



*Race **TO** Cure* **SARCOMA**

SARCOMA FOUNDATION OF AMERICA

FUNDRAISING **GUIDE**



20
25

WELCOME

Dear Race to Cure Sarcoma Participant,

Welcome! We are incredibly grateful for your commitment to Sarcoma Foundation of America (SFA) and our shared mission. By joining the Race to Cure Sarcoma (RTCS), you are becoming a vital part of a community dedicated to improving the lives of people with sarcoma.

SFA's vision is a world where people do not die from sarcoma. Our mission is to improve outcomes for people diagnosed with sarcoma to increase the number of survivors by funding and advancing research, educating and providing resources, advocating on behalf of the community, bringing together the collective sarcoma voice, and growing awareness.



Why We Race: The Impact of Sarcoma

Sarcoma is a rare and complex group of cancers with over 100 different subtypes. While it accounts for only 1% of adult cancers, it tragically represents around 21% of childhood cancers. In 2025 alone, an estimated 17,290 new cases of sarcoma are expected in the U.S.

These numbers highlight the urgent need for more research and better treatments. Your participation in the Race to Cure Sarcoma directly fuels this progress. Every step you take and every dollar you raise brings us closer to a future where sarcoma is no longer a life-limiting diagnosis.

Together, we can make a profound difference for individuals and families impacted by sarcoma. Thank you for joining us.

Getting Started: Your First Steps to Success

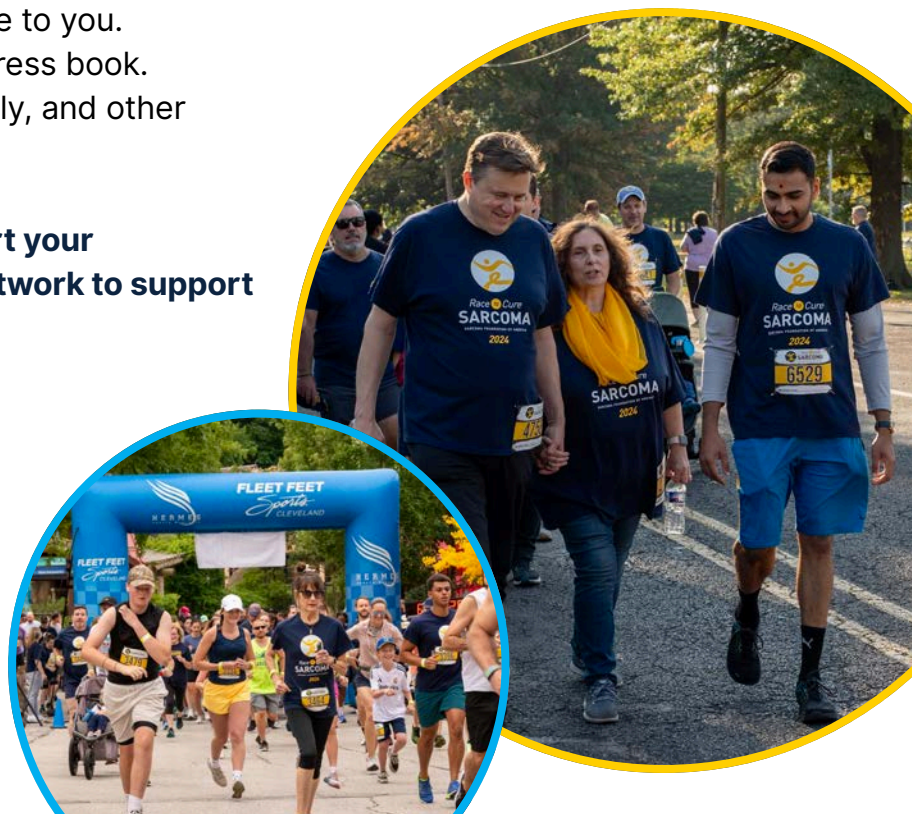
You've registered for the Race to Cure Sarcoma (RTCS)—that's a fantastic start! Now, let's look at the simple steps to begin your fundraising.

- 1. Set Your Fundraising Goal:** Setting a goal provides direction and motivation. Consider how much you feel comfortable asking for and how many people you plan to reach out to. Whether it's \$100 or \$1,000, every dollar directly supports SFA's work. A good starting point is often asking 10 friends to give \$10 each to reach \$100, or aiming higher by asking 10 people for \$25 each for \$250.
- 2. Make Your Own Donation:** One of the most effective ways to show your commitment and inspire others is to make a donation to your personal fundraising page. This shows your supporters that you are personally invested in the cause and serious about reaching your goal. It can also encourage larger donations from others.
- 3. Set Up Your Personal Fundraising Page:** Your online fundraising page is your central hub for collecting donations and sharing your story. If you haven't already, please register online at [RTCS Registration Link/Your Platform Link].

