



— AN **ISSA** CHARITY —

Clean Homes for Cancer Patients™

## Fundraiser in a Box

Thank you for your interest in fundraising for *Cleaning for a Reason*! This Fundraiser in a Box will provide you with fundraiser ideas, information, setup instructions or links, and templates you can adjust for promoting your fundraiser. The Fundraiser in a Box is an ongoing initiative and will be updated as more materials become available.

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## Setting Up a 'Click and Pledge' Account

Instructions:

**1. If you're a residential cleaning company, go to:**

<https://connect.clickandpledge.com/Organization/cleaningforareason/Campaign/cbfl100k>

For all others, please go

to: <https://connect.clickandpledge.com/Organization/cleaningforareason/Campaign/supporters>

**2. Click the "Become a Fundraiser" button.**

Click "Fundraise Individually" if you plan to fundraise individually.

Click "Create a Team" if you plan to create a team of fundraisers for your fundraiser.

**3. Complete the form and submit:**

If you're a residential cleaning company, for your fundraiser name, use this format:

FIRST NAME: <<Company Name - >>

LAST NAME: <<Owner's First Last Name>>

For others, please break up your company name between the First and Last Name fields. United Laboratories would appear as follows:

FIRST NAME: <<United>>

LAST NAME: <<Laboratories>>

Your fundraising link/URL will include the First/Last name you provide, or you may set up an Alias, which is a different URL that you create. Your Alias can only use alphanumeric and underscore(\_) characters (no blank spaces). Note: An Alias cannot be revised once it's set up. Alias examples include: CJgivestoCFR, DustBunnies\_for\_CFR, MCC (abbreviated for Maids of Collin County).

**4. Customize your fundraising page by setting your own goal (default is \$1,000) and by clicking on 'Profile' then 'My Dashboard'.**

The URL on the top of your fundraising page is your fundraising link that can be included on your website and sent out to people for donations.

Setting up a QR code for your fundraising link is an easy way to increase donations. Use a [QR code generator](#) to create a unique code and link it to your fundraising page. Then, promote the code on your website and social media. QR codes can be scanned by smartphones, taking donors directly to your fundraising page.

## **Make Shopping Count**

Make Shopping Count is Cleaning for a Reason's charitable shopping partner. They've created a unique link that allows supporters to contribute to nonprofits by making online purchases they normally would. This means that shoppers can still take advantage of any online sales or discounts they would usually be offered. The contributions from Make Shopping Count are of no additional cost to supporters.

The percentage of proceeds that a store will donate to a nonprofit in a campaign partnership can vary depending on the terms of the agreement between the two parties. There is no set standard or minimum percentage that stores are required to donate. The amount donated can be a flat amount, a percentage of sales, or a combination of both.

### **Set Up**

*Cleaning for a Reason* has partnered with *Make Shopping Count (MSC)*. Head to their page and set up an account:

<https://cfr.makeshoppingcount.com/auth/signIn?callbackUrl=https://cfr.makeshoppingcount.com>

Before you shop online for anything, including travel, always remember to click "Stores" from *Cleaning for a Reason's "Make Shopping Count"* page!

### **Promotion**

Utilize free promotional tools like social media and word of mouth to share the news of your fundraiser!

From the *Make Shopping Count* profile you set up, click the 'Share' link and update the caption below to share to your favorite social platform.

*Join our Make Shopping Count fundraiser for @Cleaning for a Reason! Anything purchased using our link will give back to Cleaning for a Reason – an ISSA signature charity that provides clean, safe homes for cancer patients across the US and Canada. You can shop at your favorite stores like Chewy, Walmart and Home Depot, or even book travel with Expedia, at no extra cost! Cleaning for a Reason will receive a percentage of your spend. Happy Shopping! #CleaningforaReason*

[Flyer Template](#)

## Virtual Charity 5K Run/Walk

Virtual 5k run/walks have become a very popular, easy way to host a fundraiser that anyone can participate in from any location!

