



Making Strides Against Breast Cancer  
**PARTICIPANT FUNDRAISING TOOLKIT**



# Making Strides Fundraising Toolkit

## Table of Contents:

- 1) **A to Z of Fundraising** - Quick and easy tips and fundraising ideas, from A to Z
- 2) **Team-Based Fundraising Ideas by Industry** – Ideas for you to execute with your full Team
- 3) **Additional Resources** – Assets you can use to execute these fundraising efforts

## A to Z of Fundraising

### A

**Anti-Complaint Day** – Charge co-workers \$1 for each time they complain about anything.

**Art Sales** – This fundraiser is perfect for youth teams, as students produce creative works of art and host a show where parents, family, and friends can buy their completed masterpieces.

**Ask Everyone You Meet** – Download the FUNdraising App so, when you talk to people about Making Strides, you can ask them to donate right there and all through your mobile phone.

**Assembly** – “Some Assembly Required Service” during the holidays is a service for those who don’t know how to put all the parts together.

**Auctions of All Kinds** – Talk to your employer about auctioning off a prime parking space, a half day or whole day off from work, or offer a picnic lunch, afternoon desserts, homemade dinners, local artwork, or other creative and fun items.

### B

**Babysitter Service** – Babysitters are always a commodity!

**Bagel Sales** – Talk to a local vendor and ask them for a discount on bagels if you buy a few dozen each Friday. Take them to work and collect donations for them. This concept is also good for soft pretzels and donuts.

**Bake Sale** – Get friends/colleagues to bake up some goodies to use to collect donations at the office or at sports games or other events. Don’t forget to use the FUNdraising app to easily accept credit cards and scan checks.

**Balloon Day** - This is great for students. Collect donations for a Making Strides balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloons and messages. What a great idea for Valentine’s Day! You could also use flowers with messages attached.

**A “NO-Bake Sale”** – Where co-workers pay so they don’t have to bake goodies.

**Barbecue Lunches** – Prepare barbecue lunches for donations! Charge extra for delivery.

**B-I-N-G-O** - Bingo games. Don’t forget to ask participants to donate their winnings!

**Birthday Celebration** – Help save lives from breast cancer by asking people not to purchase cards or gifts for your birthday, but to donate to your Making Strides team instead.

**Block Party** – Have a neighborhood block party. Collect donations for food and admission!!

**Book Sale** – Encourage coworkers, family, and friends to dust off their bookshelves and contribute to a book sale.

**Boss for the Day** – Allow people to bid on being boss for the day. Highest bid wins!

**Bounce-A-Thon** – At a local elementary school give each student a collection envelope to take home to collect pledges for bouncing a basketball for one hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

**Bouquet of Flowers** – Ask a local florist to donate one bouquet of flowers for January, February, and March, then have the employees take a chance to win some springtime for their desk.

**Bowling Chance** – One dollar gives you the chance to throw two balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. Team is to solicit a nice prize for the drawing.

**Bowl Away or Strike Out Breast Cancer** – Plan a bowling event that can be held annually and is more than your average night at the lanes. Each team that collects donations for tickets to the event gets a credit back to their fundraising. Coordinate two bowling heats and schedule it on a day that doesn't interfere with a league already in place. The cost is \$10 for adults per heat and \$5 for kids. Volunteers could also focus on getting lane sponsors at \$25 per lane sponsor.

**Breakfast Treat Day** – Bring in healthy treats, like fruits or yogurts, for a Monday morning meeting, and encourage donations in exchange for the treats. Offer desk-side delivery for pre-orders.

**Brown Bag Lunch Day** – Everyone brings in their own lunch and donates the money they would have spent to your Making Strides Against Breast Cancer fund.

**Bus Tours** – Arrange for a bus trip to some place fun, such as New York City or Atlantic City. Your team collects donations for the tickets and gets a portion of the ticket price. The tour company handles the rest.

## C

**Carpool for fun and profit!** - Ride together and donate your gas/toll money. Good for the environment, too!

**Car Window Washes** – Your team can wash car windows at fast food restaurant's drive thru window.

**Car Wash** - During the business day, wash cars for customers and employees alike.

**Casino Day** - Hold a casino day where the players gamble for play money which they can use to buy items donated by local businesses.

