

Relay For Life of Riverview \$48 in 48 Challenge

A few simple steps to help you raise \$48 and be entered for a chance to win some awesome prizes!

Call

Call friends and family and let them know when the \$48 in 48 Challenge starts and ends so that they can plan on making a donation during that time.

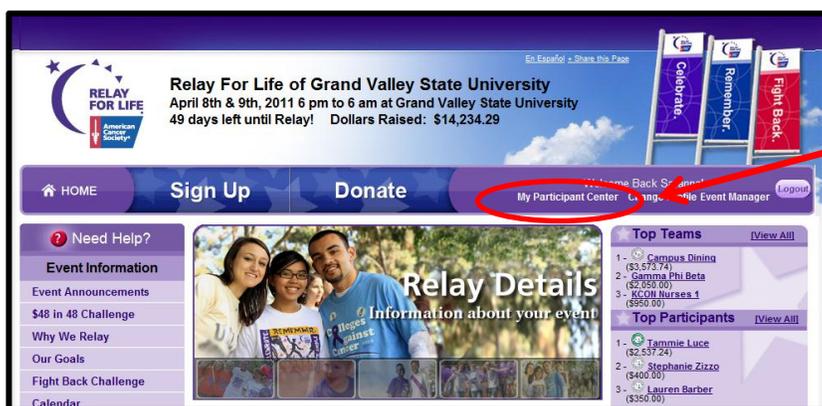
Facebook

Post a link to your personal fundraising page. Try to check on your fundraising progress during the challenge time so that you can update everyone on how you're doing.

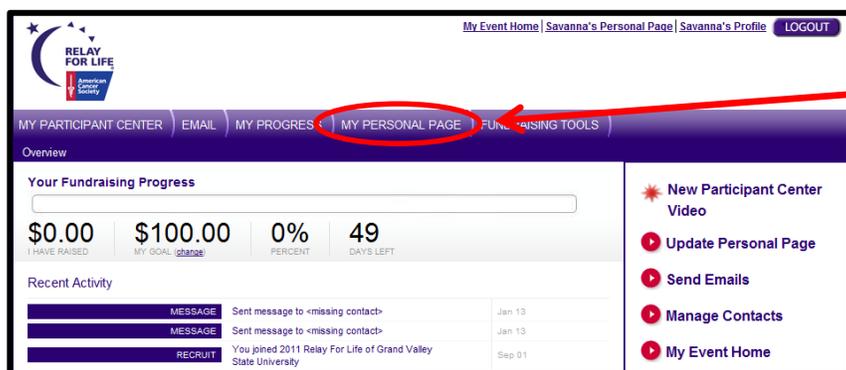
E-Mail

Send e-mails from the Relay website inviting friends and family to donate during the challenge.

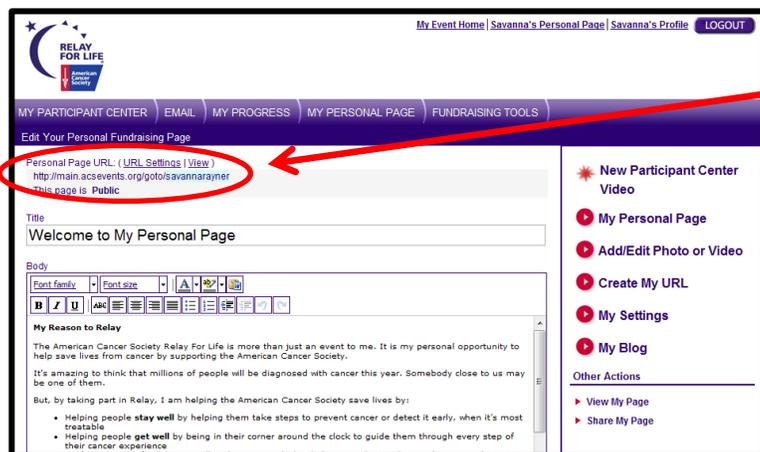
You know how to call family and friends, but here are a few tips when using Facebook and sending e-mails from the Relay website:



