



*susan g. komen*  
**MORE THAN  
PINK WALK®**



# Fundraising Toolkit



## We Walk Because...

- We believe in the power of people to change the world.
- We believe in the power of community, which goes beyond geography to shared experiences and passions.
- We believe no one facing breast cancer walks alone.
- We believe that where someone lives, what they look like and how much money they have should not determine whether they live.
- We believe we can achieve a day where no one dies from breast cancer.

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## Welcome!

**THANK YOU FOR REGISTERING FOR THE SUSAN G. KOMEN MORE THAN PINK WALK®.** While we may not be able to Walk arms linked, side-by-side, we can come together virtually to share our stories, support one another and raise money to end breast cancer.

Because of participants like you who raise critical funds, we can support those affected by breast cancer through a 360-degree approach by funding lifesaving research, advocating for compassionate public policy, offering assistance for patients, providing trustworthy breast cancer information and ensuring patient support every step of the way.

On Walk Day, you may have team members across many neighborhoods, cities or even states. You may decide to walk where you are or join us at an official MORE THAN PINK Walk. We encourage you to find many ways to connect with the Walk community, and our updated mobile app will be a key part of this as you fundraise and track your steps together as a team.

We're here to help you reach your fundraising goals during the next few months as we lead up to the MORE THAN PINK Walk. We hope this toolkit helps you get started on the path to fundraising success and community strength.

**Thank you for your commitment to helping us end breast cancer forever!**

## Why We Walk

### OUR VISION

A world without breast cancer.

### OUR MISSION

To save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

### WHY WALK

The MORE THAN PINK Walk provides an opportunity to come together to share stories, laughter and tears and to unite as a commitment to fight this devastating disease. We raise money to save lives.

Due to improvements in early detection and effective treatment, the breast cancer death rate in the U.S. has decreased by 43% since 1989, and more than 4 million people are living with breast cancer or are survivors today. Yet, nearly 44,000 people are expected to die from breast cancer this year alone in the U.S. That's one death about every 12 minutes.



# Thank You

**THANK YOU FOR REGISTERING FOR THE MORE THAN PINK WALK®.**

**SAVING LIVES AND ENDING BREAST CANCER FOREVER** is at the center of our mission. Yet we cannot do it alone. You are critical to our ability to fuel our mission and achieve a world without breast cancer.

Our community is strong, and we'll do everything it takes to not lose the people we love. We're committed to ensuring vital research and patient care continues.

Our community needs us — and we need them — more than ever.

Whether for a friend who is newly-diagnosed, a co-worker living with this disease or in memory of a loved one, we are stronger when we walk together. We support those who need help today, while fearlessly searching for tomorrow's cures, when we walk together. We are bold. We are fearless. We walk together.

Together we are more than one person coping with this devastating disease; we are a community fighting back to emerge bolder and stronger than before.

# Getting Started

**WE HOPE THIS TOOLKIT HELPS YOU GET STARTED ON THE PATH OF FUNDRAISING FOR THE MORE THAN PINK WALK.** Below are steps to get the ball rolling toward success.

- REGISTER:** Whether you start a new team, join an existing team or register as an individual, we're happy to have you! Register online [komen.org/register](https://komen.org/register). If you didn't make a self-donation when you registered, make one now!
- SET A GOAL:** Consider how much money you can raise and update your personal goal:
  - If you didn't make a self-donation when you registered, how much can you give to get started?
  - Will you be hosting a fundraiser? How much will it raise?
  - Who is in your circle of influence?
    - How many people can you ask to make a \$100 donation?
    - \$50 donation?
    - \$25 donation?
    - \$10 donation?
  - Continuously monitor your goal. Close to reaching 100%? Consider increasing your goal further - people are more likely to give when they see they are helping you reach a goal.
  - Share your goal - let supporters know your efforts and how their donation will contribute to you reaching your goal. Share how close or far you are from reaching your goal.
- RECRUIT:** Think about who you know. Ask your family, friends and co-workers to join us. Let them know that registration is open, and they can join your team! Send them a link from your Fundraising Center to make it easy!
- FUNDRAISE:** Set a fundraising goal and get to it. Signing in to your Fundraising Center and sending one of our pre-written e-mails is a great way to start.
- GET SOCIAL:** Connect your Fundraising Page to your Facebook and watch the donations roll in - and encourage your teammates to do the same! (see page 10)
- GO MOBILE:** Download the MORE THAN PINK Walk mobile app to earn badges by fundraising and step tracking. (see page 10)

# Creating Your Personal Story

## WE'RE UNITED IN OUR DESIRE FOR A WORLD WITHOUT BREAST CANCER.

Let your team members know that sharing their personal stories is a key part of fundraising for Susan G. Komen.