**Challenge by the Boss/Principal** – Get the boss to agree that if at least 15 people join the team and every team member raises a minimum of \$100, he/she will wear all pink clothing to work the Monday after the walk. Or get even more creative by having him/her dress up like a pig, shave his beard/head, sit in the dunking booth, get a pie in the face, etc. once the milestone is met!

**Challenges** – Talk to your employer about challenging another team or company to raise more money than your team.

**Chari-tea** – Invite your friends to a tea party, and encourage them to wear their finest hats. Ask for a suggested donation from those attending, and ask each team member to provide a component of the tea (finger sandwiches, biscuits, exotic teas, etc.). To add awareness to your fundraising event, ask a survivor to share his or her story.

**Change: “A Little Change Makes a Lot of Cents”** – Bank and credit union teams post this message at the teller line, “donate the ‘cents’ from your deposit to the (name of team) and support the fight against breast cancer.”

**Challenge another team to raise more than you** - Some radio stations may gladly put your challenge on the radio.

**Challenge friends and family** to out-donate one another. If your sister gave \$25, challenge your brother to give \$30, etc.

**Change jar** – Keep a change jar in high traffic areas.

A HOT-HOT-HOT **Chili Cookoff!** Initiate a challenge to colleagues at work to participate in this challenge. Have other colleagues make donations for a chili lunch and let them select the winner.

**Christmas Trees/Wreaths** – Ask a local retailer to donate \$1 for every tree and wreath sold or to donate trees/wreaths for your team to sell. Another idea: volunteer to work the local tree lot for a night if the retailer will donate a percentage of that night’s sales.

**Celebrity Waiter** - An event designed to bring the “celebrities” in the community together to have fun while raising money for a great cause. Celebrity waiters are recruited to wait on a table of ten guests. Waiters will be asked to seek donations for ten dinner tickets. Waiters choose their guest list and each guest is encouraged to “tip” the waiter for items needed to enjoy their dinner. You will also be asked to encourage your invitees to bring “tips” for your services. Tips are the primary way funds are raised at the event.

**Characters/Mascots for a Cause** - Provide a suggested \$25 donation for each ticket and receive a complete kid's meal (could be a breakfast, lunch, or dinner), an autograph book, and an opportunity to take photos with your favorite characters/mascots.

**Cleaning Service** – Provide a housecleaning, attic, basement, or garage cleaning service.

**Coin Cans at Sporting Events** – Use Making Strides coin cans during sporting events to collect donations. Have the event announcer tell the crowd what you are doing and why.

**Coin Rolling** – Save all your extra change and then roll it once a month. You'd be surprised how much money you'll have!

**Coin Toss** – Ask the local mall if you can collect all the coins tossed in the fountain for a designated time period. Be sure to have signs up stating that the coins will be donated to the American Cancer Society's Making Strides Against Breast Cancer event.

**Comedy Club** – Ask a local comedy club to host an evening in support of the Making Strides Against Breast Cancer event. Invite all teams to sell tickets. For instance, if a team collected donations for 10 tickets at \$10 each they just raised \$100 for the American Cancer Society.

**Cookbooks** – Collect recipes from employees and have them published. You could have them produced for approximately \$2 each and ask for suggested donations of \$7-8.

**Craft Fairs** – Many teams take advantage by having a craft table/drawings at these festivals.

**Crafts** – In a holiday mood? Craft tree ornaments or other homemade treasures and collect donations for them!

## D

**Dance for Cures** – Students can hold a school dance with the admission fee donated to the American Cancer Society. Pick a theme – Sock hop, beach party, disco, square dance, dance for senior citizens, etc.

**Day Spa** – Provide haircuts, manicures, and massages and collect donations for each.

**Decorating Service** – No time to decorate? Provide a Holiday Decorating Service – for a donation, of course!

**Dedicate** your personal effort to someone who has been touched by breast cancer or in honor of someone who has passed away from the disease. Include that in a letter along with a self-addressed stamped envelope. Consider mailing to friends, relatives, co-workers, business associates, doctor, dentist, hairdresser, barber, church members, service club members, Christmas or Hanukkah card list, personal phone directory, etc.