Log in on www.relayforlife.org/riverviewmi after you've registered and then click on My Participant Center

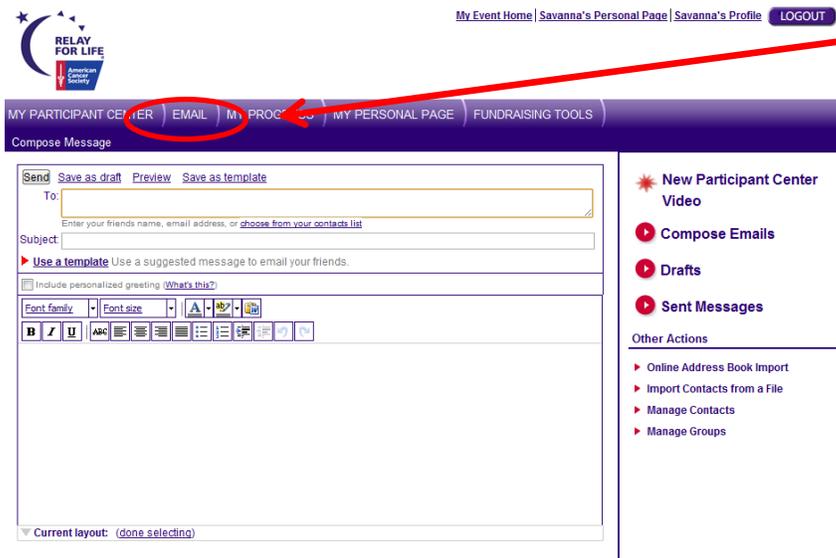


Click on My Personal Page
You may want take a few minutes to customize your Personal Page to tell everyone your reason to Relay- make it personal and you might just get a few more donations!



From here, you can grab your Personal Page URL to post as a link on your Facebook page. This way friends and family will be directed straight to your page to make a donation. There is also a \$48 in 48 icon that you can use as your profile pic. It's available on our website at www.relayforlife.org/riverviewmi under the "\$48 in 48 Challenge" link on the left side of the page.

To send e-mails from the Relay website:



Click the Email tab in your Participant Center. Here's a trick to enter all of your e-mail contacts in the "To:" field fast: open your regular e-mail account and pretend that you're going to send an e-mail from there to all of the contacts you have saved. When all of the addresses are populated there, just copy and paste them over to the "To:" field here in your participant center!

Not sure how to explain the \$48 in 48 Challenge in your e-mail? We've got templates that you can use! These are also available on our website at www.relayforlife.org/riverviewmi under the "\$48 in 48 Challenge" link on the left side of the page.

Our recommendation: 3-5 days before hand, send out an initial e-mail or give a quick phone call explaining the challenge and letting friends and family know when the challenge begins and ends. Then, once the challenge starts, send out another e-mail to remind everyone to get their donation in! Send one after the first 24 hours updating your progress and reminding people that did not donate that there is still time. When the challenge is complete, let them know how you did and also remind them that they can still donate to you even though the challenge is over. There are e-mail templates available on-line at www.relayforlife.org/riverviewmi under the "\$48 in 48 Challenge" Link.

\$48 in 48 Incentives:

- Any individual that raises \$48 in 48 hours via on-line fundraising will win a Relay For Life car magnet.
- Any individual that doubles down and raises \$96 in 48 hours via on-line fundraising will win a Relay For Life blinky button (which will look awesome during the late night Relay hours!).
- The person who raises the most money on-line during the 48 hours will win a super awesome prize (to be announced, but trust me you want it).
- The team with the largest number of participants to complete the challenge and the team who raises the most money on-line in the 48 hour period will receive recognition at the Relay For Life of Riverview Opening Ceremony and a \$48 in 48 Champion campsite sign.