Share your personal story with your community. If you are on a team share your story with your team and encourage them to do the same. Ask the following questions when creating your story:

- Why are you participating?
- What is your personal connection to breast cancer?
- Are you participating in honor or in memory of someone special?
- What change are you trying to create?
- What problem are you trying to solve? (If you need a hint: we're Walking for a world without breast cancer!)
- What is your fundraising goal? Why?

# How to Ask

## SETTING UP THE ASK:

- Thank them for their past support, if applicable.

## THE FOUR + ONE OF THE ASK

An ask is really simple. It has four parts — well, really four plus one. Take a look at this quick tip from a very successful fundraiser, [Jeff Shuck](#).

### The key takeaways:

1. State the **Need** you are trying to address
2. Tell them **Why** it is important
3. Tell them **What** you are doing about it
4. Ask them, “**Will you** help by doing X?”

And then the plus one: Be quiet. Wait for them to give you an answer.



# Fueling Impact

**AS THE LEADER OF THE BREAST CANCER MOVEMENT**, Susan G. Komen is the only breast cancer organization fighting breast cancer across all fronts, through research, patient support, financial assistance and helping people take action personally and through public policy advocacy.

As a leader in the breast cancer movement, Susan G. Komen is the only breast cancer organization taking a comprehensive, 360-degree approach to fight breast cancer by funding lifesaving research, advocating for compassionate public policy, offering treatment assistance for patients, providing trustworthy breast cancer information and ensuring patient support every step of the way.

Funds raised by the MORE THAN PINK Walk enable us to double-down on our commitment to achieving health equity: ensuring access to high-quality, timely breast health and breast cancer care for all, regardless of race, income or where you live.

## ON ANY GIVEN DAY:

Through the Komen Patient Care Center, we make it possible for people across the country to gain the knowledge, support and access they need to support their breast health journey, including:

**15,000** Over 15,000 people contacted Komen's free Breast Care Helpline seeking support.

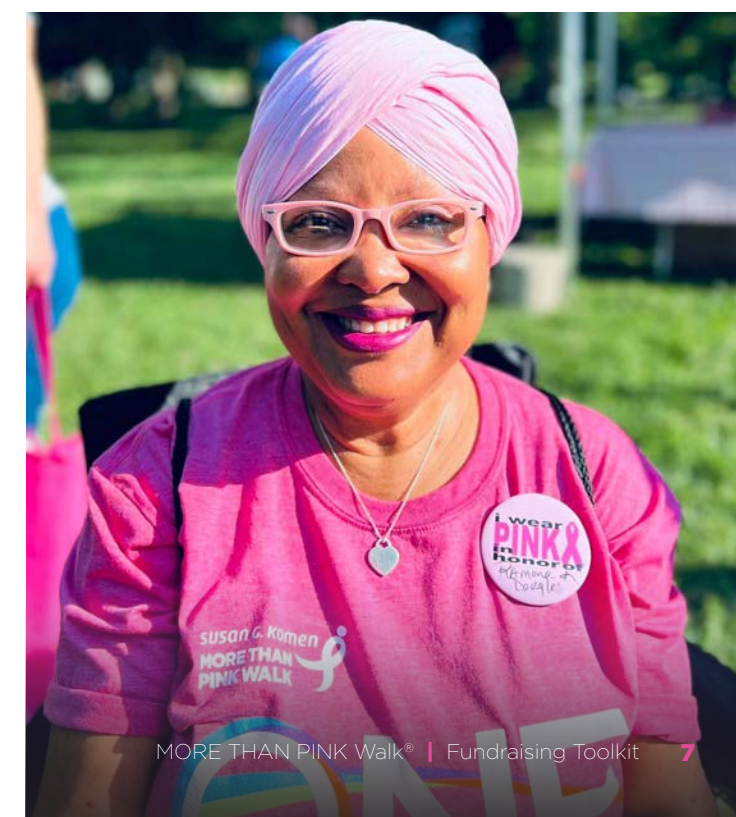
**2.5 MIL** Nearly 2.5 million people visited Komen's comprehensive “About Breast Cancer” section of [komen.org](#).

