FUNDRAISING TOOLKIT

MILES FOR MELANOMA
Melanoma Research Foundation

THANK YOU FOR REGISTERING TO JOIN US THIS SEASON!

This toolkit is designed to support your fundraising journey and help you maximize your impact. Inside, you'll find tools, tips and ideas to guide your efforts, keep you motivated and move you closer to reaching your personal or team fundraising goal. Every step you take and every dollar you raise brings us closer to a future without melanoma.

Raise Funds

Fundraising plays a vital role in advancing the MRF's mission to cure melanoma. Every dollar you raise helps support critical research, education and advocacy efforts — making a real difference for patients and families impacted by melanoma.

Educate

Learn more about the Miles for Melanoma event and the mission of the MRF so you can confidently share why this cause matters and how your participation helps drive progress in the fight against melanoma.

Miles for Melanoma is a nationwide series of 5K run/walks that allows participants to support and raise funds for the MRF by coming together in their community alongside fellow melanoma patients, survivors, caregivers and supporters.

The MRF's mission is to eradicate melanoma by accelerating medical **RESEARCH** while **EDUCATING** and **ADVOCATING** for the melanoma community.

Set Goals

Choose a fundraising goal that feels meaningful and achievable for you. Whether you're aiming to build on last year's success or setting a goal for your first Miles for Melanoma event, having a clear target can help keep you motivated. Use the tools in the Participant Center and this guide to track your progress and support your fundraising efforts along the way.

Have Fun

Make fundraising enjoyable and personal! Find activities that excite you and help you reach your goal — host a virtual happy hour with friends, organize a giveback night at a local restaurant, plan a bake sale, craft day or even a small family game night. Choose what inspires you most and turns your fundraising into a fun, memorable experience.

FOUR WAYS TO FUNDRAISE

1 Self-Donation

Kick off your fundraising by showing your own support! Start with a $25 donation to yourself and use it to inspire others to give. Then reach out to friends and family to help you reach your goal. Use your Participant Center to track donations and stay motivated as your total grows — you're already on your way!

2 Fitness and Fundraising

Make your health goals count! Challenge yourself with workouts, runs or fitness milestones and ask friends, family or coworkers to support you with a small donation for every challenge you complete. You can also partner with local fitness studios for a giveback night, an easy and fun way to combine fitness with fundraising while helping advance melanoma research.

3 Fundraise From Your Feed

We all love to support our friends and family, so create a Facebook fundraiser and ask for your friends to support your efforts by donating to a cause that is important to you!

4 Get Competitive

Share your passion for the MRF and your excitement about participating in Miles for Melanoma with your social community. Create a friendly challenge among friends to see who can help you reach your fundraising goal. Consider offering a small gift, like a local gift card, to the person who helps you get there. Don't forget to tag us on social media!

HOW YOU CAN MAKE AN IMPACT!

Promote and Advertise Your Event

Hand out Miles for Melanoma 5K event save the date postcards to local business or fitness centers in your community. Email milesformelanoma@melanoma.org to place an order to help promote a 5K near you.

Host Your Own Fundraiser

Get creative and host your own event!

EXAMPLE: Fundraiser hosted by Team Erin's Avengers.

Team Erin's Avengers hosts an annual Bingo Night in support of our Philadelphia Miles for Melanoma 5K event. This event raises funds for and helps Team Captain Erin McCaffery reach her team goal.

Partner With Local Businesses

EXAMPLE: Panera Fundraising Night.

The Atlanta Miles for Melanoma 5K community hosted a fundraising giveback night at Panera! Supporters participated by dining in, ordering online or using the Panera app with a designated code, with 20% of each qualifying purchase donated back to the MRF and the Atlanta Miles for Melanoma 5K.

Reach out to local restaurants or popular chains in your area and ask if they would support your personal fundraising efforts. A giveback night or special promotion can help you raise funds while engaging your community and spreading awareness for melanoma.

Donation Match

Does your employer like to give back?

Double the Donation
matching gifts made easy

Ask your company to match your individual donation or team donations. Check to see if your company will match your donations through Double the Donation.

Join Your Local Committee

Email Development Manager Nicole Papathanassiou at npapathanassiou@melanoma.org to join or start a Miles for Melanoma committee for your local event.

Committee membership entails monthly meetings leading up to the event (three in total), helping to secure in-kind donations, outreach to new sponsors, implementing new local fundraisers in the community and/or volunteering on the event day.

TAKE ADVANTAGE OF YOUR PARTICIPANT CENTER!

Share Your Story

Share why you're participating and who inspires your personal journey to support melanoma research and awareness.

Log into your Participant Center and scroll down and click the "**personal page**" tab.

Under your personal page click the "**update page title/text**." This is where you can share your melanoma story with your local community.

Add Pictures

You can use a picture from a previous Miles event, a family photo or a picture that brings back a happy memory.

Click here to access our 2025 event photos.

Click the button "**Update Media**" to add a photo and make your page more recognizable.

Create a Shorthand URL

Creating a shorthand URL allows you to easily share the link to your fundraising page.

Get creative with the link and make sure to incorporate your name and event year so people in your community can easily access the event page.

Go to the "**Customize the URL of your personal page**" section and click the button "**URL Settings**" to make yourself a shorter URL.

http://join.melanoma.org/goto/MRF2026

OUR BRAND IN ACTION

Get creative and show off your Miles for Melanoma spirit!

Take a look at the Miles for Melanoma logo and incorporate it into your custom swag. We're excited to see how you bring it to life!

MILES FOR MELANOMA
Melanoma Research Foundation

The individual elements of our icon — working and moving as one — represent the forward momentum generated when a community unites behind a common goal. The strands emanating from the symbol's core radiate outward and establish the Melanoma Research Foundation (MRF) as a beacon of hope and progress. The three colors of the icon highlight the MRF's main areas of focus: Education, Advocacy and Research.

- **Education**
- **Advocacy**
- **Research**

From t-shirts to swag, include our logo and make yourself stand out at the 5K while spreading awareness and support for the melanoma community.

LET'S GET SOCIAL!

Tag Us and Get Social

facebook.com/Melanoma.Research.Foundation

X.com/CureMelanoma

instagram.com/CureMelanoma

tiktok.com/@curemelanoma

linkedin.com/company/259657

youtube.com/CureMelanoma

Use the following #hashtags in any Miles for Melanoma posts:

#MilesforMelanoma

#CureMelanoma

#GetNaked

#MRFAdvocate

#MFMAtlanta
(insert your city!)

Walk Day

Tag us on your Instagram and Facebook story so we can re-share your post.

After the Walk

Share a re-cap with your followers! Let them know how much you and the community raised.

All event day photos can be found on the MRF's Facebook page.

THANK YOU!

Thank you for participating!

Please contact Development Manager Nicole Papathanassiou if you have any questions.

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