



Ron Heath raised over \$11,000 as a surprise to his wife, Stacy.

FUNDRAISING TOOLKIT

FOR

**KOMEN GREATER FORT WORTH
RACE FOR THE CURE®**

FUNDRAISING TOOLKIT FOR KOMEN GREATER FORT WORTH RACE FOR THE CURE®

Most of the money collected throughout the year at the Greater Fort Worth Affiliate is by participants in the Komen Greater Fort Worth Race for the Cure®. Your participation will bring much-needed funds to the fight against breast cancer. You will also be helping the underserved in your community.

Beginners are always surprised at their success at collecting donations. It may seem overwhelming at first but it really is easy! Remember you are not collecting money for yourself. You are collecting donations to support the fight against breast cancer and every dollar counts!

TIPS

- Start collecting donations early!
- Set goals and make them known. Get the word out that you are raising money and training for the run/walk!
- Research your company's matching gift program and double your money!
- Be knowledgeable about the cause see where the money goes.
- Remember to say THANK YOU with a smile. Send out a thank you note to individuals thanking them for helping you reach your goal.
- Let everyone know they are making a difference in their community.
- Let people know how much you have raised and how close you are to your goal.

DONATION FACTS

- Up to 75 percent of the net funds raised in our community help Komen Greater Fort Worth's medically underserved. Komen Greater Fort Worth serves Tarrant, Parker, Johnson and Hood counties.
- The remaining 25 percent of the net funds raised supports the Komen Foundation Award and Research Grant Program which funds groundbreaking research around the world.
- Donations are tax-deductible.
- A \$150 donation will fund 1 mammogram.

WHO TO ASK

- Ask people you see each day. Especially those who know you will be participating in the Race.
- Go through your phone lists/address books, email lists, work Rolodex, etc....think of EVERYONE you know who might support you in this great endeavor.
- Continue to add people to your list as you think of them. People will be honored to be part of your fundraising drive!

REMEMBER TO ASK

- Family, In-laws
- Friends
- Co-workers
- Your Dry Cleaners
- Significant other's co-workers
- School friends
- Business associates
- Customers
- Vendors
- Personal Workout Trainer
- Your banker
- Your doctors
- Kid's dance/music/gymnastics teacher

HOW TO ASK

* E-mail: When you register online you are set up with your own personal Race center where you can create an address book and easily e-mail all of your friends and co-workers. The Race Center also includes sample email templates that you can customize and send to friends, family and co-workers.

- The ability to customize your message.
- Collect donations from all of the individuals who prefer to communicate by e-mail.
- Collect donations from all of the individuals who prefer to use a credit card.
- Lets everyone know that you are in the Race and you are collecting donations, increasing word of mouth donations!
- Ask your friends to forward the e-mail message to their family and friends if they don't mind. This will help you reach your goal.

- Encourage everyone to give something, ANY dollar amount that you raise will make a difference. Even if it is only \$5. Five dollars from 20 people is \$100!
- REMEMBER! You are NOT asking for money for yourself, it's for The Susan G. Komen for the Cure, a great cause!

* Postal Mail: Postal mail has really taken a back seat to emails these days so writing a hand written note catches someone's attention. Remember to have the donations sent directly to you so that you can keep track and send them in all at once with a pledge form.

* Face-to-Face:

Every Friends for the Cure® donation you collect makes a difference! Be creative and remember to have fun!

The Komen Greater Fort Worth Race for the Cure® Information Sheet

The Power of a Promise

Susan G. Komen for the Cure was founded on a promise made between two sisters – Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the Susan G. Komen for the Cure in 1982.

Breast Cancer Statistics for 2008 (2009 statistics by ACS are currently delayed)

- 178,480 new cases of invasive breast cancer are expected to occur among women in the United States during 2008.
- An estimated 2,030 new cases of breast cancer will be diagnosed in men in 2008.
- An estimated 40,460 women will die from breast cancer in 2008.
- An estimated 450 men will die from breast cancer in 2008.
- The 5-year relative survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98% (compared to 74% in 1982).
- There is 1 person diagnosed with breast cancer every 3 minutes and 1 death every 13 minutes in the United States.

More Tips

Ask 10 friends

- If 10 friends donate \$15 dollars each a mammogram will be funded.
- Ask 10 friends to join you in the walk regardless of their intention to fundraise.
- If you sit down with 10 friends to brainstorm on ideas to reach out into the community... the sky is the limit with how far it might reach.
- Ask 10 friends if they've had their mammogram or clinical breast exam.
- Ask 10 friends to pass out your 'support me business cards' to 10 people that you may not know.