**Deliver Flyers** – See what businesses distribute flyers in the weekly paper or through the mail. Offer to have your team deliver inserts at each house in town for one or two weeks. This will save them money. In Washington state, the phone company paid a high school team \$2,500 to distribute the new phone books in their community.

**Deliver Meals** – Have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

**Dime Fundraiser** – Bring some empty water bottles to work and collect dimes from your colleagues (if you fill a water bottle, you can raise \$100). Gather a team of people at work to help – get 10 people to fill 10 bottles and that’s \$1,000 right there! Use this [flyer](#) to spread the word.

**Dinners** – Coordinate spaghetti dinners, gourmet feasts, etc. and collect donations of your attendees.

**Drawings** – Coordinate a drawing for a donated item from a local business (dinner for two, movie tickets, etc.).

**Dress Casual Day** – Check with your employer about hosting a dress down day. Employees who donate to your Making Strides team will be allowed to dress casual on a specified work day. Use this [flyer](#) to spread the word.

**Duck Race** –Collect donations for rubber duckies who will “race” down a local stream or river with the owner of the winning duck getting a donated prize (movie tickets, gift certificates, etc.).

**Dunking Booth** – Set up a dunking booth at a local community event, and recruit local celebrities to sit in the booth. You can also charge a “dunking fee” that people will pay to have someone else sit in the booth!

## E

**Easter Bunny Breakfast** – Sale tickets for children to eat breakfast with the Easter bunny followed by an egg hunt.

**Easter Egg Sale** – Take orders for an assortment of chocolate Easter eggs.

**Envelopes at Restaurant Tables** – If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, “Please help save lives from breast cancer. Support the American Cancer Society Making Strides Against Breast Cancer walk.”

**Email** – The number one reason people give for not donating is because they aren’t asked ... so ask! You can use one of our template messages available in your My Strides dashboard or write your own. Ask your friends, family, colleagues, etc. Consider challenging them to donate more than the other, and make it a contest.

**Errand Service** – Never have time for all those errands? Run an errand service!

## F

**Face Painting** – Set up a booth at a local community event. Kids love it!

**Flowers and Plants** – Collect donations for extra houseplants or bouquets from your garden, and watch your donations blossom.

**Fruit Baskets** – Ask local stores to donate the fruit, baskets, and cellophane. Your team collects donations for the baskets in advance (suggested \$20 per basket). Then you have a “Basket Making Party” where you make the baskets. Each team member delivers the baskets they sold.

**Fry Day Friday** – Ask a local fast food restaurant to donate a dime from every order of fries sold every Friday for a specified amount of time.

**FUNdraising App** - Directly from your My Strides dashboard. You’ll be able to send emails, track your progress, and share your efforts on social media from anywhere at any time. You can also easily and securely collect debit/credit card and check donations to support your fundraising efforts. The app is great for car washes, bake sales, or any of your fundraising activities! It is available to all registered Making Strides participants.

## G

**Garage Sales** – Clean out your attic, garage, and basement, and host a garage sale to raise money for your team.

**Gift Shopping Service** – Your team does the shopping for those people who have no time to do it themselves.

**Gift Wrapping** – During the holidays, teams can set up at the local mall or in a particular store. Get the paper, ribbon and other supplies donated.

**Golf Tournament** – Work with your local golf course to host a golf scramble. This kind of gathering could provide some unique opportunities to network with members of the community in a completely new way! A group of volunteers working to plan this event could look to community businesses to donate prizes and awards.

## H

**Haunted House** – Organize a haunted house and charge admission. Don’t forget the hayride and apple cider.

**Have a ball game party** at your home and ask for a donation for your Making Strides team



**Helper for a Day** – Shovel snow, rake leaves, or mow your coworker's/ neighbor's lawn, and donate your "fee" to your Making Strides team.

**Home Parties** – Host a jewelry, kitchen, candle, clothing, or home decorations party and donate the profits to your Making Strides team.

**Hole-in-One** – Set up a portable putting green in your office and for a donation let people try to put it in. Have prizes for anyone who gets a hole in one!

**Holiday Party** – Play carols, serve cookies, decorate a tree, have pictures with Santa, and charge admission.

I

**Ice Cream Social** – Set up an old-fashioned ice cream parlor and soda fountain, offering refreshing summer treats for a donation to your team.

