FUNDRAISING IDEAS

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DONATE VIA SOCIAL MEDIA AND APP

ASK EVERYONE!

SPREAD THE WORD & MORE IDEAS

FUNDRAISING PROTOCOL

All the following fundraising ideas apply to both raising money for your More than Pink Fundraising goal, as well as other fundraising programs and events.
FUNDRAISE AT WORK

Corporate Matching: Take advantage of corporate matching gift programs. Many companies have a program like this — companies will match an employee's donation by simply filling out a form from the Human Resources department and following the steps to submit a matching request. Your donation could double from this program!!

Jeans Friday: Ask your boss if you can host a “Jeans Friday.” Employees make a donation in return for the opportunity to wear jeans to work. Suggest people wear a PINK top!

Host a Bake Sale: Ask your co-workers to donate baked goods (and bring a few yourself). Let your office know the donations go to Komen. Maybe even make some PINK ribbon cookies!

Email Signature: When signing emails, place “I am participating in the More Than Pink Walk You can help me reach my fundraising goals by clicking here.” Include a link to your Facebook Fundraising page. You will be surprised how many people inquire about donating and/or sign up for the Race themselves.

Donation/Memorial Cards: Make donation/memorial cards for your desk at work. Co-workers purchase them and sign their name or sign in honor of a loved one. Hang the donation cards around your office in recognition of those who donated.

Coin Jar: Place a coin jar and sign about the More than Pink Walk in your lunch room. Decorate the jar in PINK! Send an office-wide email alerting your co-workers of the jar and where the money is going.

Family Connection Picnic: Co-plan a family picnic event with your HR department. Invite all employees and their families. Ask the company to provide snacks and drinks. Include field games and “get to know you” activities throughout the afternoon. Request a donation (from each employee or per family) for Komen Greater Central and East Texas.

Office Parties: At your company’s holiday gatherings/events, ask to place a cash jar at the entrance. Place a sign letting your co-workers know that donations benefit Komen. Attract more attention and possibly donations by standing by the jar and discussing Komen Greater CETX with your co-workers.

Auction: Host a Silent or Live Auction: Ask local businesses to donate items or gift certificates, ask coworkers if they are willing to donate something small, and ask community members and kids if they have donatable services (babysitting, dog walking, cleaning, party planning, etc.), then hold an auction at your office. Ideas: a book of car wash certificates, $10 off dry-cleaning, movie passes, play tickets, restaurant gift certificates, pet-grooming, a week of free coffee; the list is endless! Set minimum donation limits and allow people to bid them up. Let your co-workers know the proceeds go to Komen Greater Central and East Texas.

Team Challenge: Challenge another Race team to a throw down challenge! Using More than Pink Walk fundraising tools and your own competitive spirit and ingenuity, you choose who you challenge — another department in your company, another company in your industry, your rival school or club, or the neighbors down the street.

Boss Challenge: Create a challenge between the managers in your office. Whoever loses will donate a set amount of money to Komen Greater Central and East Texas.
FUNDRAISE WITH COMMUNITY EVENTS

Garage Sale: Ask your friends and neighbors to donate items for sale. Make a large, visible sign that indicates all proceeds benefit Komen. Post advertisements for your garage sale around your neighborhood. Get the kids involved and add a bake sale and/or lemonade stand! Also place a donation jar at the entrance to your event.

Car Wash: Hold a car wash — either in your neighborhood, at your place of worship, at your place of business, or at your (child’s) school. Ask local businesses (and friends) to donate the supplies you will need and ask your friends to help wash. Make a sign letting customers know that all proceeds go to Komen.

Used Book Sale: A more focused version of a garage sale. Ask everyone you know (co-workers, neighbors, family and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale — maybe your local farmer’s market, school carnival, community fair, or even your front yard.

Golf/Tennis Tournament: Participate in the Rally for the Cure Program at your country club, golf course, or tennis center. For more information visit https://rallyforthecure.com

Community Auction Night: Ask local businesses to donate items or gift certificates ask your community for donations, and ask kids if they have donatable services. Hold an auction at your local recreation center, or your home. Examples: restaurant gift certificates, sport game tickets, dog walking, movie tickets, play tickets, the list is endless! Set minimum donation limits and allow people to bid them up. Maybe even make the theme, PINK!

Web-Based Auction: Ask friends, family, and local businesses to donate items for you to sell on an internet auction site. Make sure to let bidders know the item’s selling price is going towards Komen.