Fundraising Ideas:

Start by sending out a personal letter to everyone you know. Ask them to ask their employer to match their donation or become a corporate sponsor.

- Carry fundraising business cards with you everywhere you go. Use them to talk to friends and family. Tell them what you are doing and why.
- Organize a Bake Sale at work, church, or in front of your favorite business like the drycleaners.
- Organize a Garage Sale. Ask your neighbors to make item donations to sell.
- Host a Party. You can host a party at your home or a designated location and charge admission. It could be a dinner party or a themed party of any size. You can even solicit the services of your favorite chef. When sending out the invitations, make sure to inform your guests about the important cause you are asking them to support.
- Spare Change Jar. Start a change jar and ask your friends and co-workers to do the same and anytime you empty your pockets put the spare change in the jar.
- Give Something Up. Think about how much you spend on items such as soft drinks, movies, music, fast food, shopping, etc. Consider giving something up for one month and use that money saved to support Susan G. Komen for the Cure®.
- Letter Writing. Send letters to friends and family, employers and co-workers, local clubs, churches, banks, etc. Remember to mention that all donations are 100% U.S. tax deductible.
- Host a Karaoke Night. Ask everyone to make a minimum donation or have the singers pay to sing and the audience pay for someone to sing; if they person does not want to sing, they have to pay not to sing. Award prizes solicited from

local businesses or organizations. See if you can have snacks donated and see if someone will let you borrow music & karaoke machine.

- Have an Auction (blind, silent, or dinner).
- Talk to local companies (restaurants, movies, parks, or clubs) and see if they will allow a portion of their proceeds of one day be donated to your team fundraising drive.
- Organize a group of kids and Host a Car Wash at a local fast food establishment.
- If you know of an independent distributor, negotiate hosting a show at your home for a percentage of the sales to go toward your fundraising goal.
- Sell candies or treats, like popsicles, around the office.
- Casual Dress Day. Allow staff to contribute \$5 and they can wear casual dress on a designated Friday.

The next page is a Sample Fundraising Letter that can be printed & mailed or formatted into an email.

Dear _____,

I am writing today to tell you about the Komen Greater Fort Worth Race for the Cure® event that I am taking part in on Saturday, April 24, 2010. My hope is to not only “imagine a life without breast cancer” but to also do my part to help find the cures. I will be joining more than 18,000 participants ranging in age from teenagers to seniors in an effort to help raise funds to find the cures for breast cancer.

Many of us have been directly affected by or have known of someone that has been diagnosed with breast cancer. That is why I am asking for your support. I have set a goal of raising at least \$_____. I know times are tighter than normal for many of us, but if you can spare even \$5, it would truly make a difference.

Please keep in mind that thousands of men and women who reside in the Greater Fort Worth and cannot afford breast healthcare benefit each year as a result of funds raised through the Komen Race for the Cure by receiving screenings, education, and treatments. The Komen Greater Fort Worth service area includes Tarrant, Parker, Johnson and Hood counties.

For inspiration, I thought you might like to know how your donation can work:

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To support me, visit my personal page at: _____. If you would like to send a check or money order, please make it payable to Komen Greater Fort Worth Race for the Cure® and send it directly to me. Or if you will be in Greater Fort Worth on April 9, 2011 come join me in the Race!!

Each of us has our reason for wanting to “imagine a life without breast cancer.” Whatever your reason, I hope you will join me in my efforts. I am so lucky yo have people like you in my life who care about Finding a Cure. Thank you so much for your time and generosity.

Sincerely,

Please send donations to me at:

These 4 post cards can be copied on front and back cardstock at your local copy store:



2011 Komen Greater Fort Worth Race for the Cure®
Saturday, April 9th at Ridgmar Mall, Fort Worth



2011 Komen Greater Fort Worth Race for the Cure®
Saturday, April 9th at Ridgmar Mall, Fort Worth





Please help me Race for the Cure!!!

Send checks to me at:

Four horizontal lines for check address

Hello,

On April 9th, I will participate in the Komen Greater Fort Worth Race for the Cure®. Please help me raise funds for research and to find the cures for breast cancer by making a donation.

You can send a check made payable to Komen Greater Fort Worth Race for the Cure to my address listed to the left. You can also use your credit card online:

www.komengreaterfw.org

Thank you for your help and support.

PLACE POSTAGE

Four horizontal lines for postage address



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PLACE POSTAGE

Four horizontal lines for postage address

Thank you

One promise, two sisters

Thank you

One promise, two sisters

Dear

*Thank you so much for your
support.*

PLACE
POSTAGE

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*Thank you so much for your
support.*

PLACE
POSTAGE
