



FUND FOR HOPE

Hello Paddlers!

Soon you will be participating in the 2021 Hope Chest Dragon Boat Festival. Thank you for your participation! We are pleased to announce our fundraising program – Fund for Hope! As with Fund for Hope last year, we encourage each individual to raise \$250 or more, but we appreciate any and all funds raised.

In addition to individual fundraising, all teams have the opportunity to set TEAM fundraising goals and win prizes.

To thank our teams who go above and beyond, we are excited to offer prizes as incentives to raise even MORE! Teams who raise \$2,500+ by race day will be eligible to win \$500 and \$250 Buffalo RiverWorks gift certificates. The team raising the most funds overall will take the grand prize (and bragging rights!) of the \$500 gift certificate, with the second and third place teams each receiving a \$250 RiverWorks gift certificate.

Contest guidelines:

1. Teams must raise AT LEAST \$2,500 (collectively as a team) to be eligible to win one of the \$500 and \$250 RiverWorks gift certificates.
2. All donations must be made through our Hope Chest PayPal account to “count” toward the fundraising challenge. When submitting donations, the donor must specify the team name to ensure it is applied to the correct team.
3. If only one team exceeds the \$2,500 fundraising goal, one \$500 gift certificate will be awarded and the other two \$250 will not be awarded to the 2nd and 3rd fundraising place teams.
4. Donations must be made by June 18, 2021 to earn credit for available fundraising prizes.
5. RiverWorks gift certificates are not required to be used the day of the DBF.
6. RiverWorks gift certificates are not redeemable for cash.

Tips on getting started:

1. Start the conversation on social media - Post your fundraising goal, fundraising progress and thank donors on your social media pages. It's a nice way to engage friends and recognize those who help you reach your goal.
2. Tap into your network - Start with the obvious donors: your friends, family, neighbors and co-workers and also consider reaching out to colleagues, business partners, professionals like your doctor, dentist etc., and anyone else that you've supported a cause for.
3. Be prepared – Opportunities to share Hope Chest and our mission present themselves every day. You never know where a potential donor will emerge. Keep our post cards, pamphlets and other information about Hope Chest “in your back pocket” so you can share and reach your fundraising goal.
4. Emphasize our mission – Inform your donors why their donation is so important to Hope Chest and how it will support our mission; and direct them to our website to get more information about our programs and support.
5. Host a fundraiser - Invite all of your friends (and their friends) to a fundraising event or party.



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To assist you in this effort, we have developed a social media post and template letter (below) that can be sent via e-mail. The letter can be personalized by filling in the three spots highlighted in yellow. The link in the letter will direct your friends and family to a secure site for using a credit card or PayPal to make a donation in your name. Donations must be made by June 18, 2021 through our PayPal account, to earn credit for available fundraising rewards.

Again, we thank you for your participation in the races and hope that you will consider fundraising to support our locally-based organization which provides free exercise to breast cancer survivors right here in Western New York.

Susan Gately

Susan Gately
2021 Hope Chest Buffalo Niagara Dragon Boat Festival
Event Chair



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Social Media Post

Use the post template below to spread the word about your fundraising efforts via Facebook, Instagram, Twitter etc.

To save social media image below:

1. Right click on the image
2. Select "Save image as"
3. Select the location you'd like to save the image on your computer
4. Click "Save"

To add the picture to your social media post:

1. Copy and paste the text below into your post.
2. Customize or update to personalize for your fundraising goals or target audience.
3. Click "add/select picture" from within your social media post
4. Navigate to where the image was saved in step #4 above
5. Select the image and click "open"
6. The image should now be included in your post

Fund for Hope – Help us Stay Afloat!

Hope Chest Buffalo is pleased to announce its new fundraising program – Fund for Hope! I'll be participating in this years' Dragon Boat Festival, and would love your support! Hope Chest (and the festival) are dedicated to providing and promoting emotional and physical wellness for survivors, through our paddling and exercise programs. ALL donations will directly benefit Luminina, dba Hope Chest, a 501 (c)(3).

Donate to my team HERE: <http://hopechestbuffalo.org/index.php/donate/>

HOPE CHEST DRAGON BOAT TEAM



INSPIRATION TO EMPOWER



FUND FOR HOPE

JOIN US ^{IN THE} FIGHT



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Hello,

I am participating in Hope Chest's Dragon Boat Race at Buffalo RiverWorks on June 16, 2018 and I'm asking for your support!

I will be racing on <insert team name> and my personal goal to contribute to our team is <insert goal \$>. All donations will directly benefit Luminina, dba Hope Chest, a 501 (c)(3) not-for-profit organization whose mission is to Empower Breast Cancer Survivors. Your support ensures every woman with breast cancer has the opportunity to begin or continue to participate in a free exercise program and paddle in dragon boat races throughout North America. You can learn more about Hope Chest by clicking on this link: <http://hopechestbuffalo.org/>

You can donate to my team and me at <http://hopechestbuffalo.org/index.php/donate/>.

This donation drive ends on June 15, 2018.

Thank you in advance for your support!

Sincerely,

<insert your name>