

MY MRA FUNDRAISER

together, we will defeat melanoma

The mission of the Melanoma Research Alliance (MRA) is to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas.

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Melanoma

Research Alliance

Debra Black,
MRA Co-Founder & Board Chair

INTRODUCTION

Thank you for considering MRA as a beneficiary of your fundraising activities. We look forward to partnering with you to raise critical funds to advance research and cure melanoma.

Whether you want to run a marathon or dedicate your birthday - this toolkit has the information, tips, and resources you need to spur your friends, family, and community to come together to fight melanoma.

This packet contains the following information:

- An overview of MRA and its purpose and a summary of MRA funded research and its impact.
- A copy of MRA's Policies and Procedures for fundraising activities. Please review these carefully.
- A My MRA Fundraiser in-person event proposal form. This form should be completed and returned to MRA as soon as possible.
- Information about online tools to support your fundraising efforts.

As a final note, MRA requests all in-person events and promotions be approved in advance. This is an important safeguard in preserving the integrity of MRA's name and brand, and in protecting our members and donors whose generous contributions are based upon our pledge to keep overhead costs low and raise as much money as possible to find a cure for melanoma.

If you have any questions or concerns, do not hesitate to contact us by calling (202) 336-8944 or emailing development@curemelanoma.org.

Melanoma is one of the fastest growing cancers in the United States, with incidence tripling over the last 30 years.

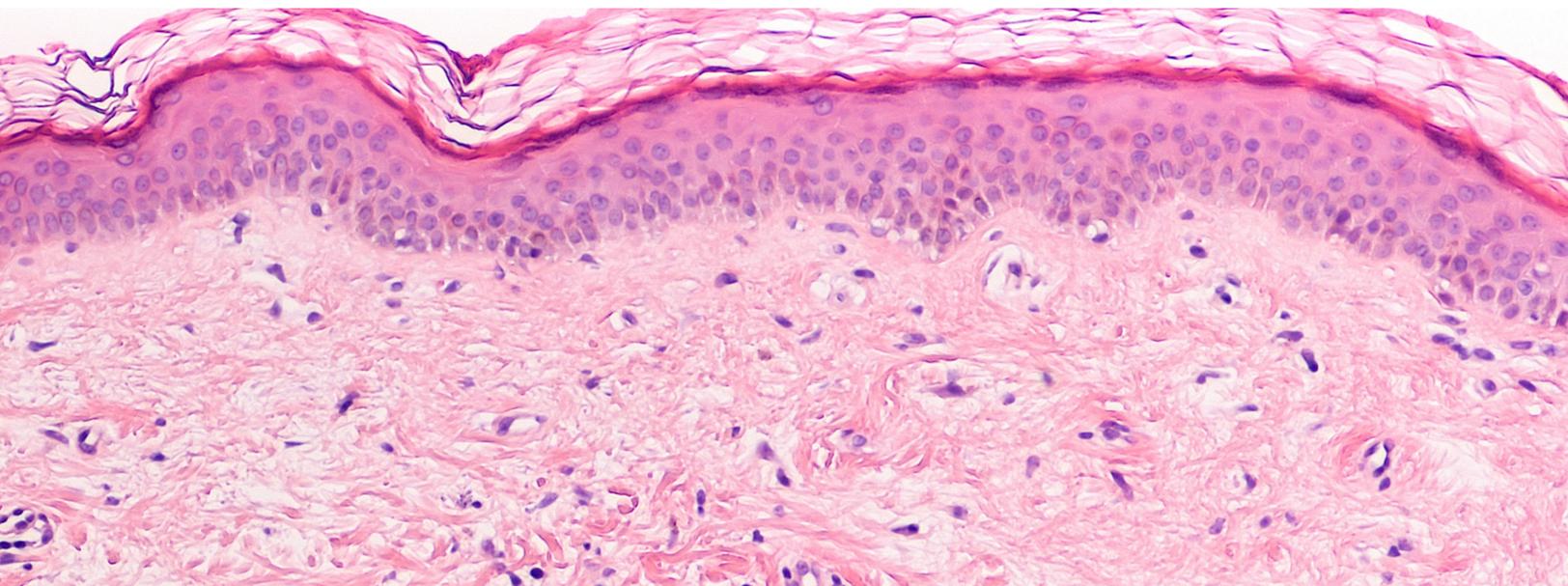
Every hour, melanoma takes another life in the United States.

