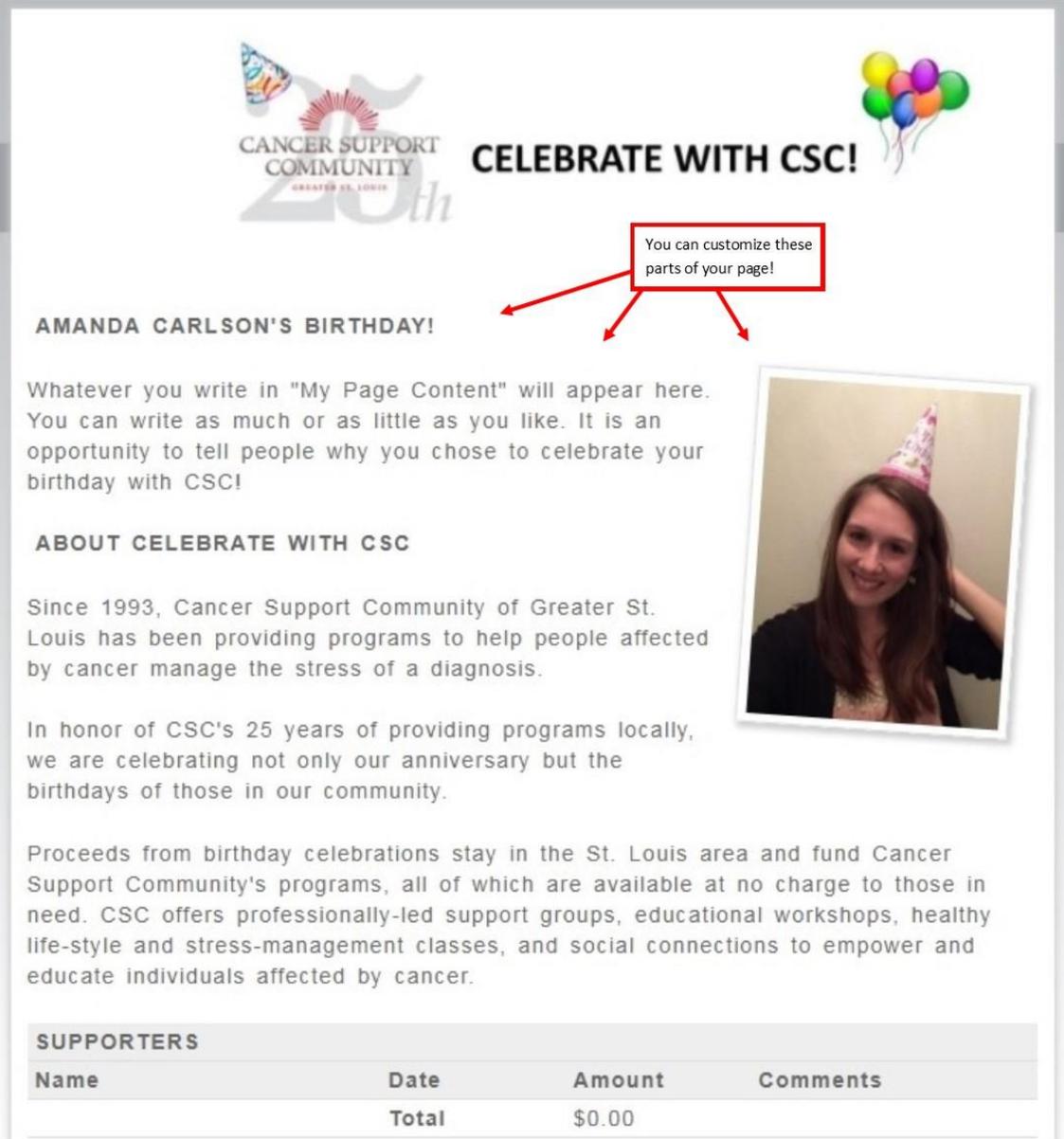


Thank you for your interest in celebrating your birthday with CSC! This guide will provide you with everything you need to promote your efforts and raise funds to help people facing cancer in our community. We are excited that you have joined our 25th anniversary celebration.

