



# Defeat Multiple Myeloma 5K: Fundraising Toolkit

**Thank you for being part of the extraordinary Defeat Myeloma community!**

Whether we participate in the Defeat Multiple Myeloma 5K / 1 Mile Run & Walk for a loved one, a family member, ourselves, or our neighbors, we have one thing in common: We are committed to rallying our community to advance multiple myeloma research at Fred Hutch Cancer Center.

Fundraising is one way we put our commitment to work. Together, our impact is exponential. This short guide has tips and inspiration to help you reach — and exceed — your fundraising goal.

## Your Fundraising Matters

Your fundraising accelerates multiple myeloma research at Fred Hutch. It's a powerful way to turn your passion into action. Since the first Defeat Multiple Myeloma 5K in 2012, participants, donors, and sponsors have raised more than \$1.6 million for breakthrough work at Fred Hutch — and with you, we will do even more.

## About Fred Hutch Cancer Center

Fred Hutch Cancer Center unites individualized care and advanced research to provide the latest cancer treatment options while accelerating discoveries that prevent, treat, and cure cancer and infectious diseases worldwide.

Based in Seattle, Fred Hutch is an independent, nonprofit organization and the only National Cancer Institute–designated cancer center in Washington. We have earned a global reputation for our track record of discoveries in cancer, infectious disease, and basic research, including important advances in bone marrow transplantation, immunotherapy, HIV/AIDS prevention, and COVID-19 vaccines. Fred Hutch operates eight clinical care sites that provide medical oncology, infusion, radiation, proton therapy, and related services. Fred Hutch also serves as UW Medicine's cancer program.

## Get Started With Our Top 5 Fundraising Tips!

### 1. **Share WHY you are fundraising.**

Your personal reason for participating is your most powerful fundraising tool. You know your “why,” so share it with confidence in emails, on social media, and in your conversations. Use the social media templates on the next page to get started.

### 2. **Donations add up.**

If your fundraising goal is \$200 and 10 friends generously give \$20 each, you’ll have reached it! And if one person gives a little more, you will be well on your way to exceeding your goal.

### 3. **Ask, and ask again.**

Many people have a personal reason to support advances in cancer research and care, and others may care because you do. In either case, they’ll be glad to give. So go ahead — ask everyone you know to support your walk or run.

### 4. **Harness social media.**

Share pictures and posts to remind your community that you need their support. Sharing an update on your fundraising every two weeks is a great way to remind people to give.

### 5. **Get creative!**

Set up challenges and incentives. Offer to put donors’ names on the shirt you wear during the event. A promise of home-baked cookies also goes a long way.

And, as always — don’t forget to say THANK YOU. Your supporters will appreciate hearing how much their gift matters.

## Social Media Sample Posts

### 🌟 March is Multiple Myeloma Awareness Month! 🌟

This month, I'm taking action by participating in the **Defeat Myeloma 5K** to raise funds for **lifesaving research at Fred Hutch Cancer Center**. Myeloma is a complex and challenging cancer, but research leads to better treatments — and, one day, a cure.

Every dollar makes a difference, and I'd love your support! 💙 If you can, please consider donating to my fundraiser: **[Insert Link]**

Can't donate? Spreading awareness is just as important! Share this post, learn more about myeloma, and help us bring more hope to those affected. Let's make a difference together!



#DefeatMyeloma #MyelomaAwarenessMonth #FredHutch #5KForACure #RunningForResearch

### 📣 Exciting News! 📣

I'm participating in the **Defeat Multiple Myeloma 5K** to raise funds for **myeloma research at Fred Hutch**, and I'd love your support! 💙

Fred Hutch researchers are making incredible strides in finding better treatments — and ultimately a cure — for myeloma, and they need our help. Every dollar we raise goes toward lifesaving research, and any amount you can give makes a difference.

If you'd like to donate, you can do so here: **[Insert Link]**

Thank you for your support — whether it's through donating, sharing, or cheering me on!



#DefeatMyeloma #FredHutch #5KForACure



## Email Template

**Subject:** Join me in supporting myeloma research!

Dear [Friends and Family],

I'm excited to share that I'll be participating in the **Defeat Multiple Myeloma 5K / 1 Mile Run & Walk** to raise funds for myeloma research at Fred Hutch Cancer Center. This cause is especially important to me, and together we can make a difference.

Fred Hutch is doing incredible work to advance treatments and find a cure for myeloma, and every dollar raised brings us closer to that goal. If you're able, please consider making a donation to support this vital research. Every gift, big or small, will have an impact.

You can donate directly through my fundraising page: **[Insert Link]**

Thank you so much for your generosity and encouragement — it means the world to me!

With gratitude,  
[Your Name]

## Thank You!

Together with this amazing community of runners, walkers, volunteers, donors, family, and friends, you are making a difference for every person and every family experiencing multiple myeloma.