ABOUT MELANOMA

Melanoma is a growing global health problem, with more than 91,000 new cases diagnosed each year in the United States. Its ability to spread widely and quickly to other body parts makes melanoma the deadliest of all skin cancers. It can strike anyone, regardless of gender, ethnicity, or age. Alarmingly, melanoma is one of the most common forms of cancer diagnosed in young adults, and the most common cancer diagnosed in people aged 25-29. Despite recent scientific progress, patients with metastatic melanoma still face a grim outlook. In the United States alone, over 9,000 people die from melanoma each year.

Through strategic investment in research, dynamic collaborations, and a focus on better outcomes for patients, the Melanoma Research Alliance (MRA) is leading the way against this disease. Our passion has helped us accomplish much in our short history, but much more remains to be done as we work toward a day when no one suffers or dies from melanoma.

**WITH YOUR HELP, WE WILL
DEFEAT MELANOMA**



100%

of your donation will go directly to research.
no admin, development, or other fees.



RESEARCH IS HOPE

Since its founding in 2007, the Melanoma Research Alliance (MRA) has played a pivotal role in the global response to melanoma. MRA has helped transform the landscape for melanoma research from minimal investment and activity to one of momentous excitement and breakthroughs. MRA's road map for success is based on a clear mission and a deliberate approach: to work with all stakeholders to better prevent, detect, treat, and eventually cure melanoma.

MRA has given patients and their families better options and renewed hope for a cure.

\$101

MILLION IN GRANTS

372

INVESTIGATORS

266

RESEARCH
AWARDS ISSUED

\$101

MILLION IN LEVERAGED
FUNDS

MORE THAN
5700
DONORS

1500 PEOPLE HAVE USED OUR CLINICAL TRIAL NAVIGATOR TO FIND PERSONALIZED CLINICAL TRIAL RESULTS IN THEIR COMMUNITY.

126

INSTITUTIONS IN 15
COUNTRIES FUNDED

96

DIFFERENT AGENTS FOR TREATMENT
OF MELANOMA INVESTIGATED

442 CORPORATE PARTNERS WHO'VE
RAISED **\$40.3 MILLION** TO SUPPORT
MELANOMA RESEARCH

100%

OF ALL DONATIONS GO DIRECTLY TO RESEARCH –
NO ADMIN, DEVELOPMENT, OR OTHER FEES

GET STARTED

You've decided to raise money for melanoma research - great! This toolkit is a great resource for you. It was designed to help walk you through the process.

Do you want to raise money online or in-person through an event?

Online Fundraising:

Online fundraisers are an easy way to make a big impact. MRA supports online fundraising through:



Learn more on [page 12](#)



Learn more on [page 14](#)

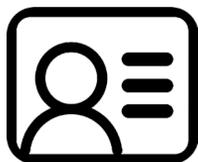
In-Person Events:

Whether you love to plan or just have a knack for throwing together great parties, consider holding an event dedicated to advancing melanoma research.

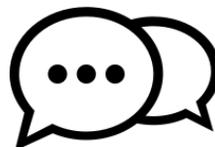


Detailed policies and procedures are available on [page 16](#). We are here to help - don't hesitate to contact us with any questions!

Don't forget to check out the MRA-created tools and resources to help make your event a success!



Tips on telling your story [page 20](#)



Sample Facebook, Twitter, and email messages [page 22](#)

If you have questions, don't hesitate to email us at Development@CureMelanoma.org or by calling (202) 336-8944.



