



PROJECT  
**KORU**  
*cancer takes. we give back.*

FUNDRAISING GUIDE

# Know what your fundraising does.

## What does Project Koru do?

Many cancer survivors discover that the physical, emotional, social and financial after-effects of cancer are more debilitating than the treatment itself. Project Koru focuses on survivorship, aiming to enrich lives impacted by cancer through the healing power of the elements and outdoor adventure.

## 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 after cancer, while inspiring many others along the way.

# Know & Show the Impact

Supporters like you want to know exactly how their donations help. For Project Koru, donations will empower young survivors to overcome their challenges fears of and find life after cancer. Here is how donations can cover various expenses at Camp Koru.

**\$60**

3 days of healthy locally-sourced meals and post-cancer nutrition guidance at camp

**\$120**

3 days of ski or snowboard lessons to empower campers to find inner strength and confidence through challenge

**\$300**

Airfare for a survivor to attend and experience our standup paddling or ski & snowboard camp

**\$600**

Post-camp life coaching & peer-supported group sessions for one survivor for one year

**\$1,500**

The cost of a cancer survivor to attend a one-week life-changing experience at Camp Koru



# Tell your story.

## What's your story?

Everyone is affected by cancer *somehow*, whether it's a family member, friend, co-worker, or friend of a friend. Did someone's story impact you? Or do you have your own? Maybe there is someone you are participating for, in memory or in honor of? Or are you simply paying it forward to promote awareness, good health, and early detection. Whatever it is, it will speak to others, so write down your story.

## Create your fundraising page.

Now that you have the knowledge of Project 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!

