



**PROJECT
KORU**
Cancer takes. We give back.

Project Koru Fundraising Guide

STEP ONE

Commit to the experience of a lifetime.

What is Camp Koru?

Through adventures such as surfing, standup paddling, skiing and snowboarding, Project Koru's Camp Koru empowers young cancer survivors to find the confidence, direction and purpose to move forward in life beyond cancer, while inspiring many others along the way.

How can I fundraise my way to camp?

Raise \$1,500 for Project Koru and we will book your airfare to camp! If your airfare is less than \$1,500, we put the remaining funds in a pot that goes to help other young adult cancer survivors get to camp. Now you get to experience the healing effects of Camp Koru, while also paying it forward for a future camper. How cool is that?



STEP TWO

Tell your story.

How do I tell my story?

Every young adult who faces the struggles of cancer has a story to tell. Tell yours! Be honest and real about your struggles, and why you need Camp Koru to help move forward and thrive post cancer. As you may know, people that haven't experienced the trauma of cancer may not understand the importance of survivorship. Help them understand by sharing your story.

Create your fundraising page.

Now that you have the knowledge of Camp Koru and your own personal story, it's time to create your fundraising page! Don't forget to add photos or a video; people love photos and they always help fundraising efforts. Visuals tell a thousand words! On the next page you will learn how to create your fundraising page utilizing Project Koru's simple fundraising software.





STEP THREE

Create your fundraising page.

Visit <https://givebutter.com/fundraise4pk>

1. Click the button that says “fundraise”.

Fundraising for Project Koru

Team members are fundraising for Project Koru



Organized by [PROJECT KORU](#) →

Live Display Verified

\$0

0 Supporters

0% of \$30,000 goal

Team Members

Fundraise

2. Follow the steps to create an account.

Fundraise

[Sign Up](#) > [Create Page](#) > [Share](#)

IMG_5108 Small.jpeg

27 KB

Upload complete

tap to undo

First name*

Emma

Last name*

Ross

Email*

Phone*

Password*

••••••••

Sign up

3. Time to personalize your fundraising page! Enter the story you wrote, your fundraising goal, and hit save!

Fundraise

[Sign Up](#) > [Create Page](#) > [Share](#)

What's your fundraising goal?

Set a starting goal for your page. You can change this at any time.

\$1500

Story

Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.

Two years ago, at the age of 25, I was diagnosed with cancer. What happened after that was a blur of doctors appointments, procedures, and hospital visits. After 6 months of treatment, I was cancer free. I was supposed to be happy. But, I wasn't. I felt

Join this fundraiser

STEP FOUR

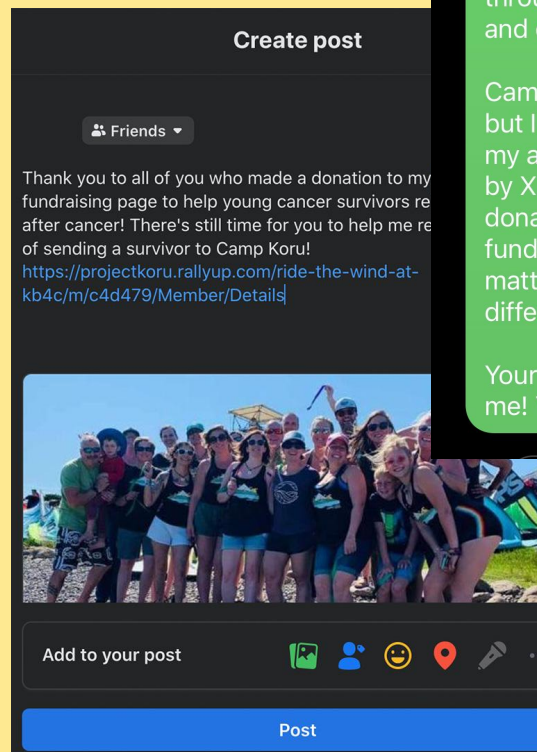
Share your fundraising page.

How should I share my fundraising page?

There are tons of ways to get the word out about what you're doing. **What's most important is that you share what you're doing and why you're doing it.**

Our most successful fundraisers start by emailing or texting their friends and family. **We encourage you to use email, Facebook, Instagram, text messages, phone calls, pictures, videos, and your creativity!** You can get started by using the drafts provided here, but remember to make it your own.

Send an email, text message, PM, or make a phone call using this script!



Hey *donor name*, I have been given the amazing opportunity to attend a week long, life changing Project Koru Camp. Camp Koru helps young adult survivors reclaim their life beyond cancer through intentional community and outdoor adventure.

Camp is completely free for me, but I have to cover the cost of my airfare. I need to raise \$1,500 by X date. Can you help me by donating to my personal fundraising page? Every gift, no matter the size, makes a difference.

Your support means the world to me! You can donate here: *LINK*

Make a series of posts on your social media letting people know what you're doing and how they can help!





STEP FIVE

Thank your supporters.

This is the important part.

With the help of your donors, yourself and another young survivor will be able to join the hundreds before them in overcoming their fears of surviving cancer. We couldn't be more grateful to have you! Now it's time to thank all those who gave to your fundraising page.

Send an email, give a shout out on social media, but if you really want to share your gratitude, send them a hand written thank you note. Let them know how much your support means to you and to young survivors attending Camp Koru.

