



Memorial Sloan Kettering  
Cancer Center

GIVING

# Special Occasions Tool Kit

**Thank you for dedicating your special day to support life-changing cancer research and world-class care at Memorial Sloan Kettering Cancer Center (MSK).**

Including MSK as part of milestone event is a wonderful way to ensure that your day makes an impact — giving people with cancer the chance to celebrate more weddings, birthdays, and milestones of their own with their families as well. Here are a few occasions you can choose to celebrate with MSK:

- Weddings
- Birthdays
- Bar or bat mitzvahs
- Anniversaries
- Graduations
- Retirements
- Holidays
- Cancer anniversaries

# Raising Money Through Your Special Occasion

There are two ways to support MSK when celebrating your special day.

## In Lieu of Gifts

Ask friends and family to make donations in lieu of giving traditional gifts. To get started, create a personal fundraising page through the MSK Giving website. Once your page is created, we recommend following these five steps:

- 1. Personalize your page.** Upload a picture or video and share why this cause is so important to you.
- 2. Set a fundraising goal.** Set a meaningful goal that is tied to your special occasion. Turning 50 this year? Set your goal at \$5,000 or ask everyone to make a \$50 donation. Communicate the meaning behind your goal with your family and friends so they understand the importance of their gift.
- 3. Make your own donation.** Being the first donor to your MSK fundraising page shows your commitment. Share your contribution with loved ones to inspire them to support your efforts.
- 4. Get strategic.** Divide your invite list into three categories: family and friends, colleagues, and acquaintances. Start by inviting your closest family and friends to donate, since they will be the most invested in supporting your cause. Build on that momentum as you make your way down the list.
- 5. Connect to Facebook – or post on another platform.** To connect to Facebook, Log in to your MSK fundraising page to access your Fundraising Center. Click the “Integrate with Facebook” button to create a Facebook Fundraiser that directly connects to your MSK fundraising page. This will allow you to invite your Facebook friends to donate to your cause. Another option is to create a post on your social media account(s) asking friends to donate and sharing a link to your fundraising page.

## In Lieu of Favors

Honor your guests by donating to MSK in lieu of traditional party favors. All you need to do is fill out this brief [online form](#) and make your donation. MSK will happily provide personalized place cards so you can proudly display to your guests that you have chosen to support MSK on your big day.

Ready to raise money through your special occasion? Click [here](#) to get started!



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To learn more about fundraising for MSK please contact us at [communityfundraising@mskcc.org](mailto:communityfundraising@mskcc.org)