**Ice Plunge** - The ice plunge is an event in which teams come together on a date in the winter and jump into the water. Participating teams raise money just as they would leading up to the walk. Also during the event itself there are several other fundraising and mission components such as a silent auction, raffle (if permissible in your state), costume contest, mission moment, and award ceremony.

J

**Jail & Bail** – For a donation, employees can have another employee arrested. The arrested employee must post bail for an additional donation or a bounty can be placed on the arrested employee's head. They will be held until the entire bounty is raised. Bounties can run \$100+ per inmate.

**Jewelry Sale** – Work with a wholesale company to sell jewelry with your team receiving a percentage of the sales. Or have your team members donate jewelry they don't wear anymore, have a jeweler clean it up for you, then have a sale.

K

**Kiss the Pig** – Select three to five well-known and well-liked employees or community leaders. Have the employees/community choose the individual they would like to see kiss the pig by dropping donations in jars. Each contestant has their own jar and the one with the most money in their jar must kiss the pig!

**Knock Out Cancer** – Ask your employer if you can set up a punching bag in your office lobby or cafeteria, and for a donation let staff take out their aggressions on breast cancer.

**Knit to Save Lives** – Use your knitting or crochet skills to make easy items like coffee cup cozies, scarves, or hats and offer them for a donation to your Making Strides team.

## L

**Lawn Service** – While you are mowing your lawn, ask to mow someone else's for a donation to your team.

**Letters** – Write one letter for friends and another for business associates. Be sure to thank them for the specific amount they gave you last year. Ask to have the checks returned to you by a set date. It's harder for people to ignore when there is a due date other than the event date. Don't forget to include a self-addressed, stamped envelope for a better reply rate.

**Line Dancing** – Work with a local club or hall to offer a night of line dancing lessons. Get a DJ to donate their services and get someone to teach the lessons.

**Loose Change Drive** – Request a coin can from the American Cancer Society, or use a soup can from home, and ask everyone you know to donate their loose change. You'll see how quickly the can fills up!

**Lunch with the CEO** – Auction off a lunch or maybe a round of golf with the CEO or president of your company.

## M

**Matching Gifts** – Ask your human resources or personnel department if your employer offers a matching gift program. If so, complete and submit the [required form](#) to the American Cancer Society. Your donations could be doubled!

**Movies** – Rent short videos (old, classic films are great or cartoons) and have a movie week during lunch hour. Charge admission and invite employees to eat their lunch while they watch.

**Mustache Mania** – Encourage men on your team to grow mustaches, and have people donate to the weekly winner with the most grown hair.

## N

**Name Bead Bonanza** – Take orders and create personalized bracelets, key chains, or necklaces for a donation to your team.

**NASCAR Raffle** – Get together a variety of NASCAR promotional items, especially if you can get an autographed item from a driver and hold a raffle.

## O

**October Festival** – Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your decor. For the main attractions, consider a pumpkin-carving or scarecrow-decorating contest, apple bobbing, face painting, or a bake sale.

**Odd Jobs** – Call on neighbors and ask to do some odd jobs, such as cleaning out rain gutters, shoveling snow, raking leaves, etc.

## P

**Pancake Breakfast** – Host a breakfast with fresh, hot pancakes, and offer a variety of fillings and toppings.

**Parking** – Collect donations for parking spaces during major community events such as fairs, carnivals, etc. You can also provide valet parking service for a donation.

**Payroll Deduction** – Employees can make their own contribution by having it deducted directly from their paycheck.

**Penny Jar** – Popular with school teams. A clever twist on this old favorite is to have the award go to the team who raises the least amount. The teams will “sabotage” each other by putting more pennies in the other team’s jars!

**Percentage of Sales** – Work with a local store to host a special shopping day where a percentage of sales are donated to your team or offer a special item whether for a day or any length of time where a percentage of the proceeds benefit your efforts. You could also work with a local restaurant on a similar opportunity.

**Pet Fashion Show** – Have a pet fashion show for pets to flaunt their favorite outfits. Collect donations as an entry fee and vote for the best outfits, most creative outfits, etc.

**Pet Service** – Offer to walk dogs or feed animals when people are traveling or working long hours for a donation to your team.

