

# **MY MRA FUNDRAISER**

together, we will defeat melanoma

# Melanoma

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## Research Alliance

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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Debra Black,  
MRA Co-Founder

# 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 inspire your friends, family, and community to come together to fight melanoma.

## **This packet contains the following information:**

- An overview of MRA, its funded research and overall 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 (via email [development@curemelanoma.org](mailto:development@curemelanoma.org) or via mail).
- 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](mailto:development@curemelanoma.org).

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

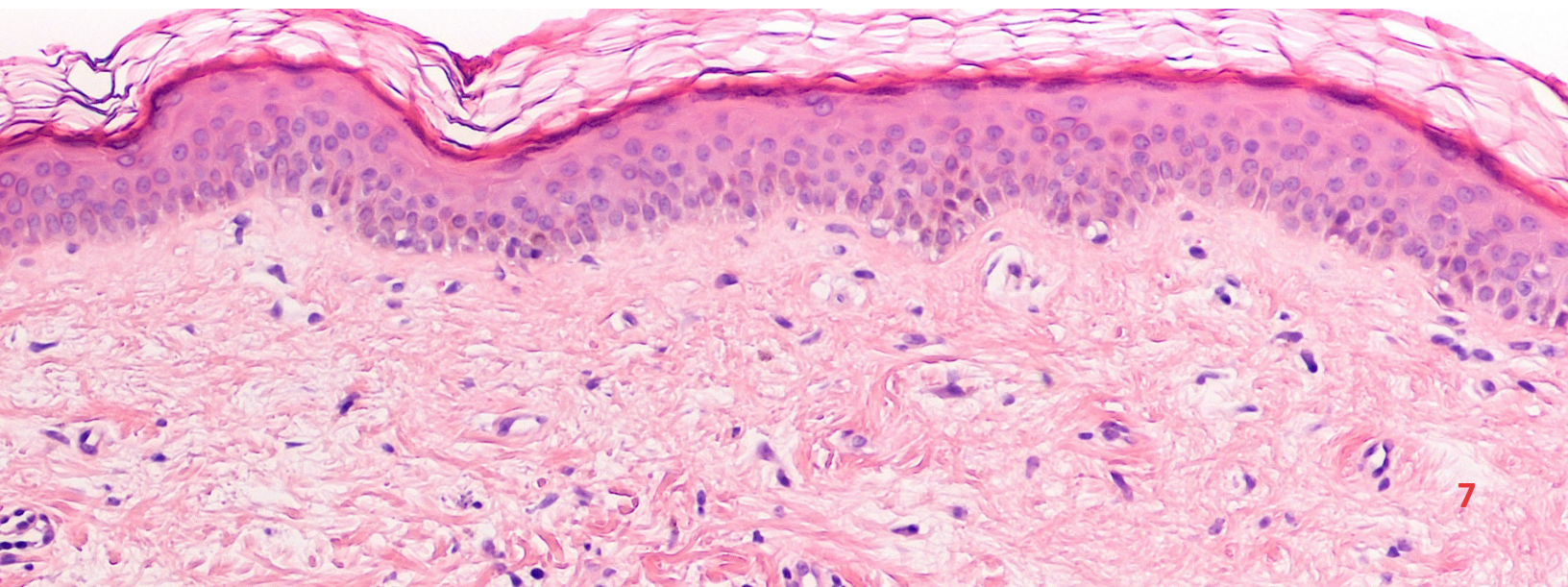
Every hour, melanoma takes another life in the United States.

# ABOUT MELANOMA

Melanoma is a growing global health problem, with more than 97,000 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. Alarming, 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 7,000 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, 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 By the Numbers

\$151

million in grants

500+

funded investigators

444

research awards granted

\$415+

million in leveraged  
and follow-on funding

29,328+

donors

20,000+

people have used MRA's clinical trial  
navigator to find personalized clinical  
trial results in their community



MRA  
supported  
research...

at 162 institutions  
and in 19 countries



230+

different agents for treatment  
of melanoma studied

722

corporate partners who've raised  
**\$68 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](#).

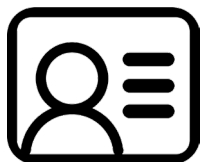
## In-Person Events:

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 14](#).

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 18](#)



Sample Tiltify, Twitter, and email messages [page 20](#)

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



# ONLINE FUNDRAISING TOOLS

## TILTIFY

Tiltify is a fundraising platform that empowers communities, charities, and companies to impact change across the globe. Specializing in video-based fundraising tools that drive authentic engagement on social platforms.

### Tiltify gives you access to online fundraising tools, including:

- An online [toolkit](#), built to maximize your campaign
- Online event registration & fundraising system, which allows you to:
  - Create your own personal or team fundraising page
  - Customize your page & select the campaign type
  - Solicit online credit card donations via personalized donate link
  - Share your campaign page with friends and family via personalized campaign link
  - Track event registrations and fundraising results

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



# STEP BY STEP - TILTIFY

**STEP ONE.** Navigate to the MRA Tiltify Landing page at [Tiltify.com/melanoma-research-alliance](https://www.tiltify.com/melanoma-research-alliance) and create a Tiltify account

**STEP TWO.** Click on “Start Fundraising”

**STEP THREE.** Choose whether you want to join an existing event or just raise for the cause.

**STEP FOUR.** Select if you will fundraise as an [individual](#) or a [team](#) and what type of campaign you would like to host.

**STEP FIVE.** Give your campaign a name and tell your story – why are you fundraising for MRA?

**STEP SIX.** 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!



# 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 21**. 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!

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## 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 17**)
- 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: Development Team  
730 15th Street NW, 4<sup>th</sup> Floor  
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 17**.

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 \$255,000 or more. Email Development at [development@curemelanoma.org](mailto:development@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.

	<b>Tier One</b>	<b>Tier Two</b>	<b>Tier Three</b>	<b>Tier Four</b>	<b>Tier Five</b>	<b>Tier Six</b>
	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+
<b>Name &amp; Logo Use</b>  Use of MRA's name and logo as beneficiary organization as outlined in guidelines and subject to approval.	✓	✓	✓	✓	✓	✓
<b>Planning Support</b>  MRA staff will support you via email or phone and will approve all event collateral using the MRA name or logo.		✓	✓	✓	✓	✓
<b>Web Promotion</b>  Event promoted via social media.			✓	✓	✓	✓
<b>MRA Collateral</b>  MRA brochures or other materials for display at your event. Please make all requests in advance.				✓	✓	✓
<b>Additional Promotion</b>  Up to two additional social media posts.				✓	✓	✓
<b>Check Acceptance</b>  May submit a request for a MRA staff member to attend your event for check presentation (subject to availability).					✓	✓
<b>Blog Feature</b>  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 \$150 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](https://www.CureMelanoma.org/Donate)

Thank you for the support!

Best,

[Your Name]

## 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!

# 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.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Responsible Party

**Melanoma**  
**Research Alliance**

730 15th Street, NW  
Washington, DC 20005  
[CureMelanoma.org](http://CureMelanoma.org)