts! #cholangiocarcinoma, #CCF
- Please help us spread hope to those battling cholangiocarcinoma by contributing to my fundraiser for the Cholangiocarcinoma Foundation. Together, we can make a change and support vital research and patient care. Donate today and be a part of the journey toward a cure! #CCAHope, #CureCCA
- This cause is close to my heart, and I need your help to make a lasting impact. By donating to my fundraiser benefiting the Cholangiocarcinoma Foundation, we can drive awareness, funding, and support for those affected by cholangiocarcinoma. Join hands, and let's make a difference! #CCF #bileductcancer
- As we celebrate life's blessings, let's remember those fighting against cholangiocarcinoma. Join me in supporting the Cholangiocarcinoma Foundation by donating to my fundraiser. Together, we can provide hope, resources, and strength to those facing this rare cancer. Your generosity matters! #CCAHope
- Are you ready to make a positive impact? By donating to my fundraiser benefiting the Cholangiocarcinoma Foundation, you're contributing to groundbreaking research and much-needed support for patients and their families. Let's stand together against cholangiocarcinoma and create a brighter future! #CureCCA

THANK YOU TOOLS

“THANK YOU” TIPS AND BEST PRACTICES

Thanking your donors personally for their contributions to your fundraiser is essential to having a successful fundraiser. There are thousands of wonderful causes out there, and your donor chose to support YOU; that is awesome! Let them know how much you appreciate their support. Below is a list of best practices and suggestions for making your donors feel valued.

1. Send a personalized “Thank You” to each of your donors no longer than a week after receiving their donation. Thank you’s can be emails, phone calls, social media messages, cards, or letters. Whichever method you select, include the following information:
 - a. How much they donated and when you received the donation.
 - b. What the funds will be used for (Supporting the Cholangiocarcinoma Foundation’s research and advocacy efforts.)
 - c. Why their contribution is important to you.
 - d. A big THANK YOU!
2. Include photos, videos, and graphics if you have any in the thank you.
3. Include updates on the progress of your fundraiser. For example, if the event is over, you can say that you met your goal and report on how much money was raised and how many individuals participated.
4. Tag sponsors and donors in social media posts thanking them for their support.

THANK YOU GRAPHICS

Share the graphic below at the end of your fundraiser to thank your donors for their support!



SAMPLE THANK YOU LETTER

Personalize and use the sample Thank You letter below to share your gratitude with each of your donors.

Dear (INSERT DONOR'S NAME),

Thank you for donating (INSERT AMOUNT) to (INSERT NAME OF EVENT or FUNDRAISER) benefiting the Cholangiocarcinoma Foundation. We raised (INSERT AMOUNT RAISED), and these funds will support vital research, advocacy, and educational efforts.

Your support of my fundraiser means so much to my family and me. Although cholangiocarcinoma is a rare and devastating disease, much progress has been made. We hope to continue to create even more change by supporting innovative research and essential advocacy efforts.

Thank you for celebrating (INSERT NAME OF TRIBUTE) and all others touched by cholangiocarcinoma. There is hope.

Gratefully,
INSERT NAME

THANK YOU VIDEO

Your friends and family enjoy hearing from you! Record a simple thank you message on your mobile device and text or email it to your donors to thank them for their support. This will make them feel extra appreciated, and you will have the opportunity to personalize the message and check in with them. The best part is that recording and sending thank-you videos takes just minutes! Additionally, you can “Go Live” on your social media account to thank your donors for their support and update them on your fundraiser's progress.



If you want to up your production value, you can edit your thank you video on a free video editor tool like [Canva](#) or [Vimeo](#).

Want to “Go Live” To thank your donors? Follow the instructions below.

“Go Live” on Facebook:

- Tap What's on your mind? At the top of your Feed, then tap Live Video.
- You can tap in the bottom right to add features and customization (for example, Check-In, Bring a Friend) or tap to add an effect. ...
- Tap Go Live.
- Tap Finish when you want to end your broadcast.

“Go Live” on Instagram:

- Swipe right anywhere in Feed, then scroll to Live at the bottom.
- To add a title, tap Title on the left, enter a title, then tap Add title.
- Tap  at the bottom. The number of viewers appears at the top of the screen, and comments appear at the bottom.
- You can add a comment by tapping Comment at the bottom of the screen.
- Tap a comment and tap Pin comment to pin it so that viewers can see it more easily.
- When you're done, tap  in the top right, then tap End video to confirm. From there, you can tap Share to [share it to your profile](#).

ASK FOR HELP!

If you have any questions about starting or strengthening a social media fundraiser, please get in touch with CCF's Community Fundraising & Events Manager, Candace Tise, at candace.tise@curecca.org or (801) 597-3707