

HOW IT WORKS

#AgentofChange Fundraising Pages

AGENTS
vs
CANCER



INTRODUCTION

The #AgentofChange fundraising pages are a pivotal component of the Agents vs. Cancer initiative, designed to empower real estate agents, teams, and entire offices that are dedicated to making a positive impact in their communities through charitable giving. These customizable pages not only serve as a platform for raising funds but also highlight the commitment of agents to fight against cancer and support those affected by it.

KEY FEATURES OF #AGENTOFCHANGE FUNDRAISING PAGES

Customizable Design

Each fundraising page is tailored to reflect the unique identity of the individual agent, team, or office.

Agents can personalize their pages with their branding, photos, and messages, showcasing their commitment to the cause and the community.

This customization helps agents connect with their audience on a personal level, encouraging support for their fundraising efforts.

Commitment to Community

Each page prominently features the agent, team, or office's dedication to making a difference in the fight against cancer.

Agents can share their personal stories, motivations, and reasons for supporting Agents vs. Cancer, fostering a deeper connection with potential donors.

This emphasis on community commitment not only raises awareness about cancer issues but also inspires others to get involved.

Live Running Total of Donations

One of the standout features of the #AgentofChange fundraising pages is the live running total of all donations made.

This real-time tracking allows agents and their supporters to see the cumulative impact of their contributions, fostering a sense of accomplishment and urgency.

The transparency provided by this feature encourages ongoing participation and motivates agents to reach their fundraising goals.

Supported by Agents vs. Cancer

The #AgentofChange fundraising pages are provided free of charge to any agent, team, or office committed to making multiple donations annually to Agents vs. Cancer.

This initiative ensures that financial barriers do not hinder agents from participating in charitable efforts, promoting widespread involvement in the fight against cancer.

Engagement and Community Building

The fundraising pages serve as a hub for engagement, allowing agents to share updates, promote events, and encourage donations through social media and other channels.

By creating a platform for conversation and interaction, agents can rally their communities around the cause, fostering a spirit of collaboration and support.

Impact Measurement

Agents can track their fundraising progress, allowing them to set and achieve specific goals.

The data collected through these pages can also be used to showcase the collective impact of the real estate community in supporting cancer-related causes, enhancing visibility and encouraging future participation.

Transparent Donation Allocation

Agents vs. Cancer is committed to transparency in its operations. For every donation made, 90% goes directly to the selected partner organization or cause, ensuring that a substantial portion of funds raised directly benefits cancer care and research initiatives.

The remaining 10% is retained by Agents vs. Cancer, allowing the organization to sustain its charitable initiative and continue providing essential support and resources to their partners.

This clear allocation structure reinforces trust among agents and donors, demonstrating that their contributions are making a meaningful difference in the fight against cancer.

Accessible Minimum Donation

The minimum individual donation required to participate is only \$50, making it accessible for agents of all levels, regardless of their experience or financial capacity.

This low threshold encourages widespread participation, allowing more agents to become #AgentsOfChange and contribute to the fight against cancer.

By removing financial barriers, Agents vs. Cancer ensures that everyone has the opportunity to make a difference, fostering a sense of community and collective action.

CONCLUSION

The #AgentofChange fundraising pages are an essential tool for real estate professionals committed to making a difference in the fight against cancer. By providing a customizable platform that highlights their dedication to community service and offers real-time tracking of donations, Agents vs. Cancer empowers agents, teams, and offices to engage in meaningful fundraising efforts. This initiative not only strengthens the bond between agents and their communities but also amplifies the collective impact of their contributions, ultimately working toward a future where cancer care and research receive the support they need. Through these fundraising pages, agents truly embody the spirit of being an #AgentofChange.