



BREASTCANCER.ORG

COMMUNITY FUNDRAISING GUIDE

INTRODUCTION

People affected by breast cancer need a safe place to go for relevant, timely, and understandable medical information so they can prepare themselves for conversations with their doctors and make the most of every moment. Our immediate goal is to help visitors quickly find the answers to their questions so they can better understand their situation, make big decisions with confidence, and have peace of mind as they put their treatment plans into action.

Your **support** allows Breastcancer.org to make this happen and helps to make a major difference in the lives of **eight million** people around the world facing breast cancer each year.

The Community Fundraising Guide will assist you in hosting a successful and meaningful fundraising event. This guide is tailored toward events aimed at raising up to \$5,000 to benefit Breastcancer.org. If you are interested in hosting an event that you anticipate will raise more than \$5,000, please contact Kily Battista at Events@breastcancer.org or 610-642-6550.



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EVENT IDEAS

Your imagination is your best tool when deciding what type of event to host. Here are some successful ideas used to fundraise...

- WEAR PINK, PAJAMA, OR DRESS DOWN DAY** [Students or co-workers can pay a small amount for the privilege to wear pink, pajamas, or dress down for school or work.
- WALKATHON OR RACE** [Organize a walk or run in your community or enter to walk or run in an established event in your area. If you choose to participate in an established event, we can provide sponsorship sheets for you to raise money for Breastcancer.org.
- BAKE SALE** [Get together with your friends to bake batches of brownies or cookies to sell during your lunch break or as after-school snacks.
- SCHOOL DANCE** [Raise money by hosting a dance! You can charge an entrance fee to collect money for Breastcancer.org while providing food and entertainment.
- SILENT AUCTION** [Ask friends and/or sponsors to donate auction items to your event. Put out sheets of paper next to the auction items and let your guests write down their bids throughout the night. The person with the highest bid at the end wins the item.
- LIVE AUCTION** [Ask friends and/or sponsors to donate auction items to your event and designate one person to be the auctioneer. Hand out bid paddles and compete for items on the auction block.



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EVENT IDEAS *(continued)*

- SPORTS TOURNAMENT** [Organize a sports tournament: touch football, kickball, bocce, whatever you like! Have friends and family create teams and pay an entry fee to play. Award a prize to the winning team and for other players (Best Sportsmanship, Most Enthusiastic, etc.).
- BOWLING EVENT** [Hosting a bowling event to benefit Breastcancer.org is a great way to bring family and friends together for a night of fun activities, great food, and camaraderie. To find out how you can get involved, email Bowling@breastcancer.org and please include your contact information.
- FASHION SHOW** [Have friends and family donate gently used clothes or partner with a local boutique to put on a fashion show for the community. Sell tickets to the show and offer the clothes for sale after the show.
- LUNCHEON, TEA PARTY, OR DINNER PARTY** [Host a luncheon, mother-daughter tea party, or dinner party. Sell tickets, put out donation jars, or combine with a silent or live auction to add to the festivities.
- CONCERT** [If you know musicians or a local band, ask them to put on a show to benefit Breastcancer.org. Advertise the show in your community and charge attendees an entry fee or set up a donation jar.
- HOLIDAY HOME TOUR** [Decorate your home during a specific holiday or season (Halloween, winter, etc.) and give tours to friends and neighbors. You can charge an entry fee, set up a donation jar, or sell themed goodies. Get other houses on your block involved for a neighborhood-wide event!



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EVENT IDEAS *(continued)*

SELL LOGO PAPERS [If you own or manage a business, sell logo papers for a small donation at the cash register and post them to show your support. Request up to 50 logo papers at a time from Breastcancer.org. For more information or to place an order, please email Events@breastcancer.org.

OTHER EVENTS TO CONSIDER [
Antique Fair
Craft Fair
Dance Marathon
Family Fun Day
Yard Sale
Talent Show
Car Wash

PRODUCT OR CORPORATE SPONSORSHIP [Breastcancer.org is committed to delivering tailored, high-impact donor communications programs that move our millions of visitors to learn more about the companies that support our mission. For more information please see the Corporate Sponsorship Guide.