ONLINE FUNDRAISING TOOLS

CROWDRISE

CrowdRise is the world's largest and fastest-growing fundraising platform dedicated exclusively to charitable giving. CrowdRise is used by millions of individuals to raise money for their favorite charities and causes, including MRA.

Crowdrise gives you access to online and offline tools, including:

- An online toolkit featuring ideas, best practices, and printable materials
- Online event registration & fundraising system, which allows you to:
 - Create your own personal or team fundraising page
 - Set up event registration and ticket sales
 - Solicit online credit card donations
 - Send email messages to your friends and family about your event or promotion
 - Track event registrations and fundraising results

Crowdrise can simplify the administrative burden of hosting an event or fundraiser in support of MRA. Please note that donations through Crowdrise come directly to MRA, so therefore cannot be used to offset any personal expenses.

Melanoma
Research Alliance

 crowdrise

Log In



**TOGETHER, WE CAN
DEFEAT MELANOMA.**

100% of your donation will go directly to our research program, without admin, development, or other fees.

CREATE A CAMPAIGN



STEP BY STEP - CROWDRISE

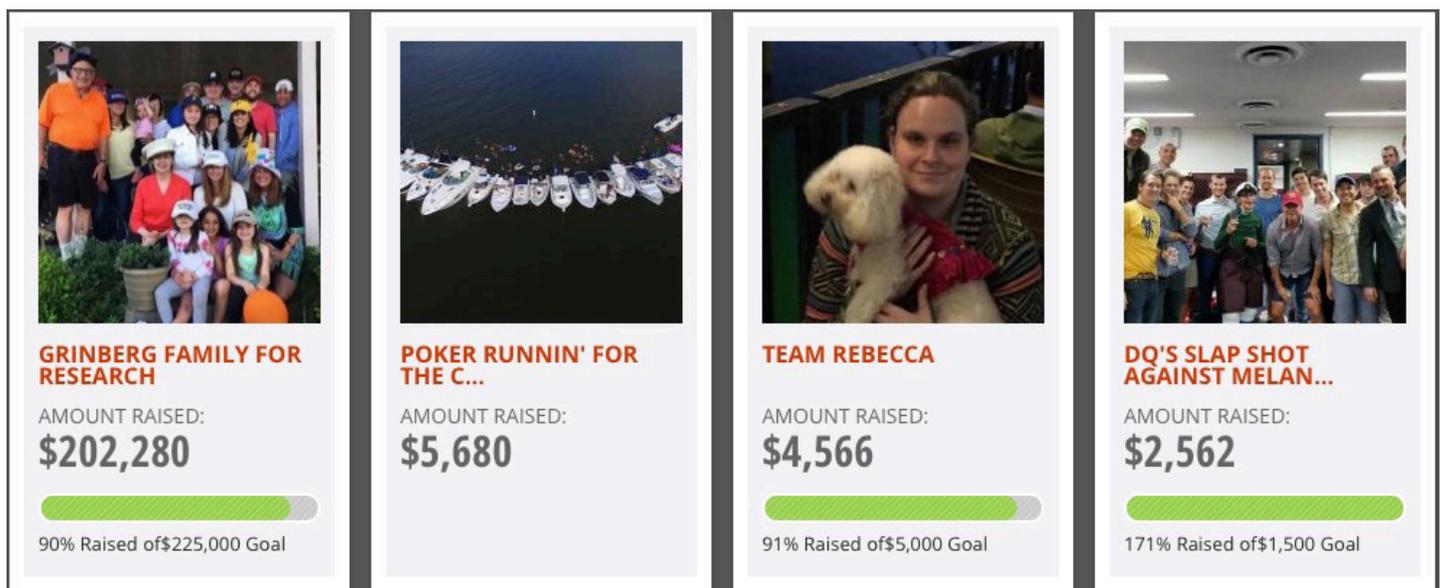
STEP ONE. Navigate to the MRA Crowdrise Landing page at Crowdrise.com/curemelanoma

STEP TWO. Click on “Fundraise for this Charity”

STEP THREE. Choose whether you are creating a project or hosting an event

STEP FOUR. Give your project a name and a goal. Then tell your story – why do you want to raise money for MRA

STEP FIVE. Make a donation and share your fundraiser with your friends and family! Remember - 100% of all donations to MRA go directly to our research program without admin, development, or other fees!



