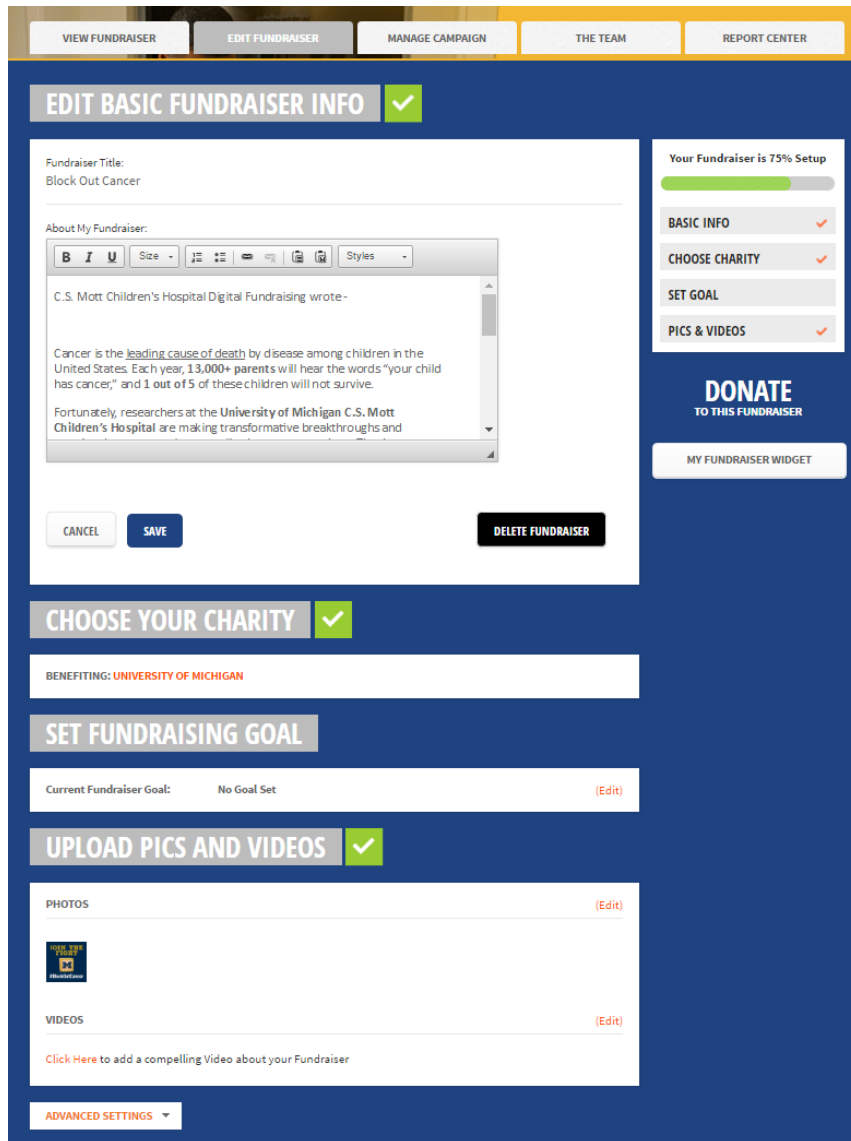


HOW TO BUILD YOUR OWN FUNDRAISING PAGE

1. Visit the *Block Out Cancer* campaign CrowdRise page at: <http://victors.us/2bVkjeJ>
2. Click the **FUNDRAISE FOR THIS CAMPAIGN** button on the main page.
3. Sign in or sign up by entering your personal information.
4. Once a confirmation message box appears, click the **JOIN THE TEAM** button and you'll instantly have your own page for this fundraiser that you can personalize.
5. Click the **EDIT FUNDRAISER** tab at the top of the page. The first section will say 'Edit Basic Fundraiser Info.' Change anything you'd like in these fields as many times as you need to.



