

HELP US
CURE MELANOMA

Melanoma
Research Alliance

Fundraise for MRA



Launch an Online Fundraiser

Rally your community by creating a digital fundraiser. Share your story, spread awareness, and invite others to support melanoma research.



Plan Your Own Event

Host a gathering that reflects your interests - anything from a dinner party to a backyard concert - to raise funds and bring people together for a meaningful cause.



Run or Walk for MRA

Start a personal challenge or join a local run/walk to raise funds while promoting championing research and melanoma awareness.



Honor a Loved One

Create a tribute page or hold a memorial event to honor someone impacted by melanoma, while supporting critical research in their name.

[Explore more ways to fundraise for MRA here.](#)

Getting Started



STEP 1 Decide

Decide how you want to fundraise.



STEP 2 Create

Set up and personalize your fundraising page.



STEP 3 Share

Spread the word and follow our tips to get the most out of your fundraising.

Tips for a Successful Fundraiser

Start With Your "Why"

Share why you care about the cause. A personal story – big or small – helps people connect and motivates them to give.

Set a Clear Goal

Choose a goal that feels meaningful and achievable. Whether it's \$250 or \$2,500, having a target inspires donors and gives you a milestone to celebrate.

Reach Out to Your Inner Circle First

Start with the people most likely to support you – family, close friends, and co-workers. Early donations help build momentum before you share more widely.

Use Multiple Channels to Share Your Page

Share your page through:

- Text messages
- Instagram, Facebook, TikTok, LinkedIn
- Email
- Group chats

Different people prefer different communication styles, so mix it up!

Personalize Your Outreach

Avoid "copy and paste" messages when you can. Add a sentence or two tailored to the person you're reaching out to. It makes a big difference.

Tell Supporters Exactly How Their Gift Helps

Use simple impact statements like:

- "\$25 helps provide..."
- "\$100 supports..."

Donors love knowing where their money is going.

Post Updates Throughout the Campaign

Share progress updates:

- "I'm halfway to my goal!"
- "Thank you to my first five donors!"

Updates remind people your fundraiser is still active and keep excitement high.

Use Photos or Videos

- Add a photo or a short video explaining why you're fundraising. Fundraisers with visuals tend to raise significantly more money than pages without them.

We Want to Share Your Story

Your fundraiser is making a real impact – and your story can inspire others across the melanoma community.

Whether you hosted an event, took on a personal challenge, or honored someone special, your story can encourage and empower others to get involved with supporting melanoma research.

Interested in being featured?

Submit a few photos and tell us a bit about your fundraiser so that we can share your story on social media, our blog, or in our e-news.

[Share Your Story Here](#)

Thank you for being part of this community and helping drive progress in melanoma research.

Follow MRA on Social Media



Stay Connected for Our Latest News & Updates

 on Instagram @melanoma

 on Facebook @Melanoma Research Alliance

 on LinkedIn @Melanoma Research Alliance

 on X @MelanomaReAlli

 on TikTok @melanomaresearch

 on Blue Sky @MelanomaReAlli