Parent’s Night Out: Get your teenagers and little ones together, and give the parents a night off. Gather local teenagers together and help them organize a fun night for the younger kids in the community (movies, crafts, popcorn, games, etc.). Host the event at your home or ask a local recreation center to donate space. Charge per child (cash at the door), and ask for supply donations from local businesses and community members.

Lemonade Stand/ Bake Sale: This is a great way to get kids involved! Gather the neighborhood children (or just your family) for a lemonade stand or bake sale. Let customers know proceeds are donated to Komen. Make some PINK ribbon shaped cookies or PINK lemonade to show your PINK pride!
  • Set up at local sports games and community events for more exposure and more customers!

Block Party: Get your neighborhood together for a block party! Ask each household to donate a dish and some beverages. Set up games and activities for the whole family. Ask for a small minimum donation from each household to participate.

Service Your Community: Babysit, housesit, dog sit, dog walk, clean, garden etc. in your community. Donate a portion (or all) of your earnings to Komen Greater CETX. Don’t forget to let your customers know you are donating to Komen Greater CETX.
PARTY! PARTY!

**Pre-Race Party:** Host a pre-Walk party. Invite your friends participating in More than Pink Walk, your Walk team, donors, and the greater community over for dinner and comradery the night before the Walk. Provide some healthy dishes and beverages. Charge at the door. Get everyone excited for the Walk!

**Post-Race Brunch:** Choose a restaurant (from the Komen, post-race Brunch list), and invite your friends to celebrate finishing the race with a fun brunch. Restaurants on the list donate a percentage of profits to Komen Greater CETX.

**Spaghetti Dinner/Pancake Breakfast:** Encourage your place of worship, work, school or other organization to host a spaghetti dinner/pancake breakfast. Put up flyers around your area advertising the event and Komen Greater CETX. Charge a door fee per person.

**Trunk Show:** Ask local artists or stores to bring some pieces to a party, where a portion of the proceeds benefit Komen. Invite your friends and community over for a night of shopping and socializing.

**Holiday/Dinner Party:** Throw Christmas party/Friendsgiving/Potluck for your friends and family! Ask each person to bring a dish and ask for a donation at the door. Decorate in PINK!

**Watch Party:** Host a movie/sports game party at your house. Ask participants to donate.

**Game Night:** Host a game night — Monopoly, Trivial Pursuit, Scrabble, Poker, Bridge, Bingo, etc. Serve snacks and ask for a donation to play. Maybe even an afternoon of Bridge!

**Poker Tournament Party:** Set up some tables, snacks, and drinks- let the bluffing begin. Charge each player an entry fee. Ask the winner to donate all (or a portion) of their winnings to Komen Greater CETX.

**Pool Party:** Ask a local public pool to donate (or rent at a reduced rate) the pool for a couple of hours for a private party. Or host at your development’s recreation area. Ask the snack bar to donate a portion of proceeds to Komen. Provide some drinks. Bring some pool toys and activities (for all ages). Ask for a donations at the door.

**Tailgate:** Host a tailgate before a high school, college, or pro game. Provide snacks and drinks. Ask everyone attending to make a donation to Komen Greater CETX.

**Sports Game:** Buy a section of seats or a suite at a pro or college sports event (baseball, football, basketball, soccer, etc.). Invite friends and family, charge them a few more dollars, and donate this to Komen Greater CETX.

**Neighborhood Dinner:** Turn your local neighborhood (Watch or Board) meeting into a party! Provide dinner and drinks. Ask for a donation at the door.

**Flower Party:** Gather your friends for a lesson in flower arrangements. Have everyone bring a bouquet of their favorite blooms, and ask the local florist to donate their time to give a lesson in flower arrangements. Ask for a donation at the door.
FUNDRAISE IN SCHOOL

Loose Change Day: Ask your child’s school to host a Loose Change Day. Make a flyer for children to hang around the school. This is a simple coin drive to host every month (or at your preferred frequency).
- Get the kids more involved: Encourage the math class to assist with counting, predicting and rolling the change.

Parent’s Night: Invite all the parents in your child’s class to your house for a fun night. Provide some snacks and beverages. In lieu of a host/hostess gift, ask all attendees to make a small donation to Komen Greater Central and East Texas in the jar at your front door.
- Could be a “get to know you” party at the start of the school year, a 100th day of school event, or an end of the year party.
- Discuss how Komen provides lifesaving services in the Greater Central and East Texas community in your host/welcome message. Invite everyone to sign up for the Race, and discuss opportunities to become more involved and/or donate further to Komen.