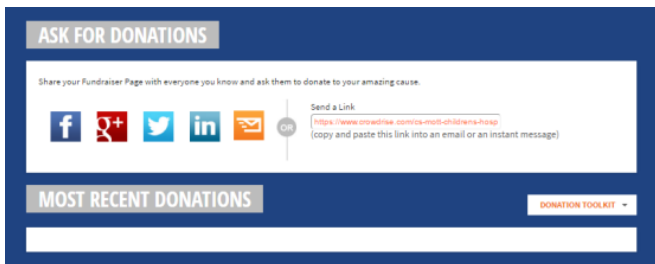
For more information, please contact digitalfundraising@umich.edu.

HOW TO ADD PERSONAL PHOTOS

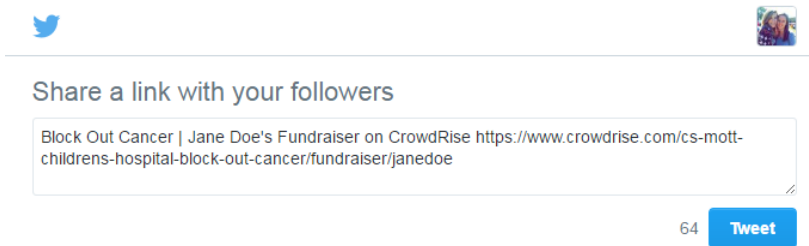
1. Click **EDIT FUNDRAISER** tab and scroll down to 'Upload Pics and Videos' section.
2. Click on the orange 'Edit' button on the right hand side. The first photo uploaded will be the first image to appear on your fundraising profile. You may change the order by dragging each picture with your mouse.
3. You can upload up to 12 photos and a video to your page.

HOW TO SHARE PAGE ON SOCIAL MEDIA

1. Click on **MANAGE CAMPAIGN**
2. Below the 'Ask for Donations' section will be all of the social media icons along with a link to send to people you know.



3. Click on the social media icon you wish to publish to and be sure that you are signed in to your individual account. A customized post will generate in the text box and you may edit the post to your preference.



SAMPLE SOLICITATION EMAIL

Dear Family and Friends,

I recently accepted the challenge to raise funds to help **Block Out Cancer** at the **University of Michigan C.S. Mott Children's Hospital** during the month of September — Pediatric Cancer Awareness Month.

Cancer is the leading cause of death by disease among children in the United States. Each year, **13,000+** parents will hear the words “your child has cancer,” and **1 out of 5** of these children will not survive. Fortunately, researchers at the University of Michigan C.S. Mott Children's Hospital are making transformative breakthroughs and opening doors to novel, personalized treatment options. They're providing hope for Little Victors who've run out of options and serving as a compass for families desperately in need of new paths for treatment.

Only **3 percent** of federal funding for cancer research is directed at solving cancers that impact our children; therefore, every dollar raised during the Block Out Cancer campaign in September will have a tremendous impact. These funds will support children and families touched by cancer by helping to expand Mott's personalized approach to care, accelerate the development of new lifesaving treatments, and enhance survivorship.

Please help support me in this important project by contributing generously. Make your tax-deductible donation online today! <insert personal page link>

Or, mail your contribution to:

University of Michigan Health System
Attn: Block Out Cancer
1000 Oakbrook Drive, Suite 100
Ann Arbor, MI 48104

Please make checks payable to the **Regents of the University of Michigan** and note “**Block Out Cancer**” in the memo field.

If you'd like to learn more about Block Out Cancer, visit www.mottchildren.org/blockoutcancer.

Whatever you can give will help — it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Sincerely,
[NAME]

SAMPLE THANK YOU EMAIL

Dear [Donor Name],

Thank you for your generous support of my efforts to help Block Out Cancer!

Your gift will have a tremendous impact on children and families touched by cancer by helping to expand personalized approaches to care, accelerate the development of new lifesaving treatments, and enhance survivorship at C.S. Mott Children's Hospital.

You can follow my progress by checking my personal page any time to see how close I am to achieving my fundraising goal.

If you'd like to learn more about Block Out Cancer, visit www.mottchildren.org/blockoutcancer.

Thanks again for your donation! I know we are making a difference together.

Sincerely,
[NAME]