

# outliving cancer

April 12-26, 2025

hope  scarves®

1

## WHAT IS PEER-TO-PEER FUNDRAISING?

Peer-to-peer fundraising - also known as crowd fundraising or social fundraising - is a way to engage your friends, family, neighbors, and coworkers to help raise money for Hope Scarves on your behalf.

2

## IS THERE A MINIMUM FUNDRAISING REQUIREMENT?

No! There is no minimum requirement. Feel free to set a goal that you are comfortable with - whether it is \$50 or \$5,000, it all makes a difference. We are thankful for the time and effort you put into reaching your goal, and fundraisers get a shirt as a thank you!

3

## PERSONALIZE YOUR PAGE

In your own words, share why Hope Scarves and our mission is important to you. Pictures and videos help to personalize it even more! Make your message impactful by keeping the following in mind; keep it simple and direct, speak from the heart, share your progress along the way, and thank your supporters personally!

4

## HOW DO I GET THE WORD OUT?

Send emails to friends and family, promote your page on Facebook, Instagram and other social media platforms and send a text messages. Start by sharing with your closest friends and family first. Then share with other friends, neighbors, and colleagues. Be clear in asking for financial support and make it easy for people to donate by including a link to your fundraising page.

**HELP US MEET OUR  
\$75,000 GOAL!**

OutLIVING Cancer t-shirts will be distributed first come first serve while supplies last.

**SHARE WITH US!**

Tag @hopescarves and  
#outlivingcancer on social media.  
Prizes & live check-ins all weekend.

Still have questions? For more information contact our Events & Marketing Director, [Marcella@hopescarves.org](mailto:Marcella@hopescarves.org)

*The Hope Scarves Team*