Run-a-Thon: Host a Run-A-Thon at your child’s school. Invite all students and families to the event via posters around the school and class-wide emails. The PTA is a great vehicle to organize and advertise the event. Ask all participants to wear PINK! Participants will donate a set amount per lap/time/distance they run.

Hot Lunch: Ask a local restaurant (or multiple) to donate a dish, or ask parents to donate a dish. Charge a set amount for children to eat the special lunch. Donate the proceeds to Komen Greater CETX.

Field Day: Host an after-school (or during lunch) field day at your child’s school. Invite parents to run the event. Include relay races, water balloon tosses, slip-in-slides, crafts, jump rope, four square, etc. Reach out to local recreation and party stores to donate supplies; also ask parents to donate money or supplies. Invite the PTA to help organize and advertise the event. Advertise the event with posters across the school’s campus.

100th School Day: If your child does a “100th day of school” project, ask them to collect 100 coins or bills and after presenting the project to their class, donate the money to Komen.

Sports Banquets/Awards: Ask the organizing committee to donate a portion of the ticket sales to Komen Greater CETX.
- Set up a “swag table” at the banquet. Sell t-shirts, socks, sweatshirts, stickers, etc. with school pride. Donate a portion of these proceeds to Komen Greater CETX.

Schools for the Cure: Participate in Komen’s Schools for the Cure Program! Host a bake sale on campus, sell pink t-shirts for a PINK pep rally or “PINK out” sports game. The Student Council is a great vehicle to plan these events, as well as sports teams.
- Sports Games: Ask the sports teams (cheer rallies, volleyball, football, basketball, etc.) to donate a percentage of revenue from entry tickets and special PINK t-shirts to Komen. For example, “Dig for the Cure” volleyball games.

Pink Free Dress: Particularly for schools with uniforms. Propose a “free dress day” (recommend students wear PINK) to your child’s school. Ask for a small donation, for the option to wear PINK attire.
DONATE VIA SOCIAL MEDIA AND THE SGK APP

- **Facebook:** When asking for donations, direct them to donate via your Facebook fundraising page. If you are raising money for your More than Pink Walk Fundraising goal, donations from Facebook will be directly credited to your Walk Participant Center.

- **Share:** Share the More than Pink Walk event page, Susan G. Komen Greater CETX Facebook Page, and your Komen Facebook fundraising page with ALL your friends!

- **SGK App:** Download the SGK Fundraise App once you register for Walk. From the App, you can recruit friends, ask for donations, and send a thank you notes. This is the best way to centralize and maximize your fundraising efforts!

- **Voicemail:** Change your voicemail and answering machine message to announce you are walking the Komen More than Pink Walk. Direct them to your Facebook page for more information!

- **Your Participant Center:** Send emails from your participant center. Customize your personal webpage with a picture and your personal story. Email your fundraising letter to friends, family and coworkers and ask them to support you. Your email will have a direct link right back to your website and when they donate online, they will automatically receive a receipt for tax purposes. Ask everyone to forward on your email to 10 more people!

- **Fundraising Videos:** Visit Komen’s YouTube Channel for detailed tutorials on utilizing the SGK Fundraising App, how to use your Fundraising Center, sending emails from your Fundraising Center, connecting your Facebook Fundraiser to your Fundraising Center, and more!
ASK EVERYONE!

- **The Power of 10:** Ask 10 friends, family members, neighbors, etc. to donate $10 each— that's $100 and pays for a lifesaving mammogram! Remember, lots of small donations become a large donation, fast and easy!

- **Ask your neighbors:** Formulate a letter describing what More Than Pink Walk is, how Komen benefits the greater Central and East Texas community, and how the recipients can donate to Komen. You can also send out a mass email including this letter. Include the link to your Facebook Fundraising page. Make it as easy and possible for people to donate!

- **Ask local service providers/businesses:** Ask for gift cards (for auctions) or check donations to Komen Greater Central and East Texas.
  - This includes: the doctor, dentist, chiropractor, therapist, yoga instructor, lawyer, insurance agent, nail salon, hair salon, gym, car wash, recreational store, grocery store, restaurants, movie theater, etc. The options are endless, you just have to ask around!