Fundraising can be done in a few easy steps!

Set-up Your Fundraising Page

1. Visit our website at www.cancersupportstl.org/events/25th-anniversary. Click on the red 'Start Celebrating' button. Log in or create an account in our online system. Then click 'create a page' to set up your individual fundraising page that can be shared with family and friends!
 - a. Add your own photo.
 - b. Write a sentence or two as to why you are celebrating your birthday with CSC.
 - c. Set a fundraising goal (*Suggestion: \$1,000*).



CANCER SUPPORT COMMUNITY
GREATER ST. LOUIS
25th

CELEBRATE WITH CSC!

AMANDA CARLSON'S BIRTHDAY!

Whatever you write in "My Page Content" will appear here. You can write as much or as little as you like. It is an opportunity to tell people why you chose to celebrate your birthday with CSC!

ABOUT CELEBRATE WITH CSC

Since 1993, Cancer Support Community of Greater St. Louis has been providing programs to help people affected by cancer manage the stress of a diagnosis.

In honor of CSC's 25 years of providing programs locally, we are celebrating not only our anniversary but the birthdays of those in our community.

Proceeds from birthday celebrations stay in the St. Louis area and fund Cancer Support Community's programs, all of which are available at no charge to those in need. CSC offers professionally-led support groups, educational workshops, healthy life-style and stress-management classes, and social connections to empower and educate individuals affected by cancer.

SUPPORTERS

Name	Date	Amount	Comments
	Total	\$0.00	

2. Make a donation yourself so people can see you are on your way to your goal when visiting your page.

Share and Promote Your Efforts

3. Build a list of people to email — family, friends, coworkers, neighbors and so on.
4. Send an email the day before your big day to let people know how you are celebrating. *(see sample email below)*

Sample email:

“My birthday is tomorrow! This year I am asking people to donate to Cancer Support Community in honor of my big day. My goal is to raise \$1,000 *(or your personal goal amount)* to support the programs offered at CSC.

Cancer Support Community of Greater St. Louis (CSC) is a non-profit organization whose mission is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community to enhance their overall well-being. All programs are offered at no charge in a comfortable, home-like environment. Cancer Support Community offers professionally-led support groups, educational workshops, healthy life-style and stress-management classes, and social connections to empower and educate individuals affected by cancer.

I chose to celebrate with CSC this year because *(add why this organization is important to you)*

Join me as I celebrate my special day with Cancer Support Community! *(insert your fundraising page link)*”

5. Send another email mid-day on your birthday to update people and let them know of your progress towards your fundraising goal. – Just check your fundraising page to see where you’re at.
6. Don’t forget to post on social media too! *(see sample posts below)*

Sample Facebook/Twitter post:

“Tomorrow’s my birthday! Help me celebrate by donating to Cancer Support Community, an organization that helps people manage the stress of a cancer diagnosis! Join me and #CelebrateWithCSC! *(insert your fundraising page link)*”

“I am celebrating my birthday with Cancer Support Community! Please donate in honor of my special day. Donations fund programs offered at CSC for people affected by cancer. #CelebrateWithCSC” *(insert your fundraising page link)*

“Tomorrow is my birthday! I am choosing to #CelebrateWithCSC this year because *(add why this organization is important to you)*. Please donate in honor of my special day!” *(insert your fundraising page link)*

7. Be sure to thank all of your supporters! You can send an email, write a letter, give them a call, or meet up in person. *(You will receive an email notification from CSC when someone donates.)*

Sample thank you email:

“Thank you for celebrating my birthday with me and CSC! With your support, I raised *(add your total fundraising amount)* to help fund programs offered at Cancer Support Community. These programs helped over 1,627 people in 2017 and your contribution will help so many more. Again, thank you.”

You can also host a party!

- Bring Cancer Support Community promotional material to your party
- Host a party at Cancer Support Community

The possibilities are endless, if you are interested in hosting a party, let’s chat about your birthday bash!

We cannot thank you enough for being a part of our celebrations and fundraising on our behalf!

If you need any help or have any questions, please reach out Amanda Carlson at acarlson@cancersupportstl.org or 314-238-2000.