

**RAISE FUNDS**

# Fundraising Drive Planning Toolkit

Plan, promote, and celebrate a fundraiser that helps more people join the registry.

Every dollar you raise helps the Jada Bascom Foundation reach more potential donors and support patients and families searching for a match. This toolkit walks you from goal-setting to the thank-you note.

## Set your goal

- Pick a specific, encouraging dollar goal - even \$250 makes a difference.
- Tie it to a story: 'every gift helps us reach one more possible donor.'
- Choose a format: online fundraiser, event, product sale, or a mix.
- Set a start and end date (2-4 weeks keeps momentum).

## Promotion checklist

- Create your online fundraiser and set the goal.
- Announce with a personal story about why this matters to you.
- Post updates at 25%, 50%, and 75% of goal.
- Send direct asks - personal messages raise the most.
- Print the poster and donation-box sign for in-person events.
- Post a final-push reminder 48 hours before you close.

## Timeline

1. Weeks before: set goal, build your page, line up a few early gifts to build momentum.
2. Launch week: announce widely, ask personally, share the donate link and QR code.
3. Mid-campaign: post milestones, thank donors publicly, keep the story front and center.
4. Final push: create urgency, remind everyone of the deadline.
5. After: thank every donor, share the total, and report your results to the Foundation.

### Make giving easy

Point everyone to [jadabascomfoundation.org/donate](https://jadabascomfoundation.org/donate) or share the donation QR code. All gifts are tax-deductible - the Foundation's EIN is 27-0699765.

## Thank-you template

"Thank you for giving to help patients find their match. Because of you, we can reach more potential donors. You're part of something that saves lives - thank you."