Hosting a Making Strides Against Breast Cancer fundraiser is easy! You just need a little inspiration and a little organization. This document can help you as you plan and implement your fundraiser.

**TYPES OF FUNDRAISERS**

Together with your team, decide what type of fundraiser you want to have. Think about the skills and resources of the people on your team.

- **Individual fundraising:** Is one of your team members an excellent cook? If so, how about a spaghetti dinner or workplace lunch?
- **Team fundraising:** As a team, host a community bake sale or car wash.
- **Online fundraising:** Send all your friends, family, and coworkers an email asking for a donation and include a link to your personal Making Strides fundraising page.

**GOAL-SETTING AND PLANNING**

How much money would you like to raise? When setting your goal, don’t forget to take expenses into account.

For example, let’s say you plan to host a neighborhood movie night and would like to raise $300. You estimate your expenses are going to be $50, which will cover popcorn, soda, candy, and the movie. Try working with local businesses to underwrite the expenses. Ask your local American Cancer Society staff partner for donation forms on Making Strides Against Breast Cancer letterhead to help with these requests.

You’ll also want to calculate how many people will need to attend in order to raise $300. If, for instance, you charge $10 per person and have an underwriter to cover your expenses, you only need 30 people to attend to reach your $300 goal.

Don’t forget about the Pacesetters Club! When setting your team fundraising goal, consider aiming for the Pacesetters Club level. Visit MakingStridesWalk.org/pacesetter for more information about the program.

**LOGISTICS AND DETAILS**

Now that you have a plan and a goal, it’s time to take things to the next level.

- What time of year would be best?
- Which day of the week and time of day would work best?
- Do you have a location secured?
- Is there adequate parking?
- Is there enough seating?
- Are decorations and/or signs needed?
- Make a plan to get the word out about your fundraiser. Think about the audience you’re trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine who will be responsible for which task and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort!

**WRAP UP**

Congratulations, your fundraiser was a huge success! Now what?

- **Recognition:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team members.
- **Evaluation:** Meet with your team to review the great things that happened and identify any challenges you experienced. If you decide to hold a similar fundraiser in the future, you’ll know where to make some changes.

Now, it’s time to plan your Making Strides Against Breast Cancer team fundraiser! Use the helpful planning worksheet on the next page.
## GOAL-SETTING AND PLANNING

### Estimated Income

<table>
<thead>
<tr>
<th>Type of Income</th>
<th>Income</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets</td>
<td>$10 per person</td>
<td>25 people</td>
<td>$250</td>
</tr>
</tbody>
</table>

Total Estimated Income: $ __________

### Estimated Expenses

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>$100</td>
</tr>
</tbody>
</table>

Total Estimated Expenses: $ __________

Net Fundraising Goal: $ __________

## LOGISTICS AND DETAILS

Date: __________

Time: __________

Location: __________

<table>
<thead>
<tr>
<th>Task</th>
<th>Team Member Responsible</th>
<th>Date Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy decorations</td>
<td>John Doe</td>
<td></td>
</tr>
</tbody>
</table>

## DON’T FORGET!

- Before you begin, ask your local American Cancer Society staff partner about local and state laws that might affect your fundraiser.
- Thank everyone who attended and helped with the fundraiser, especially your team members.
- Get the word out about your fundraiser on social media, email, and in person.
- Meet with your team after the fundraiser to evaluate what worked well and what you might do differently in the future.