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HOW BREASTCANCER.ORG WILL SUPPORT YOUR EVENT

Breastcancer.org is the world's number 1 most-trafficked website providing medical and personal information about breast health and breast cancer to help people make the best decisions for their lives. Our goal is to reach every person affected by breast cancer around the world, and helping you create the most successful event possible brings us one step closer to reaching our goal.

After you have chosen the event you wish to host, the next step is to notify Breastcancer.org of your intent to fundraise. We ask that you do so by filling out the Registration Form on page 11. Once completed, send the form by email to Events@breastcancer.org, fax it to 610.642.6559, or mail to Breastcancer.org • Attn: Events • 7 East Lancaster Avenue • 3rd Floor • Ardmore, PA 19003. If you need a letter of acknowledgement stating that we are aware of your intent to fundraise, please state that on your form.

GIVEAWAYS [Breastcancer.org is happy to announce that we now offer a giveaway kit featuring Breastcancer.org logo items. In return for an up-front donation of \$25, you will receive 25 pink silicone bracelets, 10 key chains, 10 information booklets, 10 bookmarks, and 2 stress balls (contents may vary depending on availability). Additional items are available for purchase in our gift shop.

To order your giveaway kit(s):

Please email Events@Breastcancer.org with your full name, address, and phone number where you can be reached, and someone will be in touch within 1 week.

Due to the high cost of shipping overseas, we are only able to provide giveaways to promote fundraising efforts outside of the United States when the recipient pays shipping costs. To provide informational materials for your event, contact a local printer who can print our online booklets (http://www.breastcancer.org/booklet_intro.html). Other promotional items such as pink ribbons can be easily made by visiting a local craft store. A local vendor may be willing to donate the materials you'll need for your event.



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HOW TO MAKE A DONATION

BY MAIL [To donate by mail, please send a check or money order made payable to Breastcancer.org to:
Breastcancer.org • Attn: Events • 7 East Lancaster Avenue
• 3rd Floor • Ardmore, PA 19003. We are unable to accept cash donations.

Please include a note stating that these are the proceeds from your event and the date on which the event was held.

ONLINE [Secure online donations can be made by credit card at https://secure3.convio.net/bco/site/SPageServer?pagename=Donate_Now. Choose the "Honor a loved one or celebrate a special occasion" option and state that the donation is the result of your event in the "Honoree Name" field.

RECEIPTS [If you will be sending in one check to cover all donations, be aware that the person whose name is on the check is the person who will receive the tax receipt letter. You must send a list of individual donors, along with their addresses and donation amount, if everyone would like a tax receipt.

DONATING OUTSIDE OF THE UNITED STATES [Breastcancer.org is an international charity headquartered in the United States. We encourage those living in other parts of the world to consider making their donations online because the online system converts currency automatically and without a fee from the processor. This will benefit you as well as us so that no one loses money in processing fees. You can donate by credit card online at https://secure3.convio.net/bco/site/SPageServer?pagename=Donate_Now. However, those who wish to donate without using a credit card may still mail a check to Breastcancer.org in non-U.S. currency. Please be aware, however, that \$75 (USD) of your donation will be kept by the bank processing the check. Also, please remember to use overseas postage if sending a donation by mail. Our mailing address is: Breastcancer.org • Attn: Events • 7 East Lancaster Avenue • 3rd Floor • Ardmore, PA 19003 • USA

Please include a note stating that these are the proceeds from your event and the date on which the event was held.



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HOW TO MAKE A DONATION *(continued)*

OTHER WAYS TO DONATE

If you wish to donate to Breastcancer.org but do not wish to do it by means of a fundraiser, please visit our gift shop (<http://www.breastcancer.org/store.html>) or make a donation online (https://secure3.convio.net/bco/site/SPageServer?page_name=Donate_Now). We appreciate your kindness and generosity!