- **Ask your local Country Club/Golf Course/Tennis Center:** There are multiple ways for local clubs to get involved. One, ask the club to donate (full amount or percentage of) the green fees/court fees, for an agreed upon time, to Komen. Two, donate via your Komen Facebook fundraising page. Three, donate a lesson with a pro or a game of tennis/round of golf.

- **Ask the local play theater/movie theater:** Ask these establishments to donate tickets to auction off or donate a portion of proceeds, for an agreed upon time, to Komen Greater CETX.

- **Tribute Donations:** Encourage your donors to make their donations in “honor of”, “support of”, or “in memory of” someone they know who has been affected by breast cancer. This is a great way to let them feel more connected to your experience.

- **Creative Friends:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off.

- **Donation for Days:** Ask people to donate over the three-month period leading up to Race. For example, someone could donate $50 in three installments, once per month. Reminding your donors of the option to donate over time is a great way to increase the size of donations.

- **Concerts:** If you know musicians, ask them to perform a benefit concert at a backyard BBQ or block party. The admission ticket is a cash donation at the entrance.

- **Email:** Put the Komen Logo and a link to your Facebook Fundraiser in your email signature. You will be surprised how many people click and donate!

- **Host a Dinner Party:** Host a Komen-themed dinner party. Serve dinner and drinks. Charge a restaurant-comparable price per person. The total adds up quickly with each person who attends! Both educate your guests on how Komen provides life-saving services to the greater CETX area, and let them know about other ways they can donate to Komen Greater CETX.
SPREAD THE WORD

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 Set up a Table: Set up a table outside your local grocery store or another high traffic area/storefront. Decorate the table in PINK, and make a sign advertising Komen More than Pink Walk. Ask people who pass by for donations. You will be surprised how many people will stop, inquire about Komen Greater CETX, and subsequently donate.

 Meet the Press: Contact the editor of your local paper or your company newsletter — or both! Ask them to interview you about More Than Pink Walk OR contact Komen to set up an interview with the publication. Be sure they include instructions in the story for how readers can make donations (Facebook, Participant Center, Cash, etc.).

 Speak at a place of worship: Ask your local place of worship if you can speak to their congregation about the Komen More Than Pink Walk and your commitment after a service. Set up a table to collect donations afterwards OR invite Komen Greater CETX to speak at your congregation.

 Banner: Have a group of friends, your child’s classmates, or a local business help design a yard sign for your front yard that you can use to promote your online fundraising page/Facebook fundraising page.

 MORE IDEAS

 Sell Space on a Shirt: Sell small blocks of space on a shirt you plan to wear on the Komen More than Pink Walk for a suggested $20 donation. Encourage donors to write a tribute to you, a friend or a loved one. The more you can make your donors feel a part of your experience, and therefore a part of the cure, the more they are likely to give on your behalf.

 Community Art: Set up a community mural project in your neighborhood. First, make sure to obtain permission from the city or owner. Decorate the wall in PINK and include the PINK Ribbon. Charge a fee for people to write their name, place a handprint, or paint something else on the mural. Donate these profits to Komen Greater CETX.

 House Warming: In lieu of a house warming gift, ask attendees to donate to Komen Greater CETX.
  • Place a donation/check jar at your front door. Place a sign next to the door advertising/desccribing Komen Greater CETX. And decorate with PINK!

 Birthday: In lieu of birthday gifts from family/friends, ask people to make a donation instead
  • If you have a party, place a donation/check jar at the entrance.
  • Ask for donations in lieu of presents at your children’s parties.

 Anniversary: In lieu of anniversary gifts, ask people to make a donation to Komen Greater CETX.
  • If you have a party, place a donation/check jar at the entrance.

 Retirement: In lieu of retirement gifts, ask people to make a donation to Komen Greater CETX.
  • If you have a party, place a donation/check jar at the entrance.
FUNDRAISING PROTOCOL

Many walkers host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember the following: Local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities. Please check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager before posting your materials. Be sure to note that your fundraising activity benefits Susan G. Komen Greater CETX.

Charitable Donations: If donors would like a tax receipt, please have them make check payable to Komen Greater CETX, donate to your fundraising portal online, donate via the SGK App, or via Facebook. Cash donations are not eligible for tax receipts.

Questions? Contact walk@komengreatercetx.org or call 512.473.0900.