**Personal Donation** - Start off your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.

**Pies** – Make delicious pies, and collect donations for those interested. Use fresh fruits and seasonal flavors.

**Pie Toss** – One school takes orders for pies for \$5 which are then delivered to the recipient. They have the option of getting hit with the pie, buying the pie for \$5 or sending back to the person who sent it to them for \$10.

**Pink Ribbon Cards** – You can get Making Strides pink ribbon cards from your American Cancer Society office. These can be sold anywhere that people frequent such as banks, grocery stores, pharmacy, dry cleaners. People can either write their own name or the name of a survivor or someone they have lost to breast cancer on the cards which are then displayed.

**Pot Luck Lunches at the Workplace** – Name every Wednesday “Making Strides Against Breast Cancer Pot Luck Day.” Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

**Pretty Baby Contest** of employee’s baby pictures! Have donation jars set up for votes. The jar with the most donations wins!!! Get prizes donated for the winner. People will love seeing baby pictures of their co-workers and bosses. Have a sheet for people to guess who is in the pictures.

Making Strides **Prom** – Hold a prom for adults! Don’t forget a photographer!

## Q

**Questions for Cures** – One team raised money by having their boss, who was constantly being asked questions, collect \$1 donations for each question. Word spread throughout the company about what he was doing and everyone started asking questions and paying up.

**Quilts** – Quilt made by the employees themselves. Collect donations for quilt squares in honor and in memory of people touched by breast cancer; Raffle off the quilt.

## R

**Rec Room Bingo** – Make your living room a bingo hall, and invite the neighbors. A suggested \$10 donation is needed to play. Get prizes donated for the winners.

**Recycle** – Collect aluminum cans and take them to a recycler. Or if you are near a bordering state that gives refunds on returnables, turn them in for cash.

**Rock-N-Roll Party** -- The neighborhood teens can get together for an evening of fun and music in your family room and the other parents can pay not to have the noise at their house.

**Romance** – Auction off a romantic dinner. Either prepare the meal yourself or seek a donated meal from a local restaurant.

## S

**Santa Calls** - A great way to engage families in your community in fundraising around the holidays is by doing Santa calls and letters. Brochures are distributed to daycares and elementary students by local volunteers and electronically. The campaign runs from September through November, and the calls are made in early December by volunteer Santas who donate their time. The fundraiser gives families the option to give a donation for a call, letter, or both for their children.

**Shutterbug Mania** - Into photography? Take candid shots around the community or schools and sell to the subjects! Or take photos at a friend's wedding!

**Sign up** – Sign up at [MakingStridesWalk.org](http://MakingStridesWalk.org), set up your personal fundraising page, and send emails to everyone you know asking them to join your team or donate. It’s easy!

**Skate Away Cancer** – Get a group together for roller-skating or skate boarding with each person donating.

**Skunk Them** – Put a stuffed skunk on co-worker’s desks. They need to give a donation to be “de-skunked” and make the skunk disappear.

**Splash Hop** – Hold a swim party at your local community pool or YMCA. Have it in the winter at an indoor pool, complete with tropical snacks and drinks.

**Sponsors** – Ask your neighborhood to sponsor a team. Ask businesses you regularly support to be \$100 contributor.

**Sporting Events** - Ask your local semi-professional sporting team to host a Making Strides night. You can typically purchase a set number of tickets at half price (or have a sponsor cover the cost) and then collect donations for full price. Additionally, these teams will often order custom Making Strides jerseys and auction them off, which can raise quite a bit of money. Incorporate recognition by inviting survivors to attend for free (their guests can purchase a ticket).

**Sports Challenges** – Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee and admission fee.

**Stick a Fork in Cancer** - Stick a Fork in Cancer is a dine-out campaign where local restaurants donate a portion of their sales on a given day or week. The idea is to get multiple restaurants on board during this set period. [Several assets](#) have been created to promote and support this including a sell sheet (to recruit restaurants to participate) an agreement (for all parties to sign once the commitment is made), a poster, flyer and table tent for promotion within the restaurant. And, finally, a certificate of appreciation to give to the restaurant after your event has taken place.