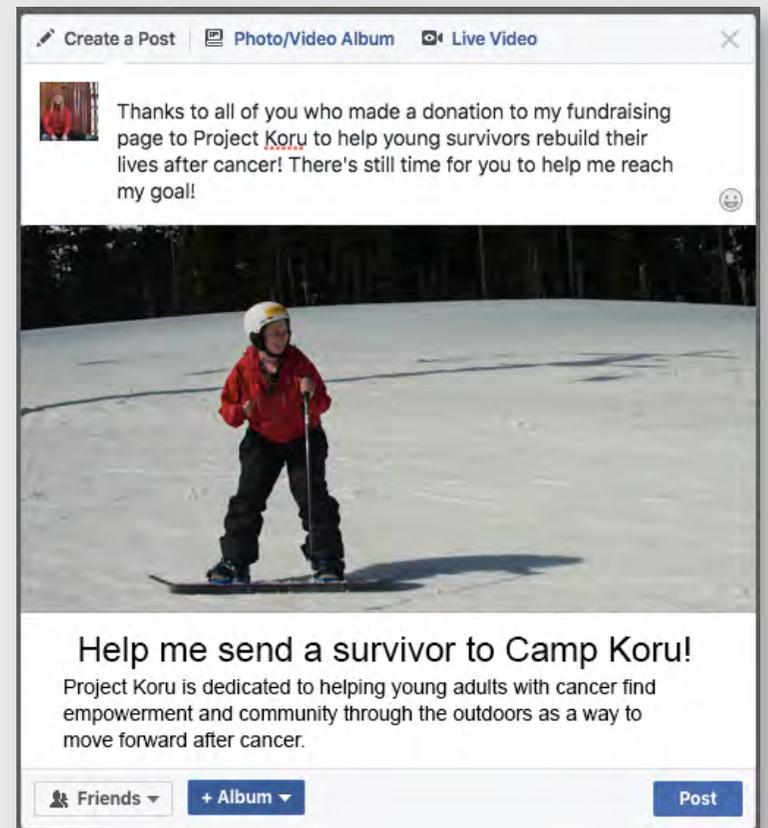
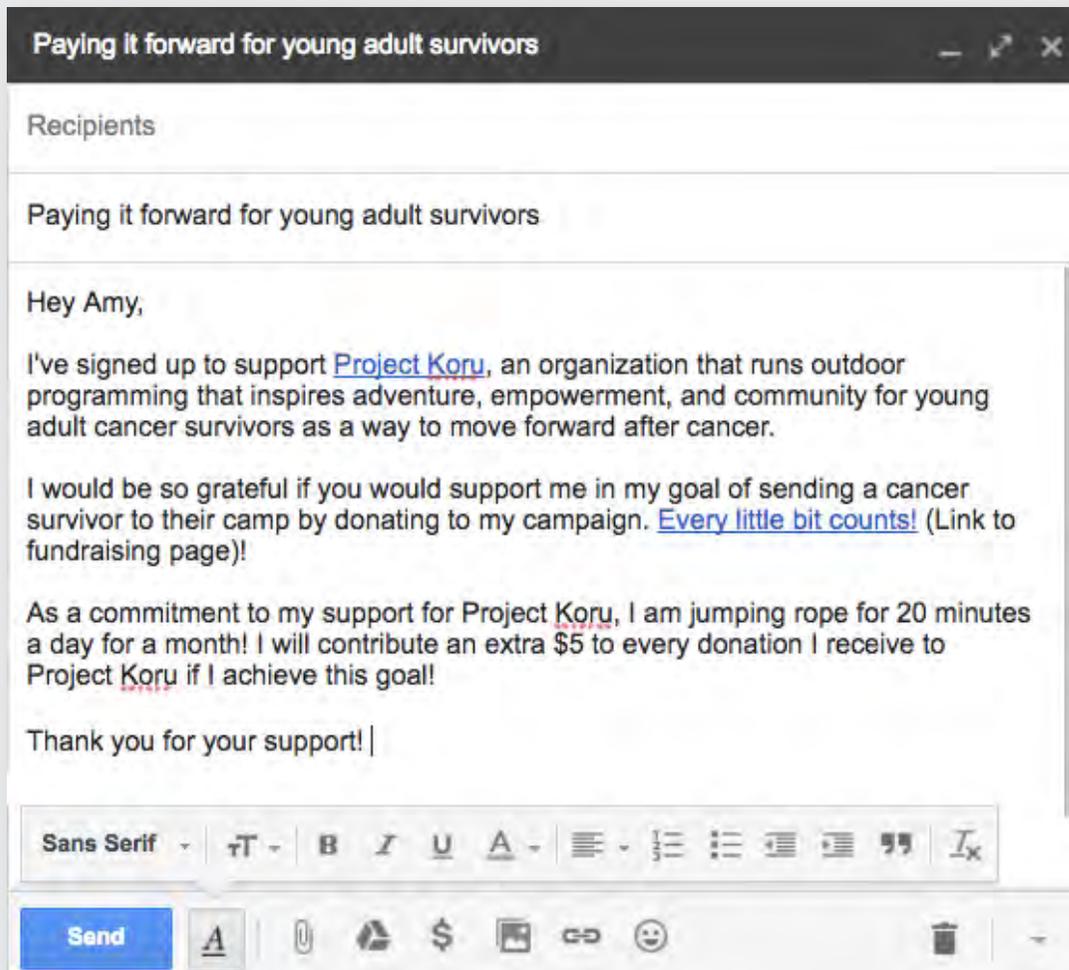
# STEP FOUR

## Share your fundraising page.

There are lots of ways to get the word out about what you're doing. What is most important is that you share what you're doing and why you're doing it. And since you just wrote down your story, this should be easy!

Our most successful fundraisers start by emailing their friends and family first. You can use what's below to get started, but don't forget to make it personal.

*Use email, twitter, facebook, instagram & your blog!*



# Harness your inner talents.

Paint a board. Drink some beer.  
Do a handstand at 10,000 feet.

One of the best ways to inspire others to donate toward your fundraising page is by showing your dedication to the cause. We've seen people get pretty creative to raise support for Project Koru! Whatever your passion, creating your fundraiser around a physical challenge or major life event is a great way to get others motivated.



# Thank your supporters.



## This is the important part.

With your help, a 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 your support. 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.