**10,424** 10,424 patients received support from a patient navigator.

**4,707** 4,707 people received a diagnostic test.

**14,596** 14,596 people received a breast screening.

**10,152** 10,152 patients received financial assistance from Komen to help cover a variety of related expenses.





## Why MORE THAN PINK Walk is Important

### IN THE UNITED STATES

**BREAST CANCER IS THE MOST COMMON** cancer among women, accounting for 31% of newly diagnosed cancers.

**ABOUT EVERY 2 MINUTES**, one case of breast cancer is diagnosed.

**IN 2022, MORE THAN 287,000 NEW CASES** of invasive breast cancer are expected to be diagnosed in women and more than 2,700 cases in men.

**IN 2022, NEARLY 44,000** women and men are expected to die from breast cancer.

### AROUND THE WORLD

**BREAST CANCER IS THE MOST COMMON** cancer in women, with an estimated more than 2 million new cases recorded in 2020.

**BREAST CANCER IS THE LEADING CAUSE** of cancer death in women in 2020.

**IMPROVEMENTS IN EARLY DETECTION AND TREATMENT LED TO A 43%** decline in breast cancer deathrate between 1989-2020.

**BREAST CANCER MORTALITY** is about 40% higher in Black women than in white women.

**AN ESTIMATED 168,000** women are living with metastatic breast cancer.

**THERE ARE MORE THAN 4 MILLION** breast cancer survivors.

**EVERY 46 SECONDS** someone dies from breast cancer. That's more than 1,800 women and men every day

**IN 2020, THERE WERE MORE THAN 7 MILLION** people in the world living with breast cancer.

## Fundraising Online

### FUNDRAISING IS EASY WITH OUR ONLINE FUNDRAISING TOOLS!

**ALL REGISTERED PARTICIPANTS HAVE ACCESS** to an online Fundraising Center where you can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. You have access to numerous tools, including the MORE THAN PINK Walk mobile app — an easy way to fundraise on the go.

Start by setting up your personal Fundraising Page by logging in to your Fundraising Center. Once there, you can:

- Share your story, upload photos and track your fundraising progress
- Create a custom URL to take people directly to your personal Fundraising Page
- Import contacts into your Fundraising Center address book
- Send emails to recruit team members and ask for donations
- Send thank you emails to friends, family and other supporters

### FUNDRAISE THROUGH EMAIL

Through your personal email account or your Fundraising Center (where you can upload your email contacts), send an email requesting donations using one of our pre-written editable templates, or write your own.

### FUNDRAISE THROUGH SOCIAL

- From your Fundraising Center, connect your account with your Facebook page. It's a super easy way to share your personal MORE THAN PINK Walk Fundraising Page with your Facebook friends and watch the dollars roll in.
- Share your story on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach.

## Fundraising Offline

**PARTICIPANTS WHO RAISE FUNDS ONLINE AND OFFLINE RAISE MORE** than those who fundraise just one way. Consider going old school and sending handwritten letters to ask family, friends, neighbors, co-workers and business contacts to donate to your Walk. With your company's permission, send letters to company vendors asking them to support your efforts. If you receive checks, use the MORE THAN PINK Walk app to deposit them to your fundraising account.

# Matching Gifts

**MANY EMPLOYERS PROVIDE MATCHING GIFT PROGRAMS** and will match charitable contributions made by their employees. If your company does not have a formal matching gift program, ask your company to match each dollar that you and your team members collectively fundraise.

Remind your team members to check to see if their employers have matching gift programs. You can search our employer matching gift database online at [komen.org/how-to-help/donate/matching-gifts](http://komen.org/how-to-help/donate/matching-gifts) and see the Employer Matching Gifts section. If the employers are not in the database, contact them directly for matching gift forms and instructions.

# Fundraising — Get Social

**MOTIVATE FRIENDS AND FAMILY TO SUPPORT YOUR FUNDRAISING** efforts by sharing your story on all your favorite social sites. Make fundraising easy by sending messages through Facebook, Twitter and LinkedIn right from your Fundraising Center.

## FUNDRAISE ON FACEBOOK

Reaching your fundraising goal is easier than ever!

To connect your personal Fundraising Center to Facebook, you must be registered. From the Fundraising Center dashboard, you can “Connect Fundraiser to Facebook.” If you don’t see it, scroll down just a bit and click the button to connect.

