



FISH FOR A CURE

TACKLE BOX

We are excited to have you involved in our **Annual Fish For A Cure (F4AC) Tournament and Paul C. Dettor Captain's Challenge**. As a fishing and fundraising competition among friends, we want to help you and your crew in your efforts to support such a great cause.

The key to successful fundraising is communication and making connections.

Here's a "tackle box" filled with tips and resources on how you can help!



Share Your Story

Tell your friends, family, neighbors, and colleagues why you are raising funds for F4AC. Send an email to your network with your personal story and encourage them to support your cause and donate to your boat. Be sure to share the link to your boat's fundraising page. Here is a sample message that you can share:

Dear Friends,

Your gift helps us to support the Cancer Survivorship Program at Luminis Health Anne Arundel Medical Center's Geaton and JoAnn DeCesaris Cancer Institute. We appreciate your above and beyond commitment to F4AC and for your help in providing comprehensive programs and services to our friends, loved ones, and neighbors in the community as they undergo cancer treatment and care.

Check out our page at [INSERT LINK TO BOAT PAGE] to contribute today and help us spread the word about our commitment to the F4AC Paul C. Dettor Captain's Challenge.

Fair winds and following seas,

The crew of [BOAT NAME]

Make It Social

Connect with F4AC on social media to get updates on the latest news and events leading up to our Tournament and Shore Party. Find us on [Facebook](#), [YouTube](#), [Instagram](#), and [LinkedIn](#).



Here is a sample social media post:

Fish For A Cure (F4AC) is gearing up for the Annual Tournament, Paul C. Dettor Captain's Challenge, and Shore Party. Get hooked on F4AC and join the competition or support a boat today! Visit www.fishforacure.org for more details. #fishforacure #F4AC

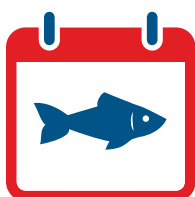
Fundraising Tips



Get the ball rolling. Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved in supporting your boat.

Share your "why." The most important thing you can share is why you are fundraising. Let your family and friends know why F4AC matters to you since that's what they care about most! It's always best to start by engaging your close contacts because they are the most likely to donate. Try sending some quick personal email messages to your inner circle to build up some momentum. Then reach out to your other contacts or broaden your reach via social media.

WHY



Pair it with an event. Build on the anticipation and hype by pairing your fundraising efforts for your boat with an event — whether it's in-person or virtual! It doesn't have to be large or expensive, but people are much more likely to get involved if they have something to look forward to. There are several ways you can incentivize participation. Get to know your audience and what motivates them. Whether that means setting individual goals, throwing some friendly competition into the mix, or simply expressing your gratitude, make sure your fundraising team maintains momentum!

Fundraising often takes a little creativity and persistence, but it's vitally important to the F4AC mission and you can do it. Know that your effort will make a big difference! THANK YOU!



We are so grateful for your support and participation! If you have any questions the team at the Luminis Health Anne Arundel Medical Center Foundation is standing by to help. Contact us at fishforcure@luminishealth.org.

Did you know we also have a mentorship committee consisting of members from the F4AC Board?

They are eager to help rookie boats get their fundraising efforts off the ground, and we would be happy to make introductions. We want to make sure you have the tools to succeed!



@FishForACure



@Fish4ACure



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