



YOUR 2026 BASE 2 SPACE Fundraising Toolkit

Thank you for fundraising through Base 2 Space!

Whether you climb for a loved one, yourself, or a neighbor or co-worker, you've joined an amazing community. Together, we're taking action by inspiring everyone we know to donate and help enable and accelerate groundbreaking research at Fred Hutch Cancer Center.

This guide has tips to help you meet and exceed your goals. **Let's get started!**

Your Fundraising Commitment

As a Base 2 Space participant, you've committed to raising at least \$200 by October 31, 2025 (or \$100 if you're between the ages of 8 and 17!). Once you get started, we know you'll reach and go beyond this amount in no time!

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Top 5 Fundraising Tips

1. Share WHY you are fundraising

You know your "why." Now, confidently share what inspires YOU to fundraise for world-changing advances. Start by using email, social media, and chatting with people in person. Invite people to donate and make a

difference — or join you to climb or volunteer!

2. Make a plan

Start by making a list of 10 people you'll ask for a donation (start with family and friends to gain confidence!) Then, ask everyone you know. *Many* people have a personal reason to support cancer research and will be glad to give.

3. Donations add up

If 10 of your friends generously give \$20, you'll have met your \$200 fundraising commitment. And, if one person gives a little more, you will be well on your way to exceeding your goal.

Tip: When you meet your goal, don't be afraid to set it higher! Every dollar helps enable and accelerate groundbreaking research at Fred Hutch!

4. Harness social media

Share pictures and posts, and remind your community that you need their support. An update on your fundraising every two weeks is a wonderful way to remind people to give. **Check out our social media templates on the next page for inspiration!**

5. Get creative

Set up challenges and incentives. Offer to put donors' names on your shirt when you climb. A promise of home-baked treats also goes a long way. (A half-dozen cookies for \$8.32, in honor of your 832 steps? A tasty family-size lasagna for \$83.20?)

And of course, don't forget to say THANK YOU. Supporters love to hear how much their gift matters.

Social Media: Sample Posts

Facebook

Post #1

823 steps! I'm climbing the Seattle Space Needle with @Base2Space to raise money for groundbreaking research @FredHutch! Will you donate? I'll climb — and you can give! Every dollar counts. Donate today: [\[Insert your fundraising page link\]](#)

Post #2

This September, I'm climbing Seattle's iconic Space Needle to raise money and help enable and accelerate research @FredHutch, and I need your support! This cause is important to me because [\[insert your WHY\]](#). Will you make a donation to my @Base2Space fundraising page? Donate here: [\[Insert your fundraising page link\]](#)

Instagram/Facebook

@FredHutch is accelerating the pace and scale of innovation to ignite the next world-changing discoveries in cancer and infectious disease research — and I'm climbing the Seattle Space Needle's 823 steps to fundraise for this urgent work! This cause is important to me because [\[insert your WHY\]](#). Can I count on you to donate?

Donate to @Base2Space: [\[Insert your fundraising page link\]](#)

[\[Share a photo of your reason for participating\]](#)

Bluesky or X

@FredHutch is accelerating the pace and scale of innovation to ignite the next world-changing discoveries in cancer and infectious disease research — which why I'm fundraising for them through @Base2Space! Help me meet and exceed my goal of \$X00: [\[Insert your fundraising goal and fundraising page link\]](#)

About Fred Hutch Cancer Center

Fred Hutch Cancer Center unites **comprehensive** individualized care and advanced research to provide the latest cancer treatment options and while accelerating discoveries that prevent, treat, and cure cancer and infectious diseases worldwide.

Based in Seattle, Fred Hutch is an independent, nonprofit organization and the only National Cancer Institute-designated cancer center in Washington. We have earned a global reputation for our track record of discoveries in cancer, infectious disease, and basic research, including important advances in bone marrow transplantation, immunotherapy, HIV/AIDS prevention, **immunotherapy**, and COVID-19 vaccines. Fred Hutch operates eight clinical care sites that provide medical oncology, infusion, radiation, proton therapy and related services. Fred Hutch also serves as UW Medicine's cancer program.

Your Fundraising is Powerful (And we know you'll reach for the stars!)

Every dollar you raise through Base 2 Space is important! With your support, Fred Hutch researchers are asking big questions, following the science where it leads them, and advancing treatment and care for cancer and infectious diseases. To date, Base 2 Space participants, donors, and sponsors have raised more than \$5.8 million for breakthrough work at Fred Hutch.

So go ahead — you've got this! We'll be cheering you on as you reach high and exceed your fundraising goals. Together with this amazing community of climbers, volunteers, donors, family, and friends, you are making a difference for every person and every family experiencing cancer. Thank you!

Questions? Email us at base2space@spaceneedle.com