### Set Up

1. Contact [Lucy Lee](#) to set up a Click and Pledge Campaign, after which each participant can create their Click and Pledge Fundraiser Profile.
2. The goal of these 5K Run/Walks are to ask for donations. Instead of requiring a registration fee, you can simply ask participants to consider donating when they sign up. Plus, some supporters may donate more than the amount you would have had as a registration fee.
3. Choose a date or time frame for participants to complete the 5k within.
4. Create a Facebook event: you can use Facebook's free [event feature](#) to encourage participation and ask for updates from your teams.
5. Companies can consider setting up a fundraising match with additional incentives for teams that reach certain goals or raise the most money within the 5k timeframe!

### Promotion

Spread the word of your 5k far and wide by utilizing social media, flyers and word of mouth!

Consider posting flyers at your office, local library, churches and other public places. Using Facebook's event features can help reach larger audiences. Learn more about setting up Facebook events [here](#).

Create a unique hashtag for everyone to use on any social media promotion – that way, at the end of the event, you can find any participant interactions with a simple search! Examples: #ScrubOutCancer5k #TeamClean5k #[COMPANY NAME]5k

Sample Social Media Post:

*Run or Walk for a cause! We're hosting a Virtual 5K Run/Walk in support of @Cleaning for a Reason, an @ISSA signature charity that provides free home cleanings to cancer patients across the U.S. and Canada. Register today: [LINK] #CleaningforaReason5k #CleaningforaReason*

Sample Social Media Post for Runners/Walkers:

Consider sharing a selfie of you out on your walk or run with the caption below:

*Join me as I [run/walk] to support Cleaning for a Reason! I'm [walking/running] to help fund their mission of providing clean, safe homes for cancer patients undergoing treatment. Join my team or donate to support this cause: [CLICK & PLEDGE LINK] #CleaningforaReason5k #CleanHomesforCancerPatients [#Unique5khashtag]*

[Flyer Template](#) – be sure to update your event information and Click and Pledge QR code!

## Media Attendance Request Template

<<Media Organization>>

<<Contact Name>>

Dear <<Contact first name>>,

I'd like to share with you an upcoming event for charity: a 5K in honor of Cleaning for a Reason. On <DATE>, approximately <NUMBER OF RUNNERS> will meet up at <LOCATION> to kick-off the 5K run/walk.

Donations collected before and during the 5K will directly benefit Cleaning for a Reason's mission of providing clean, safe homes for patients across the US and Canada who are battling cancer. We have a goal to raise <AMOUNT>!

Please join us at <TIME>, at <ADDRESS> to learn more about our efforts, the 5K and Cleaning for a Reason!

### ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis. Since its founding in 2006, the nonprofit and its partners have donated more than \$17 million in free services, helping more than 50,000 cancer patients. In 2017, Cleaning for A Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. You can learn more about Cleaning for a Reason at [cleaningforareason.org](http://cleaningforareason.org)

Warm regards,

<<Your Name>>

<<Title>>>

<<Organization>>

<<Phone, email address>

## Restaurant Fundraiser

A restaurant fundraiser is a social event where the community eats at a restaurant on a particular day and the restaurant donates back a set percentage of sales to the group's cause. These events are also known as dine-to-donate, profit shares, fundraising nights, restaurant give-back nights, or spirit nights.

Fundraising at restaurants is truly a win-win scenario! Restaurants that do fundraisers establish closer ties with their communities and your friends, family, and supporters get a chance to enjoy a delicious meal together.

There are thousands of restaurants that do fundraisers – here are some of *Cleaning for a Reason's* favorites:

- [Applebee's](#)
- [Papa Murphy's](#)
- [Chipotle](#)
- [Papa John's](#)
- [Buffalo Wild Wings](#)
- [Blaze Pizza](#)
- [MOOYAH Burgers, Fries and Shakes](#)

### Set Up

Once you have decided on a restaurant, use the restaurant's website to fill out an application, being sure to include *Cleaning for a Reason's* information as well as your own/your company.

### Promotion

After you have your flyer and necessary codes or links, utilize social media and word of mouth to promote your fundraiser! Print copies of the flyer to pass out to customers and to leave with the host at the restaurant on the day of the event.

Consider having a representative available during the fundraiser timeframe to speak to guests about *Cleaning for a Reason's* mission or recent patients served in your area! Informational flyers are available to print [here](#). Utilize QR codes the day of to accept cash donations to your "Click and Pledge" account. Instructions to create a QR code and "Click and Pledge" account are available on page three of this document.

Social Post Example:

Share the *Cleaning for a Reason* logo and information about your fundraiser.