ONLINE FUNDRAISING TOOLS

FACEBOOK

Facebook fundraisers are an easy way to show you care about melanoma while raising critical funding for research. More importantly, it works! Dozens of people dedicate their birthday, anniversary, or other special day to us through Facebook fundraisers!



facebook Email or Phone Password [Log In](#)
[Forgot account?](#)

Melanoma Research Alliance
@MelanomaResearchAlliance

FIGHT BACK GIVE BACK
Without You Cures Can't Happen,
Ask About Clinical Trials Today!

Like Share ... [Send Message](#)

Melanoma Research Alliance
2 hrs · 🌐

Article after article describes the 'skyrocketing' increases in melanoma among young women. While most are quick to point out the clear association between intentional tanning and skin cancer, few ever hint that there may be more to the story.

"What our results consistently suggest is that biological differences between men and women – likely sex hormones such as estrogen or testosterone – are at play. This is an area that is controversial among researchers and deserves further investigation."

4.6 out of 5 · Based on the opinion of 34 people

Community [See All](#)
39,863 people like this
39,698 people follow this

About [See All](#)

STEP BY STEP - FACEBOOK

STEP ONE. Log into Facebook using your personal account information and go here: [Facebook.com/fund/MelanomaResearchAlliance/](https://www.facebook.com/fund/MelanomaResearchAlliance/)

STEP TWO. Complete the form with all required information

What's the title of your fundraiser? ⓘ

Melanoma Research Saved My Life!

Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for Melanoma Research Alliance and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Melanoma Research Alliance below.

MRA's mission is to accelerate the pace of scientific discovery and its translation into effective options for patients – in prevention, diagnosis, prognosis, and treatment – in order to eliminate suffering and death due to melanoma.

Let's start with the basics

Who is organizing the fundraiser?
Cody R. Barnett ▾

Who are you raising money for?
Melanoma Research Alliance

How much money do you want to raise? ⓘ
200 USD ▾

When should your fundraiser end? ⓘ
Mar 20, 2019

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

Fundraiser for Melanoma Research Alliance by Farrah Ferriell
\$276 / \$1,500 - 1 week left

STEP THREE. Select or upload your own image to represent your fundraiser

STEP FOUR. Make a donation and share your fundraiser with your friends and family! Remember - 100% of all donations to MRA go directly to our research program. Update and thank your friends and family as you hit fundraising milestones.

IN-PERSON EVENTS

Events are a great way to gather your friends and family to raise awareness while raising critical funding for research.



STEP ONE. What kind of event do you want to host? Is it a bake sale, a walk, or a golf tournament?

STEP TWO. Complete and submit the In-Person Event Proposal Form on **page 24**. By submitting the form - you become eligible for enhanced support by MRA staff.

STEP THREE. Plan and execute your event - don't forget to have fun!

POLICIES & PROCEDURES

The My MRA Fundraiser organizer(s) is solely responsible for the development and execution of the event or promotion.

MRA can:

- Offer advice and event planning expertise
- Provide and approve MRA logo use
- Provide promotional and/or educational materials and banners to support your event (see chart on **page 19**)
- Help promote your event online
- Provide a letter of support to assist in fundraising
- Provide receipts for all gifts made payable directly to MRA

MRA cannot:

- Provide sales tax exemption.
- Provide funding or reimbursement for expenses

- Provide donor or vendor mailing lists
- Solicit businesses or vendors for financial or in-kind support
- Guarantee event attendance by staff or volunteers (though we will do our best where feasible to have staff or volunteers there)

The organizer may not use MRA's name or logo or otherwise indicate to the public that an event or promotion is being held to benefit MRA without the prior consent of MRA's Development Office.

