

Climb for Hope Sherpa Manual



Dear Sherpa,

Thank you for donating your time and energy to the Climb for Hope organization's fight against breast cancer. As a Sherpa, you are a vitally important part of Climb for Hope's goals. Your efforts will help fund research for a cure for breast cancer and eventually save lives around the world. This manual lightens your load by providing you the instructions and tools you will need throughout this journey.

Background

Climb for Hope was organized to raise and channel funds towards targeted and promising research in the fight against breast cancer. Our mission is to find a viable treatment for breast cancer by 2009. In January 2007, 17 of 21 climbers in our expedition team climbed Mt. Cotopaxi, the world's largest active volcano, raising **\$150,000** that was directed towards a vaccine being developed at Johns Hopkins University. Not only does the vaccine address some of the most aggressive and lethal forms of Breast Cancer, but the research is expected to derive advances for many forms of cancer as well. Our work sped up the work being done by **Dr. Leisha Emens** by 6 months, potentially saving thousands of lives. Despite this success, Climb for Hope's mission has not been accomplished; climbers summated Cotopaxi again in January 2008 and a climb of Mount Kilimanjaro, the tallest mountain in Africa has been planned for June, 2008.

How do you fit in?

As a Sherpa, you will help the climber you are sponsoring by raising funds for them to supplement the funds they raise on their own. We have broken down how to do this into a few easy steps:

- Be a trendsetter
 - Not only will this help to fund Dr. Emens' research but it will be much easier for you to convince others to donate when you can say that you have already done your part. Do this before you ask anyone else.
- Make a list, check it twice
 - Brainstorm the names of all those who are close to you (family, friends, coworkers, etc.) and those who might identify with Climb For Hope's cause. The more people you contact, the more donations you will receive. Use your network!
 - After you contact these people (see next bullet point), send this list along with contact information to your climber so he/she can thank them if they donate.

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- Keep in Contact
 - Record addresses and emails to keep your donors updated on their climbers progress and general Climb for Hope happenings
 - An explanation of Climb for Hope
 - This way, people will know that they are funding an actual organization
 - An explanation of Dr. Emens' research
 - People will be more likely to donate if they know that their money will be applied directly to real research
 - An explanation of the personal benefit to donators
 - This can include personal gratification and the fact that it is a tax-deductible gift.
 - Where to send charitable donations and who to make checks out to
 - Your climbers information
 - Team MI's website – Your climber's website
 - While your contact should include these things, make sure that you add a personal touch to your letter in order to make sure people know they are being contacted by *you*.
 - Team MI's website has sample letters under the Join Team MI link
- Follow-up
 - Make sure you thank donators quickly after you receive notification of their donations.
 - If, after two to three weeks, you have not received anything from those you contacted, make a second effort.
 - If they did get your contact and do not want to donate, thank them for their time and move on. It is doubtful that everyone you contact will give a donation.
 - If they did not get your contact, explain Climb for Hope to them and ask them if they would like to receive your letter.
 - Either way, ask the people you contact if they know of anybody who would be interested in donating to CFH. Then, repeat this process with them. Again, use your network.
 - ASK YOUR CONTACTS FOR REFERRAL EMAILS.
 - Building your network through others compounds your efforts and helps pursue the cure even faster

That's it! In four simple steps, you can play an immense role in the fight for breast cancer.

Please contact one of our climbers for more information.

Thank you for your time and effort, and good luck!

Climb for Hope

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Climb for Hope Internship
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2