

## Sales Events

### What is it?

This is your chance to have fun while raising funds for Children's Cancer Research Fund! Whether it's selling lemonade, candy, cookies, bracelets, t-shirts or cupcakes, people love receiving something and knowing their money is going to a good cause.

### How does it help?

Every day, 43 kids in the U.S. will be diagnosed with cancer. That number is no fun. But the good news is, this is your chance to help change that! By dedicating your tournament to Children's Cancer Research Fund, you will be raising money to support the amazing scientists looking for better, safer treatments to help children everywhere.

### Getting Started:

- 1. Decide what to sell.** Is it something you can sell at school? At a certain time during the day? At lunch? Is it something you really love and that you can make many to sell?
- 2. Set your fundraising goal.** How much money do you hope to raise? Don't be afraid to go big and consider forming a committee or team to help you reach your goal!
- 3. Figure out what you need to buy and prepare.** Figure out what you need and how much your supplies will cost. Then set your selling price, figuring out the happy medium of setting your price high enough to gain a profit, but not setting your price so high that people don't want to purchase your item.
  - **Lemonade stand:** Ingredients for lemonade, cups, table/stand and donation jar.
  - **Snacks/Candy:** Purchase the items or ingredients to make your product.
  - **Bracelets:** Purchase supplies and give yourself plenty of time to make them.
  - **T-shirts:** Create a design, select a company to work with and decide on quantity.
- 4. Name your event.** Think of a catchy name and a good time frame to sell your product.
  - **Need an example?** If your theme is the color gold for Childhood Cancer's ribbon color, you could call your event Go for the Gold Lemonade.
  - **Want another?** If you wanted to use the phrase "for a cause/cure" in your event title, you could call it Snacks for a Cause or Bracelets for a Cure.
  - **Once you land on a name, pick a good time.** Examples of timing include: School Spirit Week, September is Childhood Cancer Awareness Month and National Blood Cancer Awareness month, May is Brain Tumor Awareness Month and July is Sarcoma Awareness Month.

5. **Make a list of friends, family, and neighbors that you could count on to support you.** You're going to be more successful selling to people you know first.
6. **Promote your event.** Ask your school or groups you are a part of to help you promote your fundraiser in announcements, emails, social media and by posting flyers before your event. The more channels you use, the more people will hear about your event.

## The Big Day of Your Sale:

7. **Focus on the cause and why it's important.** Know what to say. While you are promoting/selling your product, let your potential customers know why childhood cancer research is important. Sometimes it's easier to write a script or a cheat sheet.
  - **Be personal and share your story and connection. Need Examples?**

*"I wanted to raise money for childhood cancer research because 43 kids are diagnosed in the U.S. per day. That's way too many. I want to raise money to help researchers find a cure. Will you support me by buying lemonade or making a donation?"*

*"My friend Billy is a survivor of osteosarcoma, he had radiation and chemo and it was really hard on his body. That's why I support Children's Cancer Research Fund. I want to help them find better and safer treatments for kids with cancer.*

## Post-Event Wrap-Up

8. **Thank supporters.** Be sure to thank your supporters. You can do it in person or with a thank you note. If you had a lot of donors and didn't keep track of those that donated, ask your school if you can add it to the school announcements, to an email to parents or use the same methods you used to promote your fundraiser to thank donors for supporting you.
9. **Once all costs are paid for,** you can write a check to CCRF or donate through the personal fundraising page you set up at [ChildrensCancer.org/Fundraise](https://ChildrensCancer.org/Fundraise). (If mailing in a check, please enclose a letter about your event – the name, date, and how many participants).

### Send checks to:

**Children's Cancer Research Fund**  
**Attn: Community Fundraising Manager**  
**7301 Ohms Lane, Suite 355**  
**Minneapolis, MN 55439**

If you created a CCRF fundraising page but mail in a check, we will add the check to your fundraising page totals.