MRA's official logo should not be altered in type face, color, or configuration.

An approved fundraiser or promotion should not promote MRA as the organizer of the event, but rather as the beneficiary. For example, an event title should read: "The Woodlands Golf Tournament benefitting Melanoma Research Alliance" instead of "The MRA Golf Tournament."

An event or promotion shall be administered in a manner that reflects positively on the image of MRA. No conduct which is unlawful or deemed offensive by MRA shall be associated with any event benefitting MRA. MRA reserves the right to withdraw its endorsement of any My MRA Fundraiser event or promotion it deems offensive. MRA also reserves the right to refuse any fundraising proceeds from an event or promotion deemed offensive.

The fundraiser organizers are responsible for all expenses incurred for the event. MRA cannot reimburse for these costs.

The My MRA Fundraiser organizer may not set up a temporary bank account in MRA's name. If an account is needed for the event, the organizer should open the account with the event or promotion name. The organizer may not use MRA's taxpayer identification number or assert exemption from state sales tax using MRA's name or tax exempt status.

MRA can provide the organizer with a letter of support to assist in fundraising.



POLICIES & PROCEDURES FOR IN-PERSON EVENTS

This letter can be used to validate the authenticity of your event or promotion.

The organizer should write one check for the net revenue (proceeds minus expenses) from the event or promotion.

Please make checks payable to MRA and mail to:

Melanoma Research Alliance,
Attn: My MRA Fundraiser,
1101 New York Avenue, NW, Suite 620,
Washington, DC 20005.

Please include details of the event or promotion when mailing the check.

Event promotion is the sole responsibility of the fundraiser organizer.

Promotional materials must clearly state the percentage of net proceeds and/or portion of ticket price that benefits MRA.

MRA can provide various levels of support based on the anticipated revenue generated by an event. Please refer to the chart on **Page 19**.

The organizer is responsible for obtaining any permits or insurance for the event as required by local, state, and federal laws. Please note that MRA's insurance policy does not cover My MRA Fundraiser events or promotions.

OPPORTUNITIES TO NAME GRANT AWARDS

Named Awards stand as a tribute to the importance of private philanthropy in research and the legacy of you or your loved one. Opportunities to sponsor a Young Investigator Award become available at an aggregate giving level of \$150,000 or more. Email Janine Rauscher at jrauscher@curemelanoma.org or call **202-336-8944** for additional information.

AVAILABLE STAFF SUPPORT

MRA offers support to individual fundraisers in many ways. Please contact us with any questions.

	Tier One	Tier Two	Tier Three	Tier Four	Tier Five	Tier Six
	Events Grossing \$1-\$500	Events Grossing \$500-\$2,499	Events Grossing \$2,500 - \$4,999	Events Grossing \$5,000-\$9,999	Events Grossing \$10,000 - \$49,999	Events Grossing \$100,000 -\$150,000+
Name & Logo Use Use of MRA's name and logo as beneficiary organization as outlined in guidelines and subject to approval.						
Planning Support MRA staff will support you via email or phone and will approve all event collateral using the MRA name or logo.						
Web Promotion Event promoted via social media.						
MRA Collateral MRA brochures or other materials for display at your event. Please make all requests in advance.						
Additional Promotion Up to two additional social media posts.						
Check Acceptance May submit a request for a MRA staff member to attend your event for check presentation (subject to availability).						
Blog Feature Short piece in MRA's online blog.						

SHARE YOUR STORY

Your story is powerful & it will motivate your friends & family to support your fundraiser.