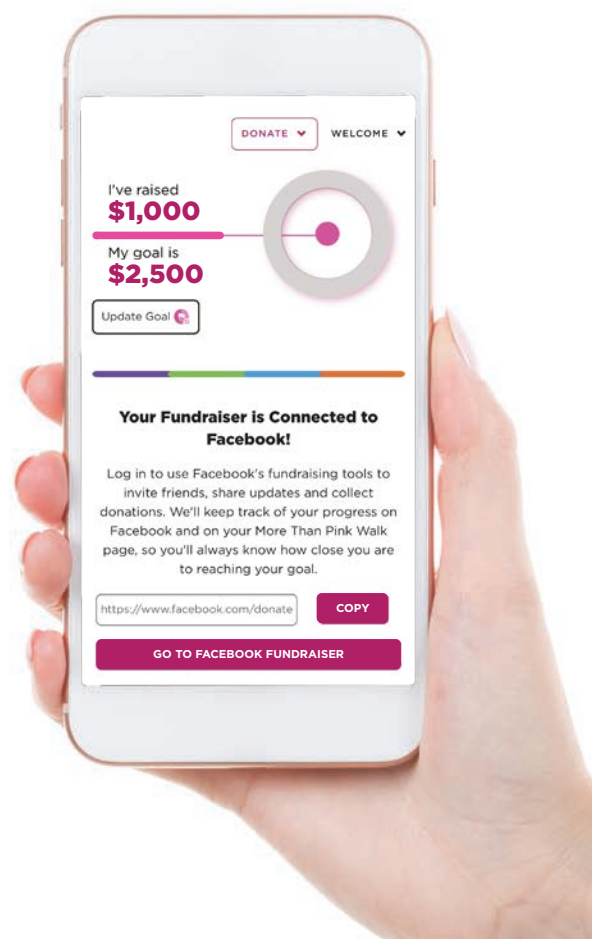
Follow the prompts to log in to Facebook and give permission to connect your fundraiser. Once completed, your Facebook Fundraiser will be created using the story, photo and goal from your fundraising page.

At any time you can click the “View on Facebook” button to see your Fundraiser in action. You can update the story and photo. The progress meter on your Facebook Fundraiser will stay in sync with the progress meter on your fundraising page.

# Fundraising — Go Mobile



**RAISE FUNDS WHILE ON THE GO USING YOUR SMART PHONE!** Download the MORE THAN PINK Walk mobile app using the iPhone App Store or Google Play.



# Fundraising Tips and Thought Starters

**BY REGISTERING FOR THE MORE THAN PINK WALK**, you’ve become a leader in the fight to end breast cancer. It is crucial for you to know and share the importance and impact of fundraising.

## 5 EASY WAYS TO JUMPSTART YOUR FUNDRAISING

- DONATE TO YOUR OWN PAGE.** People who donate to their own fundraising efforts first raise more than those who don’t. Show potential donors you care by making the first donation!
- SET A GOAL.** Friends and family are more likely to give if they see they’re helping you to achieve a goal. Also, once you reach that goal, you can always raise it!
- POWER OF TEN.** Ask 10 friends to each donate \$10. They’re likely to say yes and you’ll have raised \$100 before you know it!
- CONNECT WITH FACEBOOK.** Once you register, log in to your Fundraising Center and connect your account with your Facebook page. It’s a super easy way to connect your fundraising page with your Facebook friends and watch the dollars roll in.
- SEND AN EMAIL.** Through your personal email account or through your Fundraising Center (where you can upload your email contacts), write an email requesting donation using one of our pre-written editable templates or write your own.

## TAKE YOUR FUNDRAISING TO THE NEXT LEVEL!

**YOU’VE JUMPSTARTED YOUR FUNDRAISING BY FOLLOWING THE 5 EASY STEPS ABOVE - NOW IT’S TIME TO GET CREATIVE.** Here are 44 ideas collected from our MORE THAN PINK Walk community of fundraisers to help you grow your impact to end breast cancer forever!