**Students for Strides** - If you have connections to your community’s school – whether you work at one or are involved as a parent – consider engaging the entire school in fundraising for your Making Strides Against Breast Cancer event. Middle and high schools may be willing to implement a fundraising campaign in the months leading up to October. You’ll want to host a kickoff event to help everyone learn more about Making Strides and set a fundraising goal. You may even want to ask your staff partner to set up a special website. You’ll also want to organize several fun fundraising activities. In some markets, volunteers have organized T-shirt decorating contests, flash mob activities, bra decorating contests, planting events, and pink dress-up days. The possibilities are endless!

**Super Bowl Party** – Organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this for basketball playoffs, the Indy 500, Masters final round, etc. This is an especially good idea for any team member with a large screen TV.

**T**

**Turkey Dinner** – Around the holidays, organize a festive turkey dinner for your coworkers and ask that they make a donation to attend.

**Table Tents** – Ask a restaurant if you can put table tents on their tables asking patrons to contribute to the American Cancer Society by adding a donation to their check.

**Tailgating Party** – Hold a tailgate party (at the game or in your house) before the game and ask for donations.

**Taste of the Town** – Ask several local restaurants to donate food. Collect donations for tickets and have all the restaurants set up their dishes in one local location, such as a community center. Your guests pay one price and get to sample many different foods!

**Turkey Drawing** – Offer a dollar to win your holiday turkey.

## U

**Unique Boutique** – Collect or make one-of-a-kind items and raise funds via a silent or live auction. Try it during the holiday season.

## V

**Vacation Day** – If you are on a team with your coworkers, ask your boss if you can offer a bonus day off for the team member who raises the most money.

**Vending Machines** – Coordinate with your vendor to add .5 cents to the cost of a snack or soft drink prior to the Making Strides event, with the extra nickel going to your team total.

**Video SALE!** How many times can you watch “Forrest Gump”? Collect donations for those old videos at work or other events in your community.

## W

**Wall of Hope** – Designate a wall for display at work or in your community. Each time you collect a donation, provide a card (available from the American Cancer Society) for the donor to write their name on and add it to the wall. Create a competition between colleagues or team members to get the most cards on the wall. Use this [flyer](#) to spread the word.

**Wine Tasting** – As with any fundraiser – but especially with this one – the wine must be donated and all liquor liability laws must be followed.

## X

**Xmas Tidings** – Make fresh evergreen wreaths and yule logs to sell, adorned with festive holiday bows, berries, and pinecones.

## Y

**Yard Displays** – Place plastic pink flamingoes in the front yard of unsuspecting donors and request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they

are placed in next, and another donation as insurance that they don't wind up back in their yard again. Don't forget to include an envelope for their donation.

**Yard Sale** – Coordinate with other teams and designate a day as “Making Strides Yard Sale Day” to increase business by sending buyers from sale to sale. Have maps printed up showing where all the sales are.

**Yoga** – Work with a local yoga studio to host a special one-time class, or a weekly class, where either all or a percentage of the proceeds benefit your team.

## Z

**Zoot Suit Party** - Hold a swing dance party and give an award for the best Zoot Suit.

**Zzzz** – Work with your boss to plan one day where all team members can come in a half-hour late. Each member will pay a fee to sleep in and dream of a world free without breast cancer.

## Team-Based Fundraisers

### By Industry:

#### Health care:

- Have the hospital or health care center create a branded breast cancer awareness T-shirt that is sold to staff to wear during October for a donation.
- Offer pink items used by physicians, nurses, and staff such as lanyards, surgical caps, and scrubs, that can be purchased for a donation.
- Hospitals are made up of multiple departments. Ask if the hospital can create a friendly competition between department for a prize. Hospital staff love free lunches and dinners. A potential prize could be a donated lunch.
- Ask cafeteria to collect donations for cakes/pies/cookies prior to a holiday.
- For hospitals or large treatment centers, see if the gift shop will sell a breast cancer awareness month T-shirt for a donation. For other centers and doctors' offices, see if they will host a one-day sale for the T-shirt.
- If you decide to implement Real Men Wear Pink campaign, see if an executive leader will participate.