Once registered, you can:

- Share your story and upload photos.
- Customize your page to make it unique to you.
- Import contacts directly into your address book.
- Send thank you emails to friends, family, and other supporters directly from your page.

These initial steps will help you jumpstart your fundraising and make it easy for your network to support SFA and the sarcoma community.



Telling Your Story: Inspire Others to Give

Your personal story is a key part of successful fundraising. People are often moved to support a cause when they understand the personal connection and impact. Sharing your "why" can inspire others to contribute to Sarcoma Foundation of America (SFA).

Why Your Story Matters: Your story creates a connection. It helps your potential supporters understand the impact of sarcoma and why your involvement in the Race to Cure Sarcoma is so meaningful to you. It transforms statistics into a relatable experience and motivates people to act.

Crafting Your Story: Key Questions to Consider

As you prepare to share, think about these questions. You don't need to answer all of them, but they can help you shape a compelling message. Remember to use plain language and focus on the facts and your connection to the cause.

- Why are you participating in the Race to Cure Sarcoma?
- What is your personal connection to sarcoma?
- Are you participating in honor or in memory of someone?
- What change do you hope to see for the sarcoma community?
- What problem you are aiming to help resolve? (For example, we are working for a world where people do not die from sarcoma.)
- What is your fundraising goal, and why is it important to you?

Once you have a sense of your story, you can share it through heartfelt emails, quick texts, or social media posts. Your unique voice has the power to inspire others to give and help improve outcomes for people with sarcoma.



How to Ask for Support: The Art of Fundraising

Asking for support can feel challenging, but it is essential for reaching your fundraising goal. Remember, you are inviting people to be part of a meaningful effort to improve the lives of people with sarcoma. Here's a simple, effective approach:

The "Four + One" Approach to Asking without immediately adding more information.

1. **State the Need:** Clearly explain the problem you are helping to address.
 - Example: "Sarcoma is a rare cancer, but it affects thousands of individuals and families each year, with over 17,000 new cases expected in the U.S. in 2025."
2. **Tell Them Why it is Important:** Explain why this cause matters to you and why their support is critical.
 - Example: "I am participating in the Race to Cure Sarcoma to support Sarcoma Foundation of America's mission to fund research and provide resources for those impacted by sarcoma."
3. **Tell Them What You Are Doing:** Clearly state your involvement.
 - Example: "I am walking/running/participating in the Race to Cure Sarcoma to help raise funds for SFA."
4. **Ask for a Specific Amount:** Make a clear, direct request for a donation. Providing a specific amount can make it easier for people to give.
 - Example: "Would you be willing to donate \$50 to support my efforts?" or "Even \$25 can make a difference."
5. **The Plus One:** Be Quiet. After you make your request, let your ask stand. Give them time to consider their response without immediately adding more information.

Key Takeaways for Asking Effectively:

Be Direct and Clear: State your purpose and your request clearly.

Personalize Your Ask: Whenever possible, tailor your message to the individual, referencing your personal story.

Follow Up: People are busy. A polite follow-up can often secure a donation.

Offer Ways to Give: Ensure your fundraising page link is easy to find.



Fueling Impact: Where Your Donations Go

Every dollar you raise through the Race to Cure Sarcoma (RTCS) directly contributes to Sarcoma Foundation of America's (SFA) vital work. SFA is the leading private funder of research in the sarcoma community, and your fundraising efforts are a driving force behind our progress.

How Your Funds Make a Difference:

- **Advancing Research:** SFA has invested over \$24 million in sarcoma research, generating more than \$26 million in additional funding. This has supported over 230 research grants, leading to more than 300 publications from over 120 different institutions and funding over 200 researchers. We have funded more than 10 clinical trials and contributed to 2 patents, all aimed at finding better treatments and, ultimately, a cure for sarcoma.
- **Improving Patient Outcomes:** Funds support the drug development process and contribute to a deeper understanding of sarcoma. In recent years, SFA has seen continued progress in treatment approvals, with 4 in 2020, and 1 each in 2021, 2022, 2023, and 2024. This progress offers hope to people with sarcoma and their families.
- **Education and Resources:** SFA provides essential resources and education to the sarcoma community, ensuring that individuals and care partners have the information they need.
- **Advocacy:** We advocate on behalf of the community for increased research funding and improved access to care, amplifying the collective voice of those affected by sarcoma.

The Race to Cure Sarcoma (RTCS) Series:

The RTCS series unites the sarcoma community across the country and virtually. SFA has hosted over 130 RTCS events, engaging more than 55,000 participants and raising over \$8.5 million for research and patient education. Your participation continues this powerful legacy.