- 1. CORPORATE MATCHING:** Take advantage of corporate matching gifts programs. Many of your donors may work for companies that have a program like this — their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.
- 2. STEP CHALLENGE:** Ask people to pledge a dollar amount for each step you take the day of the event. Follow up with them following the event with your steps and ask them to donate.
- 3. DONATION FOR DAYS:** Ask people to donate an amount per each mile you’re planning to walk the day of the event. Instead of a \$25 donation, encourage them to make three \$20 donations! Remember they can pay over the course of three months. Reminding your donors of the option to donate over time is a great way to increase the size of donations.
- 4. BIRTHDAY:** In lieu of a gift for your birthday, ask your friends and family to make a donation to the MORE THAN PINK Walk.
- 5. CORPORATE SPONSOR SHIRT:** Identify one corporate sponsor that you can ask for a large donation. Offer to wear their shirt for advertising on event day.



**6. HOST SOMETHING:** Host a lemonade stand, a bake sale, a karaoke contest or bingo night. Get creative with ways to inspire others to donate to a cause you care about.

**7. CLEAN OUT A CLOSET:** No time or not able to have a garage sale? No worries! Clean out that closet and sell your items and put that money towards your fundraising.

**8. DELEGATE:** Give your close friends donation forms and ask them to get donations for you.

**9. ASK YOUR NEIGHBORS:** Write a note to all of the neighbors on your block or in your apartment building to ask for donations. Include an update on your fundraising progress.

**10. ASK YOUR DOCTOR(S), DENTIST AND VETERINARIAN** for a donation.

**11. ASK YOUR CHIROPRACTOR AND THERAPIST** for a donation.

**12. ASK YOUR YOGA INSTRUCTOR OR PERSONAL TRAINER** for a donation.

**13. ASK YOUR LAWYER AND INSURANCE AGENT** for a donation.

**14. ASK YOUR AUTO MECHANIC OR DRY CLEANER FOR A DONATION,** or for coupons that you can use at a fundraising party or raffle.

**15. HOLD A GARAGE SALE:** Clean out your closets and garage and hold a sale. You can also post your items to one of the online sites and apply your sales to your fundraising goal.

**16. 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 engaged with your experience.

**17. BENEFIT NIGHT AT A LOCAL RESTAURANT:** Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment.

**18. SUPER CHANGE JAR:** Ask all of your friends and family to put aside their spare change to be added to the super change jar. Leading up the Walk, empty it out and let everyone know how much “a little at a time” adds up!

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

**20. HOST A COOKING CLASS:** Ask your friends and family to donate to attend your cooking class and walk them through how to cook one of your favorite dishes or desserts.

**21. TEXT-TO-GIVE:** Simply text message a link to donors. The link leads them to a mobile-responsive donation page where they can make a contribution.

**22. PAINT/CRAFT NIGHT:** Host a guided craft project. The art can even reflect the cause. Reach out to local colleges’ art department and studios for experts and instructors.

**23. WEB-BASED AUCTION:** Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item’s selling price is going toward your fundraising for the MORE THAN PINK event in your community.

**24. HOST A COFFEE GET-TOGETHER:** Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Let them know they will have a chance to pay tribute to someone affected by breast cancer (or any cancer) by signing your shirt. Suggest a donation of \$20 (or more!). Get creative and have them sign pink ribbons to be attached to your shirt, or pink buttons, etc.

**25. MOVIE/TV MARATHON:** Host a movie or TV series marathon. Choose a theme (*Hitchcock, I Love Lucy, Gilligan’s Island, Seinfeld*) and start the popcorn! Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears or every time Jerry has an “aside” with Elaine

**26. SAY IT WITH COLOR:** Color your hair pink or shave your head for donations. Become a human conversation starter and see how much attention you can draw to your dedication to the cause.

**27. SIGNING YOUR CORRESPONDENCE:** Get in the habit of signing your correspondence with your name followed by a link to your fundraising page. You’ll be surprised by how many people will ask you what it means. You can use this method for letters and emails.

**28. VOICEMAIL:** Change your voicemail and answering machine messages to announce the fact that you are participating in the MORE THAN PINK Walk. This will be news to some and a reminder for all!

**29. LABELS/BUSINESS CARDS:** Create (or order) return address labels and/or business cards that state, “I’m participating in the MORE THAN PINK Walk – Event Name. Will you sponsor me?”

**30. MEET THE PRESS:** Contact the editor of your local paper or your company newsletter — or both! Ask them to interview you about what you've undertaken and why and include a request for support. Be sure they include instructions in the story for how readers can make donations to you.