*We've partnered with @Cleaning for a Reason and [RESTAURANT] to raise money to donate clean homes to cancer patients in [CITY/REGION/COMMUNITY]! Join us at the [LOCATION, RESTAURANT] on [DATE] from [TIME FRAME] – [PERCENTAGE AMOUNT] of all [dine in and/or take out, online] orders will be donated to Cleaning for a Reason! Spread the word and join us for a [day/evening] of fun and great food!  
#CleaningforaReason*

Media Attendance Request Template:

<<Media Organization>>

<<Contact Name>>

Dear <<Contact first name>>,

I'd like to share with you an upcoming event for charity – we're partnering with the local <RESTAURANT> for a fundraiser on <DATE> to raise funds for Cleaning for a Reason.

Donations will be collected from a percentage of each purchase from customers who mention Cleaning for a Reason and will directly benefit Cleaning for a Reason's mission of providing clean, safe homes for patients across the US and Canada who are battling cancer. We have a goal to raise <AMOUNT>!

Please join us at <TIME>, at <ADDRESS> to learn more about our efforts and Cleaning for a Reason!

ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis. Since its founding in 2006, the nonprofit and its partners have donated more than \$17 million in free services, helping more than 50,000 cancer patients. In 2017, Cleaning for A Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. You can learn more about Cleaning for a Reason at [cleaningforareason.org](http://cleaningforareason.org)

Warm regards,

<<Your Name>>

<<Title>>>

<<Organization>>

<<Phone, email address>



## Silent Auction

A silent auction is a classic fundraising event in which guests place bids on items you've procured. Using paper bid sheets or mobile bidding software, bidders compete to win their favorite items and packages. When time's up, the highest bid wins the item, and your organization receives the proceeds.

Silent auctions are extremely engaging for guests and can be adapted for all types of audiences. They can be easily added to larger events, like live auctions, galas, and banquets.

### Set Up

Silent auctions are usually held alongside a larger event. This strategy can boost the entire event's energy and engagement when planned well. However, your silent auction could be the main attraction of a smaller banquet or party-style event.

A good rule of thumb is to provide 1 or 2 auction items for every bidder or spender at your event. For a guest list of 100 people (roughly 50 couples who'll be bidding and spending together), approximately 25-35 items would create an effective market that's competitive but not overwhelming.

Your event's guidelines include the logistical specifics that you'll need to build your strategy around. These might include:

- A date or potential date range
- The context of your silent auction
  - Will it be part of a larger event? If so, when is that event scheduled?
- A budget for your silent auction
- A venue or list of potential venues for the event
- The approximate number of attendees

Procuring the perfect range of silent auction items is the best way to ensure your event's success. Your items and packages are the main attraction, after all!

- **Get started early.** Since item procurement can take a while, starting as early as possible will give you plenty of time to refine your strategy, identify the perfect items, and find potential donors.
- **Review your donor data.** Use your data to better understand what will best motivate your bidders. What are their interests? How much do they typically donate? Specifically targeting your audience will boost your chances of success.
- **Create an item wish list.** Before reaching out to potential item donors, work with your team to create a procurement wish list. A concrete plan will make the process easier to manage.
- Ask for donations in person, over the phone, or by mailing an official donation request letter. You can customize *Cleaning for a Reason's* letter [here](#).

How you price your auction items will have a direct impact on the success of your silent auction. Price items too high and you'll reduce bids, but price items too low and you'll risk not driving a positive ROI for your event.

Establishing a correct fair market value (FMV) for each item is critical.

- For tangible items and travel packages, use their retail values.

- For intangible items, like unique experiences, make an educated guess based on what you know about your donors and insights from peers in other organizations or dedicated supporters.
- For bidders, any amount paid over an item's FMV is tax-deductible.
- Clearly labeling the item's FMV on the item bidding sheet is an essential courtesy.
- Set each item's starting bid at around 30-50% of its FMV.
- Adjust as needed depending on the specific context of your auction, but this range is a safe bet.
- Set standard bid increments at of a certain dollar amount or 10-15% of each item's FMV.

Create paper bid sheets for each item – you can use this [Canva link](#) to customize *Cleaning for a Reason's* bid sheet. Print these off and station them near each item with a pen and allow attendees to browse and bid.