By raising funds for RTCS, you are directly investing in breakthroughs that will improve outcomes for people diagnosed with sarcoma and bring us closer to a world where people do not die from this disease.



Fundraising Strategies: Online, Offline, and Beyond

There are many ways to reach your fundraising goal, whether you prefer to leverage online tools, engage your social network, or host a creative event.

A. Fundraising Online & Social

- **Leverage Your Personal Fundraising Page:** This is your primary tool! Direct all potential donors to your unique page where they can easily make a donation.
- **Connect with Facebook:** Easily connect your personal fundraising page to Facebook. You can manage your fundraising efforts directly from your Fundraising Center. This allows friends to donate directly through Facebook, making it simple to share updates and celebrate milestones.
- **Utilize the Global Virtual Race to Cure Sarcoma:** Since there is a Global Virtual Race to Cure Sarcoma on July 19, 2025, you can share this opportunity widely. Invite friends and family from anywhere in the world to participate virtually and support your fundraising goal.
- **Share on Other Social Platforms:** Beyond Facebook, share your fundraising page on platforms like X (formerly Twitter) and LinkedIn. Craft a quick post with your story and a link to your page, encouraging your network to support Sarcoma Foundation of America (SFA).

B. Matching Gifts: Double Your Impact

- Many employers offer matching gift programs, where they will match charitable contributions made by their employees.
- Ask your employer if they have a matching gift program. This is a simple way to significantly increase your fundraising total without asking for additional donations from your supporters.



Fundraising Strategies: Creative Ideas

C. Fundraising Offline & Creative Ideas

Don't underestimate the power of direct asks and creative events!

- **Engage Local Networks:** Talk to your family, friends, and co-workers. A personal ask, even face-to-face, can be very powerful.
- **Host a Dinner:** Invite family and friends to your home or favorite restaurant and ask each guest to donate a set amount (e.g., \$100) to your cause.
- **Host a Tailgate Party:** Organize a watch party for a sports event and ask attendees to contribute to your fundraiser while enjoying the game.
- **Host an Auction:** Solicit items from local businesses or talented friends to auction off at a gathering.
- **Bake Sale or Lemonade Stand:** A classic approach that can engage your local community, especially neighborhoods or school groups.
- **Trivia Night:** Organize a fun trivia competition at a local venue or virtually, with a suggested donation for entry.
- **Facebook Birthday Fundraiser:** If your birthday is approaching, set up a Facebook fundraiser asking friends to donate to SFA in lieu of gifts.
- **Clean Out Your Closets/Garage Sale:** Turn unused items into donations by selling them and contributing the proceeds.
- **Ask for Delegated Donations:** Encourage friends who might not participate in the race themselves to ask their own networks for donations on your behalf.
- **Ask Your Doctor(s) or Dentist:** Many professionals are willing to support causes important to their patients.
- **Talent Showcase/Open Mic Night:** If you or friends have talents, organize a show with a donation for entry.
- **"Go the Extra Mile" Challenge:** For fitness enthusiasts, challenge yourself to an extra mile or activity and ask for pledges per mile/activity.

Remember to share your fundraising page link with everyone, no matter how they choose to support you!



Toolkit Resources & Support

To help you maximize your fundraising efforts and answer any questions you may have, Sarcoma Foundation of America (SFA) provides a variety of resources and support channels.

Helpful Tools & Information:

- **Team Captain Toolkit:** [Link] – This comprehensive guide offers additional strategies and tips specifically for team leaders.
- **Sponsorship Brochure:** [Link] – Share this with potential corporate partners or large donors who may be interested in supporting the Race to Cure Sarcoma at a higher level.
- **RTCS FAQ Page:** [Link] – Find answers to frequently asked questions about registration, fundraising, race day logistics, and more.

Need Personalized Assistance? We're Here to Help!

If you have questions, need help strategizing, or encounter any challenges with your fundraising, please do not hesitate to reach out to our dedicated Events Team. We are here to support you every step of the way.

Email: events@curesarcoma.org

Thank you for your passion and commitment to the sarcoma community.
We look forward to supporting you in reaching your fundraising goals!



Thank You

On behalf of the entire sarcoma community, thank you.

Your dedication and effort in participating in the Race to Cure Sarcoma (RTCS) are truly invaluable. Every donation you secure, every conversation you have about sarcoma, and every step you take brings us closer to a future where people do not die from this disease.

The funds you raise directly fuel critical sarcoma research, provide essential resources, and support advocacy efforts that improve the lives of individuals impacted by sarcoma. You are making a tangible difference.

We deeply appreciate your commitment and generosity. Together, we are a powerful force for change.

Thank you for being a vital part of the Race to Cure Sarcoma.