For most people - the idea of supporting melanoma research is abstract UNTIL you help them understand that research matters to millions of people - including you!



Keep your story short:

- *“I had a melanoma scare 2 years ago”*
- *“My Dad passed away from melanoma”*
- *“My Aunt is battling melanoma right now”*

Make a clear ask and connect it to your story:

- *I’m donating my birthday because I wish I had the treatment options when I fought melanoma that they have now...Would you donate and support this life-saving work?*
- *Please donate to MRA because my Dad would want to help others going through what he went through.*
- *Donate to support melanoma research because My Aunt needs us to fight too!*

Use photos that help your friends and family connect the dots!

IN QUOTES: WHY PEOPLE SUPPORT MRA

“We love that 100% of all donations go directly to research – no one else can say that. Research means more tomorrows – more time to make memories with those I hold most dear.”

- Samantha Stinchcomb, melanoma advocate

“MRA is focused on the human aspect. They created a community for patients and families and they NEVER forget a patient they’ve lost.”

- Lauren Miller, melanoma advocate

“I wanted to do something in the area of melanoma, and what I loved about MRA is that all the money goes to research. Supporting MRA is something I need to do now to help other patients with melanoma.”

- Mary Jo Rogers, melanoma survivor and MRA Board Member

SAMPLE MESSAGES

EMAIL TEMPLATE

Dear [Name],

Please help me celebrate my [Birthday] by donating to the Melanoma Research Alliance. As many of you know, [insert personal connection to melanoma, if applicable].

MRA has committed over \$100 million in funding to advance prevention, diagnosis, and treatment of this disease. MRA knows that research is hope for patients and their families and they won't stop until they end suffering and death due to melanoma.

100% of your donation to MRA goes directly to support research programs - without any admin, fundraising, or other fees.

Make my [Birthday] wish come true and help advance cutting-edge research by donating to MRA at CureMelanoma.org/Donate

Thank you for the support!

Best,
[Your Name]

FACEBOOK MESSAGES

1. Please join me in supporting a great cause for my [Birthday] this year! As many of you know, [insert personal connection to melanoma, if applicable].

Your contribution will help make an impact—whether you donate \$1 or \$100. Every little bit counts and 100% of all donations made to the Melanoma Research Alliance (MRA) go directly to funding cutting-edge research; no admin, development, or other fees!

2. For my [Birthday] this year, I'm asking for donations to the Melanoma Research Alliance (MRA). As many of you may know, [insert personal connection to melanoma, if applicable].

TWITTER MESSAGES

1. Join me in supporting a great cause for my [Birthday]! Help accelerate the pace of scientific discovery & its translation into effective options for #patients by giving to the Melanoma Research Alliance. 100% of all donations go to funding research! <https://bit.ly/2DMrQvc>

2. For my [Birthday] this year, I'm asking for donations to the Melanoma Research Alliance. 100% of all donation go directly towards funding cutting-edge research. Thank you for your support!

MRA Funded
Research
Saves Lives



IN-PERSON EVENT PROPOSAL FORM

Name of Person/Group Sponsoring Event: _____.

Contact Person (if different): _____.

Address: _____.

City: _____ . State: _____ . Zip: _____.

Phone (day): _____ . Phone (evening): _____.

Email: _____.

Connection to melanoma: _____.

Please provide a brief description of the event or promotion: _____
_____.

Date and time of event: _____ . Event Location: _____.

Will there be any publicity before the event? If so, please describe: _____
_____.

Estimated Number Attendees/Participants: _____.

How will the money be raised (pledges/contributions, donations, etc.)?: _____
_____.

Please describe what assistance, if any, you are requesting from MRA staff: _____
_____.

Target fundraising goal: _____.

I/we acknowledge receipt of the MRA Policies and Procedures for My MRA Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event.

Melanoma
Research Alliance

1101 New York Avenue, NW
Suite 620
Washington, DC 20005
CureMelanoma.org