Winning bidders can then pay via cash, Venmo, Pay Pal to your personal account at the end of the auction. Once complete, checks can be made out and mailed to *Cleaning for a Reason*.

### Promotion

Share the details of your auction with [Lucy Lee](#) and it will be added to the *Cleaning for a Reason* calendar!

Use social media and word of mouth for low-cost promotion of your silent auction.

Sample Social Media Post:

*Calling all bidders! We're hosting a Silent Auction to benefit @Cleaning for a Reason. Join us for an evening of fun and refreshments on [DATE] at [TIME] at [LOCATION]! Items up for bid include [ITEM, EXPERIENCE, ETC.] You won't want to miss out! #CleaningforaReason*

### [Flyer Template](#)

Media Attendance Request Template:

<<Media Organization>>

<<Contact Name>>

Dear <<Contact first name>>,

I'd like to share with you an upcoming event for charity, a Silent Auction to benefit Cleaning for a Reason. On <DATE>, we are hosting the auction at <LOCATION>. We've already secured some great items to bid on, like <EXAMPLE>.

We do hope you'll join us for an evening of fun and fundraising – bids and donations collected will directly benefit Cleaning for a Reason's mission of providing clean, safe homes for patients across the US and Canada who are battling cancer. We have a goal to raise <AMOUNT>!

Please join us at <TIME>, at <ADDRESS> to learn more about our efforts and Cleaning for a Reason!

ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis.

Since its founding in 2006, the nonprofit and its partners have donated more than \$17 million in free services, helping more than 50,000 cancer patients. In 2017, Cleaning for A Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. You can learn more about Cleaning for a Reason at [cleaningforareason.org](http://cleaningforareason.org)

Warm regards,

<<Your Name>>

<<Title>>>

<<Organization>>

<<Phone, email address>

## **Spring *Cleaning for a Reason* Garage Sale**

By hosting a Spring *Cleaning for a Reason* garage sale, sometimes called a ‘Name Your Price’ sale, you can raise money for a worthy cause while providing an opportunity for people to declutter and find new homes for their unwanted items. By passing out information about *Cleaning for a Reason*, you can educate people about the cause and encourage them to donate. The sale is usually held in someone’s garage, driveway, or yard, but it can also be held at a community center or church.

Involving family, friends, and clients in the event by asking them to bring items to be sold and encouraging them to donate items they no longer need can also help in increasing the turnout and the amount of money raised. By adding refreshment options such as water, beverages, cookies, popcorn and/or hotdogs, you can donate the proceeds to help reach your fundraising goal.

While we call it a Spring *Cleaning For a Reason* Garage sale, these can take place any time of year!

### **Set Up**

1. Set a date and location – these sales can be in your yard or garage, or hosted at a local community center, church, etc.
2. Notify your coworkers, friends and family of the sale and ask them to donate and drop off items before the sale. Spread the word far and wide to ensure you have plenty of items for the sale!
3. Set up your pricing structure. You may have tables that signify a certain amount like \$1 or \$5 per item, offer bags for shoppers to fill for \$5 or \$10, or you may make the entire sale a ‘name your price sale’ – whatever you feel will make the most for *Cleaning for a Reason*!
4. Be sure to have a table set up for payment and include *Cleaning for a Reason* information, flyers and a QR code to accept donations to your Click and Pledge fundraiser, and a jar for cash donations (instructions to set these up on page 3).

Once you have the sale set up, be sure to add it to the *Cleaning for a Reason* calendar by sending the information to [Lucy Lee](#).

### **Promotion**

Utilize your social media pages and word of mouth to promote your sale. You may also consider creating and printing out flyers to put up at your church, library or convenience store.

Sample Social Media Post:

*Join us on [DATE] at [TIMEFRAME] for a Spring *Cleaning for a Reason* Sale! Hosted at [LOCATION/ADDRESS], the numerous items up for grabs will be [PRICING STRUCTURE]! All money made will go directly to @*Cleaning for a Reason* to further their mission of providing clean, safe homes for cancer patients. #*CleaningforaReason**

[Flyer Template](#) – be sure to update with your event information and your Click and Pledge QR Code!

Media Attendance Request Template:

<<Media Organization>>

<<Contact Name>>

Dear <<Contact first name>>,

I'd like to share with you an upcoming event for charity: a Spring-Cleaning Garage Sale in honor of Cleaning for a Reason. On <DATE>, <LOCATION> will host the sale of donated items to raise funds and awareness.