#### Banks/Financial Institutions:

- Implement a "Battle of the Banks" fundraising between various community banks. Consider hosting a Battle of the Banks basketball game, where banks participate in tournament style play, with each bank selling color-coded T-shirts (different color per bank) and hosting another fundraising as well. Traveling trophy presented to bank that raises the money. Can be done between branches or competing banks.
- Offer to set up information tables for each branch and provide them with pink gear to decorate and have on display.
- Suggest that the bank ask customers to honor or remember a loved one touched by cancer by donating for a Wall of Hope Cards at the register. The bank can then create a display inside the office with completed cards.
- Ask bank to include an announcement about Making Strides on their ATM receipts.

#### Grocery Stores:

- See if the store is interesting in placing a Making Strides coin can at the cash registers. They can even post a photo of a survivor near the photo and ask that everyone donate their loose change in honor or memory.
- Suggest a celebrity baggers event. See if the store will bring in local celebrities to help bag for tips.
- Voting contests are a great way for stores to engage customers and fundraise. Post pictures of team members and stores that decorate and dress in pink, then use email and social media to have friends and customers vote with their dollars for who has the most pink spirit during the month.
- Store vendors are often very supportive of fundraising efforts.
- Work with management to decorate main windows to the store. Have other franchise stores in your area? Challenge them to do the same! Put up coin jars or change buckets asking patrons to vote your store the favorite!



- Set up a wishing well with a sign saying we want to ‘Wish Away Breast Cancer.’ Put photos of loved ones or survivors to make it personal. Consider placing an ad in the local paper announcing specific days for change drop-offs.

#### **Car Dealerships:**

- Encourage dealerships to donate for each car sold in October or host a test drive event in which they donate for each test drive.
- Consider hosting a cookout on property (like a customer appreciation event).
- Does the dealership do ongoing advertising with a radio station? If so, consider seeing if it is possible for the radio station to do a remote on a busy Saturday at the dealership with special incentives and fundraising opportunities for customers.
- Ask if the service department can put a walk paper or buckslip in every car that comes in for repair or would give a donation for every oil change during October.
- Ask the dealership to consider working with a neighboring restaurant to co-host a pancake breakfast and ask customers, former customers, and other businesses in the area to come. Restaurants that are not typically open at breakfast are very receptive.
- Saturday “free” car washes for a donation.
- Bring in a racecar and for a donation, have a contest to see who can change the tires the quickest.

#### **Faith-Based Teams:**

- Get a faith-based leader to agree that if at least 15 people join the team and every team member raises a minimum of \$100, then the pastor will wear something pink the Sunday after the walk.
- Challenge another faith-based organization to commit to a fundraising challenge. Some radio stations may put your challenge on the radio.
- Suggest the faith-based organization hold a theme dinner. Ask each member to prepare part of the meal. Collect donations for tickets and arrange for entertainment from within your church.
- Check with the church to see if they’d be willing to dedicate the collection from a service to Making Strides.
- Have member clean out their attics, garages, and basements and bring items in for a yard sale on congregation property.
- Celebrate autumn by raising funds for your Making Strides event. Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your decor. For the main attractions, you may want to consider a pumpkin-carving contest, apple bobbing, face painting, bake sale, or a scarecrow-decorating contest.
- Collect donations for tickets to be entered to win a donated Thanksgiving/holiday turkey from a grocery store.

## Additional Resources

[Team Fundraising Planning Guide](#): This guide is a great way to help teams and participants organize and plan their fundraising activities.

[Dime Fundraising Flyer](#): This can be used to promote a water bottle dime fundraiser around your place of business.

[Hope Fundraising Poster](#): A great team fundraising tool to use to get commitments from people around the office. It's fully customizable so you can edit each square with different donation amounts

[Fundraising Thermometer Goal Poster](#): Use this poster to communicate your fundraising goal and update your team and colleagues on the progress.

[Dress Casual Flyer](#): Use this flyer to communicate a "Dress Casual" day at the office.

[Wall of Hope Flyer](#): Use this flyer to drive awareness of a wall of hope you've set up within your workplace.

[Matching Gift Form](#): Use this form for any employer match gifts you or your team can secure.

[Stick a Fork in Cancer](#): These assets are available to help you secure and promote a Stick a Fork in Cancer event. They include a restaurant agreement, sell sheet, flyer, poster, table tent and certificate of appreciation.