FUNDRAISER ACTION PLAN

FOUR MONTHS PRIOR TO EVENT

- Decide what kind of event to hold and choose a date on which to host your event.
- Fill out the attached Registration Form (see page 11) and either email it to Events@breastcancer.org, fax it to 610.642.6559, or mail it directly to Breastcancer.org • Attn: Events • 7 East Lancaster Avenue • 3rd Floor • Ardmore, PA 19003.
- Research price for venue and other costs.
- Start building support for your event by including friends and family in the planning process.
- Set your budget.
- Look into the areas where you may need support and see if you can get a sponsor or donation to provide certain items or to make a financial contribution.
- Send proposals to individuals or corporations from whom you think you may be able to get support.

THREE MONTHS PRIOR TO EVENT

- If you do not receive an acknowledgement letter, please follow up with Events@breastcancer.org.
- Make phone calls or send letters to follow up on proposals for support.
- Secure venue and other vendors.
- Build your guest list.
- Design invitations, flyers, etc.
- Please forward any artwork you plan to use on promotional material to Events@breastcancer.org for approval.

TWO MONTHS PRIOR TO EVENT

- Send out your invitations.
- If you plan to invite the press, contact Events@breastcancer.org for a sample press release.
- Organize your staff and plan how to execute your event.

ONE MONTH PRIOR TO EVENT

- Send details and any final correspondence to your guests.
- Follow up with local media.



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FUNDRAISER ACTION PLAN (continued)

TWO WEEKS
PRIOR TO EVENT [

- Confirm location and details.
- Send a reminder to the local media.

ONE DAY
PRIOR TO EVENT [

- Update volunteers/staff on event plan and responsibilities.

DAY OF THE EVENT [

- **HAVE FUN!**

AFTER EVENT [

- Collect any outstanding donations.
- Send thank you notes.

WITHIN TWO MONTHS
AFTER EVENT HAS TAKEN PLACE [

- Send your donation to Breastcancer.org (refer to “How to Make a Donation” on page 7).
- Send in the Feedback Form on page 13 along with any pictures you wish to share.



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REGISTRATION FORM

PLEASE COMPLETE THIS FORM [

Email it to
Events@breastcancer.org.,
fax it to
610.642.6559,
OR
mail it directly to:
Breastcancer.org
Attn: Events
7 East Lancaster Avenue
3rd Floor
Ardmore, PA 19003

Type of Event _____

Date of Event _____

Location _____

Coordinator's Name _____

Home Phone _____

Cell Phone _____

Email _____

Event Description _____

Registration Fee \$ _____

Fundraising Goal \$ _____

Would you like your event to be advertised on www.breastcancer.org?

Yes No

If yes, may we put your email or phone number on the posting so those who are interested in participating can contact you?

Yes No

THANK YOU FOR YOUR SUPPORT!



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BUDGET TEMPLATE

CATEGORY	ESTIMATED COST	VENDOR	CONTACT INFORMATION	NOTES
Invitations				
Flyers/Posters				
Food/Drink				
Location/Venue				
Decorations				
DJ/Entertainment				
Gifts/Giveaways				
Set-up Supplies (ie. tape, wiring, etc.)				
Miscellaneous				



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FEEDBACK FORM

WE APPRECIATE YOUR FEEDBACK

If making your donation online, please email this completed form to Events@breastcancer.org

OR

fax to 610.642.6559.

If sending your donation by mail, please include this form and mail to:

Breastcancer.org
Attn: Events
7 East Lancaster Avenue
3rd Floor
Ardmore, PA 19003
610.642.6550 T

Name _____

Name of Event _____

Date of Event _____

Total Amount Raised \$ _____

Costs/Expenses \$ _____

Net Revenue/Profits \$ _____

Did you enjoy holding a fundraiser for Breastcancer.org?

Yes No

Did you find this fundraising guide helpful?

Yes No

Additional Comments _____

Would you be interested in holding another event for Breastcancer.org?

Yes No

Signature _____

Date _____