Donations collected will directly benefit Cleaning for a Reason's mission of providing clean, safe homes for patients across the US and Canada who are battling cancer. We have a goal to raise <AMOUNT>!

Please join us at <TIME>, at <ADDRESS> to learn more about our efforts and Cleaning for a Reason!

ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis. Since its founding in 2006, the nonprofit and its partners have donated more than \$17 million in free services, helping more than 50,000 cancer patients. In 2017, Cleaning for A Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. You can learn more about Cleaning for a Reason at [cleaningforareason.org](http://cleaningforareason.org)

Warm regards,

<<Your Name>>

<<Title>>>

<<Organization>>

<<Phone, email address>

## Sample Fundraising/Donation Letters to Clients

Letter #1

Dear clients,

<COMPANY NAME> is partnered with the nonprofit Cleaning for A Reason. Through this charity we provide free cleaning services to patients battling cancer - This is something so near and dear to our hearts! So far, we have cleaned for <NUMBER> families dealing with cancer this year. As you can imagine, this provides some great relief to families going through what is likely the most difficult time of their lives.

We are also involved in a fundraiser to raise <GOAL AMOUNT> - the deadline is <DATE>! We are currently just under <AMOUNT> shy of this goal.

Any help at all from our clients would be wonderful to help us reach our goal.

Below is the link to donate.

<LINK>

Thanking you in advance for helping to support this cause that is so close to our hearts.

Sincerely,

<SIGNATURE>

Letter #2

Dear <FIRST NAME>,

You're likely already aware of our long-standing partnership with Cleaning for a Reason, a nationwide 501(c)(3) nonprofit organization. Through partnerships with cleaning companies like ours, Cleaning for a Reason provides free home cleaning to patients battling cancer throughout the United States and Canada. Our goal is to remove the burden of cleaning and allow those recovering from surgery, in active treatment, or in hospice to focus on their health and spending valuable time with loved ones.

There are two ways, if you are inclined, to help us further this cause:

### **1) Help raise awareness of the program.**

We currently provide free cleans to <NUMBER> local cancer patients and have the capacity to help several more. If you know a family that has someone battling cancer, in <CITY> or elsewhere, please refer them to the following link. It allows them to sign up for free house cleanings and get connected with local providers like us.

<https://cleaningforareason.org/patients/>

## **2) Make a donation to Cleaning for a Reason**

If you are willing to help us raise funds directly, you may add a donation to your next clean (include a note so we forward it accurately) or donate online through the following link.

<CLICK AND PLEDGE LINK>

Thank you for taking the time to read this email and for your continued support! You are the reason we can support Cleaning for a Reason and we appreciate you.

Sincerely,

<SIGNATURE/COMPANY NAME>



<Date>  
<Full Name>  
<Company>  
<Address>  
<City>, <State> <Zip>

Dear <FIRST NAME>,

Thank you for considering a donation to Cleaning for a Reason, a nationwide 501(c)(3) nonprofit organization.

Through partnerships with cleaning companies like ours, Cleaning for a Reason provides free home cleaning to patients of all ages, genders, ethnicities, and religions battling cancer throughout the United States and Canada. Typically, patients receive two free home cleanings for two consecutive months.

Our goal is to raise <GOAL AMOUNT> during <EVENT NAME>. The funds collected will go directly toward Cleaning for a Reason's efforts to remove the burden of cleaning and allow those recovering from surgery, active treatment, or hospice to focus on their health and spend valuable time with loved ones. Your financial support will help further our recruitment efforts and assist us in identifying patients in need of our services.

With deep gratitude,

Your Signature  
Your Name  
Title  
Company

#### ABOUT CLEANING FOR A REASON

Cleaning for a Reason is a nonprofit that partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling a cancer diagnosis. Since its founding in 2006, the nonprofit and its partners have donated more than \$17 million in free services, helping more than 50,000 patients. In 2017, Cleaning for A Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. You can learn more about Cleaning for a Reason at [cleaningforareason.org](http://cleaningforareason.org)

*Please save this letter for your tax records; no goods or services were exchanged for this gift. The tax ID number for the ISSA Charities is 36-3620078.*