STRENGTH & POWER IN NUMBERS

**METAvivor Fundraising Initiative**

***A Toolkit for Empowering and Enabling Our Community***

**BACKGROUND:** METAvivor is a mostly volunteer-led nonprofit that relies heavily on fundraising partners—supporters who volunteer their time to host fundraising initiatives. While many people are familiar with large-scale events like Metsquerades, #LightUpMBC, Color Fun Runs, and Golf Tournaments, smaller initiatives are equally important. These smaller efforts require fewer resources and less volunteer power yet can have a significant impact when executed in large numbers.

METAvivor recognizes that not everyone can or wants to host a large event. This toolkit is designed to empower and enable supporters to fundraise through smaller, scalable initiatives that can be hosted worldwide on an ongoing basis. These initiatives have successfully raised amounts ranging from $250 to $10,000+ at no cost to METAvivor and with no upfront costs to individuals hosting the fundraiser. If these initiatives were held regularly across different locations, the total funds raised for Stage IV Metastatic Breast Cancer (MBC) research could grow exponentially.

If you are interested in supporting METAvivor’s mission by raising funds for groundbreaking MBC research, please review the details in this toolkit and share it with others who may be interested. If you have additional fundraising ideas, we encourage you to take the lead and share them with us by emailing [info@metavivor.org](mailto:info@metavivor.org).

**GETTING STARTED:** Before launching your fundraiser, determine where you will direct the funds. Many fundraisers provide multiple donation options for potential donors. If you require METAvivor’s tax ID number or W-9 information, please reach out to [info@metavivor.org](mailto:info@metavivor.org).

**Donation Options:**

* METAvivor’s general donation page
* Mailing a check to METAvivor (instructions found below)
* A dedicated METAvivor Classy fundraising page (available upon request)

If you are interested in sharing your personal story as part of your fundraiser, we can assist in setting up a Classy page that links directly to METAvivor. This eliminates the need for you to handle funds directly. While sharing your story can be a powerful way to encourage donations, it is entirely optional.

**EXAMPLES OF FUNDRAISING INITIATIVES:** These are examples of successful fundraising initiatives. Feel free to create your own and share them with us!

**INITIATIVE #1 – The Monthly Specials**

* Partner with local businesses to run a special promotion where a portion of sales is donated to METAvivor.
* Work with business owners to determine donation logistics (e.g., percentage of sales, check payment, or direct website donation).
* Examples:
  + A bagel shop donates $X per dozen bagels sold.
  + A smoothie shop donates $Y per smoothie sold.
  + A restaurant donates a percentage of profits from a specific menu item.
* Promote the initiative using flyers, social media, and word-of-mouth.
* Businesses may also allow you to place a donation jar at the checkout counter.

**INITIATIVE #2 – School Dress Down Days (or Dress Up Days)**

* Partner with local schools to host a fundraiser where students donate a small amount (e.g., $5 or $10) to participate in a themed dress-down or dress-up day.
* Funds can be collected in cash or donated online.
* Customize themes to encourage participation (e.g., favorite sports team, hobby-themed attire).
* Distribute flyers and use school communication channels to spread the word.

**INITIATIVE #3 – The Happy Hour**

* Work with a local restaurant or bar to host a METAvivor Happy Hour.
* During the event, a percentage of food and drink sales is donated to METAvivor.
* Examples:
  + From 4-7 PM, X% of menu and drink sales go to METAvivor.
  + $5 from every large pizza and beer combo sold is donated.
* Additional donations can be collected through on-site donation jars.
* Promote the event with flyers, social media, and personal invitations.

**INITIATIVE #4 – The Bake Sale Reimagined**

* Host a traditional bake sale or get creative by selling unique items in support of METAvivor.
* Examples:
  + Sell shoelaces in METAvivor colors to local schools and sports teams.
  + Design and sell customized sweatshirts with METAvivor messaging.
* Consider using a preorder model to avoid upfront costs and excess inventory.
* Donate profits to METAvivor after sales are completed.

**INITIATIVE #5 – The Ongoing Pledges**

* Some businesses may be willing to turn a "Monthly Special" into a long-term commitment.
* Examples:
  + A coffee shop donates $X per cup of a featured drink sold year-round.
  + A fitness studio donates Y% of profits from a weekly charity class.
* Work with businesses to establish how often they will submit donations (e.g., monthly or quarterly).

**WRAP-UP:**

* Always thank your donors and supporters.
* Ask if they would be interested in supporting METAvivor in the future or know others who may want to get involved.
* If a business is making the donation, request a receipt to ensure the funds are processed correctly.
* Donations to METAvivor are tax-deductible, and businesses can obtain a donation receipt by emailing [info@metavivor.org](mailto:info@metavivor.org).

This toolkit is designed to make fundraising for METAvivor easy, impactful, and accessible to everyone. Your efforts, no matter how big or small, help fund life-saving research for Stage IV MBC. Thank you for your support!

**Information for sending checks to METAvivor:**

To make a donation by check, make check payable to “METAvivor, Inc.” and send it by mail to:

METAvivor

7780 Elmwood Ave, Suite 130  
Middleton, WI 53562

*If you have an online fundraising page that checks need to be applied to, please make sure to include that in a memo or note.*