



Driven by the dedication to cure brain cancer.

**Tips to raise funds for “Run with Will”
(as of July 18, 2010)**

Dear friend of Will Power Research Fund,

Thank you for volunteering to help us raise funds to fight brain cancer through our “Run with Will” event. We really appreciate the support of our volunteers and are relying on you to lead your fund raising effort. Remember, 100% of all donations go to brain cancer research!

Will is running the California International Marathon in December 2010. Feel free to run any marathon that you want to in support of this effort. Will is going to start posting his training and traveling to different running locations in August. His traveling schedule is variable. If you'd like the opportunity to run or train with him please contact us and we will try to arrange a date.

If you would like to write about your training, fundraising and/or race experience, we would love to publish it on our blog, Facebook page or in our next newsletter.

Now...What you need to do:

1. Choose the race and submit your entry.
2. Notify all your friends via email, snail mail, Facebook, MySpace, face to face and phone and then encourage them to notify their friends. If you use snail mail, you may want to provide preaddressed envelopes for your donor to send their donation to WPRF.

Donation options; your friends can donate in several ways:

1. Your donor can also send us a check payable to “Will Power Research Fund.” Once again make sure they mention your name so that we know that you were the motivator. We are attaching a letter that you can give your donors if they prefer to use this option and send WPRF a check. Please see the attached.
2. Through Will Power Research Fund's donation page through PayPal (PayPal takes 3%): <http://www.willpowerresearchfund.com/support.html>. Be sure to tell them to provide a contact and to state that you were the motivation so that you can get credit for their donation (we will give out prizes for those who raise money for WPRF and we will send them a receipt for their tax considerations).
3. You can set up donations through a secondary fundraising website, such as <http://www.firstgiving.com/>. They can make the donating process a bit easier, but they take a percentage of the donations (First Giving takes ~7.5%).
4. Your donor can give you cash. Just keep track of amounts so we can thank them properly to make sure that they receive credit for tax purposes. If you get cash, we suggest you purchase a money order from the post office and send us the money order instead of cash in the mail.

380 Foam Street, Suite 210, Monterey CA 93940 Phone: 831-277-5287

<http://www.willpowerresearchfund.com/>



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Other Information

1. We will send everyone an official thank you for their tax purposes.
2. Feel free to use other venues to support the cause. For example, contact your local newspaper or local organizations to advertise for donations and/or ask them to help get the word out.
3. If you wish, you can ask people to donate a set sum or to donate in relation to your time or how many miles you run.
4. Let us know about your race and fund raising and if you would like a WPRF racing singlet.
5. Also, let us know if it is OK for us to mention you on Facebook and through other advertising.

Please let us know if you have questions or would like to talk with us regarding this fund raising event. We greatly appreciate your support, motivation, and help to raise funds to fight brain cancer.

Sincerely,

Bill

Bill Tarantino, PhD
President
Will Power Research Fund, Inc

The necessary disclaimer: WPRF makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, or suitability with respect to the information provided by third parties soliciting funds on behalf of WPRF for any purpose. Any reliance you place on such information is therefore strictly at your own risk. In no event will WPRF, its members, agents or employees, be liable for any damages, losses or other expenses arising in connection with any error, omission, or misrepresentation made by third parties raising money on behalf of WPRF, even if WPRF, or its representatives, are advised of the possibility of such damages, losses or other expenses.

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Dear Will Power Research Fund,

I (we) am (are) enclosing a donation for \$_____ to support the fight against brain cancer. I understand that 100% of this donation will go towards fighting this disease.

My donation is supporting the "Run with Will" event and my runner is:

Name of runner you are sponsoring: _____

His or her race that they are running: _____

My name and address is (WPRF needs so that they can send you a receipt for your donation)

Name(s): _____, _____, _____

Address for receipt or email address for electronic receipt:

Address/email:

First name: _____

Second name: _____

Third name: _____

WPRF supporter:

Please make your check out to: "Will Power Research Fund"

Mail to: WPRF; 380 Foam Street, Suite 210, Monterey CA 93940

Anything you would like to say (we may put in our newsletter or on web site):
