



PROJECT  
**KORU**®

*Cancer takes. We give back.*

# TRAVEL SCHOLARSHIP FUNDRAISING GUIDE

# 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 after 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?



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Project Koru is a 501c3 Non-Profit Organization, Tax ID 42-1737854

# 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.



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# Create your fundraising page.

## You can use the Project Koru platform at:

<https://travel-scholarship.funraise.org> and click “Start Fundraising”, follow the instructions below and boom! People donate and funds are sent directly to PK.

.... Or....

## Use Facebook to support Project Koru: *We are an official nonprofit of Facebook!*

In a new post, under “What’s on your mind?”, go down to “Support a Nonprofit” - it will find Project Koru if you start typing it in and boom! You fundraise through facebook and all funds get sent directly to Project Koru.

- This will prompt to you enter in your personal info and set a password

**CREATE YOUR PAGE**

Start by customizing your personal page!

**Your Information**

First name\*

Last name\*

Email address\*

5177121198

**Password**

••••••••


show lowercase letter ✓ at least 1 number ✓  
uppercase letter ✓ special character ✓  
at least 8 characters ✓

**Next** >

- You will then be prompted to customize your page with a photo, and your story.
- Hit “Customize”

**CREATE YOUR PAGE**

Start by customizing your personal page!



**Fundraising Goal**

\$ 1500


**Appeal Story**

As a stage 3 cancer survivor, I've been through more treatment than most experience in a lifetime. Now, I need to heal emotionally and mentally, and testing myself physically in the elements with other survivors at Camp Koru is where I'm beginning this very important journey.

**Customize your page** >

- This will prompt you to continue filling in your personal information. (Tip: when choosing your birthdate click on the date in the top left, and a dropdown of birth years will appear!) Once that is done, click save. You'll notice your personalized page's URL in the top right corner. You're all set now!

**Your information** Save



Upload Image

First Name  
Beth

Last Name  
Peck

Email  
check email to verify email address

Address

City

State

Postal Code

Country

Phone  
5177121198

**Page Settings** Save

Page Name  
beth-peck ✓  
<https://travel-scholarship.funraise.org/fundraiser/beth-peck>

Fundraising Goal  
1500

Appeal Story  
As a stage 3 cancer survivor, I've been through more treatment than most  
2/7/2006

# 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!*

### Getting to Camp Koru

Recipients

**Paying it forward and making my way to camp!**

Hi Amy!

I've signed up to attend [Camp Koru](#), an outdoor survivorship camp that inspires adventure, empowerment, and community for young adult cancer survivors as a way to move forward after cancer. I can't begin to explain how much I need this experience!

I would be so grateful if you would support me in my goal of sending another cancer survivor to camp (while also sending myself!) by donating to my campaign. [Every little bit counts!](#) ([Link to fundraising page here](#))


As a commitment to my support to Project Koru, I am jumping rope for 10 minutes a day for 30 days straight! I will contribute an extra \$5 to every donation I receive to Project Koru if I achieve this goal!


Thank you for your support!

Sans Serif | [Rich Text Editor Icons]

Send [Attachment Icons]

Create Post | Photo/Video | Live Video | Life Event

 Thanks to all of you who made a donation to my fundraising page to Project Koru to help young survivors like myself rebuild their lives after cancer. There's still time for you to help me reach my goal! <https://travel-scholarship.funraise.org/>



TRAVEL-SCHOLARSHIP.FUNRAISE.ORG

**I will get to Camp Koru!**  
Make a donation and help make this experience happen!

Photo/Video | Tag Friends | Feeling/Activ... | ...

# Harness your inner talents.

Paint an old board. Make kombucha.  
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.



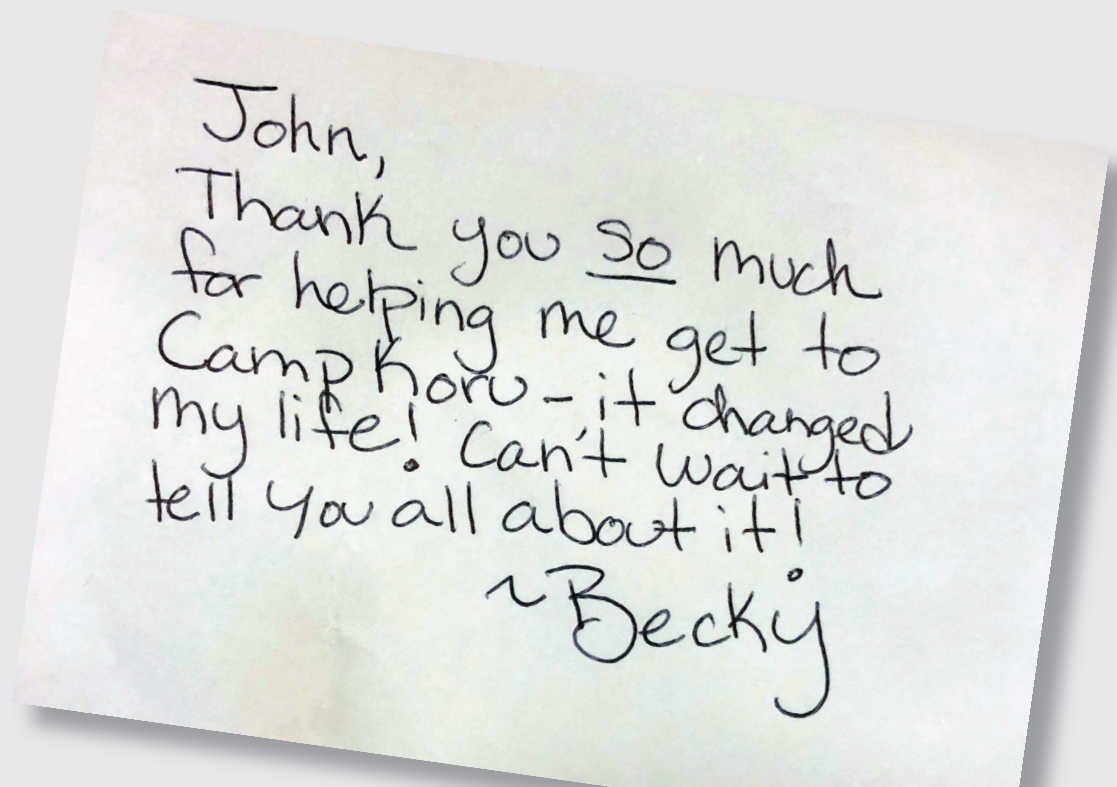
# Thank your supporters.



## This is the important part.

With 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.



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