

ASKING FOR SUPPORT FOR YOUR CHALLENGE



Develop an 'ask'

This is what you will use to explain what you're doing and ask people to help you out.

Start with these key questions about your fundraising challenge.

- **Why do you think NBCF's breast cancer research is worth fundraising for?**

Tell people why YOU think the National Breast Cancer Foundation is great. This could be a personal experience with breast cancer, an alarming fact or statistic that made you take action or a really powerful story you've heard. Maybe you just wanted your challenge to contribute to a good cause.

- **How do you feel about taking on this challenge?**

Motivated to improve your fitness, nervous because you've never run before or excited to get out there – be sincere!

Write it!

After you've answered the above, develop your ask into one or two sentences. Make sure to include how people can help.

An example looks like this...



"By 2030 my daughter will be an adult – the idea that for her generation, a breast cancer diagnosis will come without the fear and uncertainty that women diagnosed today experience, is something I want to be part of. I'd never even run 3kms before signing up for this so I'm pretty nervous about the training – but determined! Anyone who wants to join me for 6am training runs please do, but if not, hop on my online fundraising page to help me out! If 50 people donate \$30, I'll have raised \$1,500 for the National Breast Cancer Foundation. Please – can you help me?"

Now use it!

- **Online** – The more personalised, the better. Facebook status updates are great to spread the word and keep people informed, but emailing someone or private messaging will get more donations. If that sounds like a bit much, divide them into smaller groups – colleagues, family, friends from university etc. This will allow you to personalise your message and those you're asking will feel more valued.
- **In person** – We're always more convincing in person, so be brave! Visit your local businesses and use your 'ask' to tell them what you're doing and ask for a donation. Remember this doesn't have to be cash, it could be a voucher or prize for a raffle or auction. If asking face-to-face seems intimidating, get your most outgoing friend to go along and help out!