**31. CAR WASH:** Go to your local car wash and talk with the owner/manager about doing a fundraising event there. Many people go to the same car wash every week. Post flyers a couple weeks in advance and then spend a few hours talking with people about what you are doing at the cashier stand. Hand people a flyer and accept donations!

**32. CREATIVE FRIENDS:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off. If you aren't creative yourself, ask a friend to design a thank you card or blank note card that you can package, tie up with a ribbon and sell.

**33. HAIR SALON/BARBER SHOP:** Ask your hair salon/barber shop if they will donate \$2 from each haircut over the course of a weekend to the MORE THAN PINK Walk you are participating in.

**34. USE YOUR TALENT:** Offer any talent or skill that you have for a minimum donation; graphic design, massage, hair stylist, make-up artist, photography, computer skills, sewing, music, baking, etc.

**35. DONATE YOUR HOURLY RATE:** Ask your friends to donate one hour of their salary to your fundraising.

**36. TALENT SHOW FUNDRAISING:** If you can sing, ask your community to donate \$50 with their song request and you can sing it on social media. Family Dance Party requests... Donate \$25 and the whole family will dance to the song of your choice.

**37. SPORTS FAN FUNDRAISING CHALLENGE:** Challenge your friends to donate a certain amount within a time period and if that is met you will wear a rival jersey for a day.

**39. PINK TUTU CHALLENGE:** Challenge your community to donate or raise a certain amount and you will walk around your neighborhood in a pink tutu on event day.

**40. 1 IN 8 CHALLENGE:** 1 in 8 women will be diagnosed with breast cancer in their lifetime in the U.S. I am challenging my community to get 8 donations in 8 days. This can be any amount that you want to give but each of these will represent the impact we can have to change this statistic.

**41. CAR WASH:** Offer to visit someone's house and wash their car for a \$50 donation.

**42. TRIBUTE T-SHIRT:** Plan to create a personalized shirt to wear on event day. Ask your friends and family to buy a spot on the shirt where you will put the name of a loved one that has been affected by breast cancer. If you have 10 spots on the shirt with a \$100 donation for each spot that would raise \$1,000.

**43. ONLINE TUTORING:** If you are good at math, musical instrument or any other subject, offer to help out your friends with their kids for a donation.

#### **44. ENGAGE YOUR COMPANY AND YOUR CO-WORKERS:**

**A. STEPS CHALLENGE!** - Ask friends, family or different departments to "sponsor" your team by making a dollar amount donation for each step your team takes on event day.

**B. GOT TALENT?** Have your team members show off their unique skills with a talent show! Invite co-workers to join in for a donation.

**C. GAME NIGHT!** Host a Bingo or Trivia night for your team members' friends and families. Entrance to the game is a donation.

**D. TEACH A SKILL!** Is a team member a good cook? A DIY guru? Hold a live class for friends, family or your company in return for a donation.

**E. SPREAD THE SUPPORT!** Find a creative way to invite your vendors or clients to join the movement to fight breast cancer. Can your team make a fun video to send out explaining your company supports and why your vendors should too?

**F. RECRUIT LEADERSHIP!** Do you want to watch your CEO sing karaoke? Dress up in a pink wig? Ask leadership to loan their influence to a good cause by taking on dares in return for a team donation.

**G. REMEMBER LOVED ONES!** We all know people affected by or lost to breast cancer. Provide your colleagues an opportunity to honor and remember loved ones. Can a team member create a graphic or social media frame (i.e. think "Our Company supports Komen" profile frame) that donors receive access to once they donate?

**H. INCENTIVIZE DONATIONS!** Make your team a community. Anyone that donates to the team receives something in return (i.e. a branded bracelet, pink ribbon pins, a virtual graphic, something to hang in their window that says "I am a supporter.")

**I. FRIENDLY COMPETITION!** Send weekly team emails with team member fundraising rankings to celebrate top fundraisers.

**J. EMAIL/CALL BLITZ!** Host a 30-minute email/phone blitz on the day of your event. Have each team member devote 30 minutes before the Walk kick off to send last minute donation requests, follow up requests and thank you's!

#### **FUNDRAISING PROTOCOL**

Many participants host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember that some local communities have laws governing fundraising activities like raffles, garage sales, leafletting 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 first, before posting your materials. Be sure to note that your fundraising activity is for the MORE THAN PINK Walk, which benefits Susan G. Komen.







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**MORE THAN  
PINK WALK®** 

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# Thank you!