

Fundraiser toolkit

Why we get in the game

At Henry Ford Health, we believe that every patient should have access to the latest advancements and treatment options, giving them every possible advantage in their battle with cancer — regardless of their means.

We also know that cancer affects every aspect of a person's life beyond their physical health. Cancer remains one of the leading causes of [financial distress and bankruptcy](#) in the United States.

That's why every penny raised through Game On Cancer goes directly toward our mission, helping local patients pay for essentials like housing, food, utility bills, transportation to appointments and more — all while supporting care programs and fueling groundbreaking cancer research.

Together with our partners the Detroit Lions and the amazing dedication of friends like you, we bring the community together at every level to support patients throughout their treatment journey, because no one should have to choose between filling their gas tank or filling their prescription.

Thank you for getting in the game to help local patients and their families. Whether you're raising money on your own or with a team, we're here to help you get started!

Read on for some tools and ideas to kick off your Game On Cancer fundraising season.



Fundraiser toolkit

Getting started

Start by logging in to the Game On Cancer website to access your Participant Center. Here you can personalize your fundraising page and reach out to your network easily with customizable messages for email and social media. Your page has a unique fundraising link, making it simple and secure for your network to support your goal.

Visit Game On Cancer's website under [Fundraising—Tips & Tools](#) for additional instructions on how to log in, add photos, customize your page and start sending messages to your network. The Game On Cancer Team is here to help you access your page and make the most of it!

Ready to kick off your fundraising? Here's a quick guide on getting started:

Fundraising 101

Donate

Kickstart your fundraising with a personal donation! This demonstrates your commitment to your campaign and is a great opportunity to ask friends and family to match your own donation.

Share

Tell your network why Game On Cancer is important to you by sharing your story on your fundraising webpage. Try answering this question: what motivated you to get in the game?

Get social

Post your fundraising page on social media! Let your friends know who Game On Cancer is and what we do, and share your story and fundraising goal on Facebook, LinkedIn, Instagram and Twitter. Even if someone can't donate right now, ask them to share your post — this helps boost your campaign at no cost!

Email

Choose 10 people from your network to email. Not sure what to say? We've got it covered! Find pre-written email drafts in your Participant Center by logging in at the upper righthand corner of our website.

Send a thank-you

Send personal thank you notes to everyone who supports your campaign.

Fundraiser toolkit

Event ideas

HENRY
FORD
HEALTH™

GAME ON
CANCER

Looking for the right way to kick off your fundraising season?

Gatherings, sales and prizes are a great way to get the word out to your friends and family that you're raising money for a meaningful cause. Check out these fun ideas to get inspired!

- **Backyard cookout**
- **Euchre tournament**
- **Trivia night**
- **Neighborhood food truck or strolling dinner**
- **Flower or plant sale**
- **T-shirt sale**
- **Run a 5k**
- **Bake sale**
- **Partner with local shops**

Reach out to the Game On Cancer team for support! Whether it's promoting your event on social media or hooking you up with a Lions-themed prize, we're here to help make your fundraiser a success.



Cancer survivor Tayah raised nearly \$7,000 for Game On Cancer by hosting a t-shirt sale at her high school.



Team Fearless Together raised funds by selling baskets with local and Lions-themed goodies.



Harrison's family hosted seasonal driveway sales, selling plants in the spring, lemonade in the summer and s'mores in the fall.

Fundraiser toolkit

Frequently asked questions

How many people are required to form a team?

There is no minimum number required for a team. Each team member must meet their individual fundraising goal of \$250 to secure an invitation to our Field Day event at Ford Field.

We want to have a fundraising event. Where do we start?

Contact us! The Game On Cancer team is happy to help you with everything from authorizing the use of our logo and promoting your event to providing branded items and unique prizes to bolster your fundraising. Contact gameoncancer@hfhs.org to get started.

If we have a fundraising event, how do we submit the funds we raise?

Option 1: Personally collect all funds (cash and checks made out to you) at the conclusion of your event and make one online deposit for the full amount to your Game On Cancer page.

Option 2: Personally collect all funds (cash and checks made out to you) and write ONE check to Game On Cancer for the full amount. Include your team name or individual fundraiser name(s) with your check so we can apply the funds toward your goal.

Who should checks be written out to?

All checks should be made out to Game On Cancer and mailed to the following address along with an [offline donation form](#), which can be found on the Game On Cancer website under [Fundraising — Tips and Tools](#).

Mail check(s) to:

Wendy Kemp, Game On Cancer
One Ford Place, Suite 5A
Detroit, MI 48202

Questions? Remember, our team is here to help!

Contact gameoncancer@hfhs.org for additional assistance.