



MAKING STRIDES AGAINST BREAST CANCER®

CORPORATE FUNDRAISING & ENGAGEMENT IDEAS

All about that Boss:

- Lunch with Boss/Manager/CEO: Raffle off a chance to have lunch with the head of the company.
- CEO/Boss Parking Spot for one month raffle: Employees pay to enter this raffle. The winner will get a parking spot for one month (best one in the house)
- Dunk your boss/Pie your boss – employees pay a fee to pie their manager for charity.
- Top Pancake Day – Get the CEO to make and serve breakfast for a small donation from employees.
 - Add on ‘prizes’ for either the top fundraiser, or as raffle prizes:
 - CEO or Boss takes you out to lunch/dinner
 - CEO or Boss gives you their office for the day/week/month
 - Offer Company Seats to local sporting events-for those companies that have ‘box seats’ or season tickets
- President for a day: the employee that raises the most money gets to be the president of the company for a day.
- Raffle off PTO time or allow employees to donate their time

Cook off

- Host a cook off between departments. Those wanting to eat have to pay for a plate and to vote – winner gets a prize. This can be done with weekly themes lunches where they represent a different culture each week (Mexican, Lebanese, etc.)
- BYOL Day (Bring your own lunch Day) – Choose one day leading up to your walk, that will be your office BYOL Day. Encourage all employees to bring a lunch from home, and donate the money that they would have otherwise spent on going out to lunch.
- Organize a bake sale and encourage employees to each make something to add to the table. Sell the goodies for a small fee which will be donated to the team page.
- Sell Pink Lemonade/Mocktails as a “happy hour” at the end of the business day
- Make your own ice cream sundae party after lunch – find a local store to donate the ice cream and have employees come to create their own sundae for a donation to the team page
- Lunch for the Cure – Find a local deli/pizza shop/restaurant to donate lunch to the office. Sell the lunch to employees for a donation to the office team.

- Coffee For The Cure - Pick a day or a week to bring in your coffee maker, and encourage your co-workers to share a freshly made cup of coffee with you for a donation to your Making Strides team.

Wear your heart on your sleeve

- Pink tie (A pink tie gets passed around the office. Whoever gets it has to wear it for the day & pay \$5. If they want to buy insurance so they can't get it again, they can pay \$10. If they only pay \$5, they could get the tie and have to wear it again!)
- Dress down day/wear pink to work day – The American Cancer Society has stickers to send to companies if they are participating in this activity.
- T-shirt - Design and sell t-shirts advertising your group's cause – these shirts could be worn during the walk

Every Dollar (or penny!) Counts

- Change collectors
- Pin up campaign/sell pink ribbons/balloons – contact your ACS to place an order
- Sell Pink Carnations/ Flower \$1 (or any other flower based on a holiday/season)
- Sell Pink Hair Extensions \$5
- Vendor entry fee: have a donation jar where vendors and delivery folks come in through – ask them for a suggested donation prior to entering. Ideal for industrial type companies.

Fun & Games

- Have a Talent Show—“x” company has talent: Charge admission fee on the night of the event
- Get out of jail for 50 dollars: start with any given person in your office, lock them up with only a phone, they cannot get out of jail until they raise \$50. They then get to arrest another colleague who has to do the same and so on
- Office Chair Challenge-decorate an office chair in pink. Then schedule a pink chair race and see who can move fastest on the chair while staying seated.
- Treadmill Relay Fundraiser – Every office treadmill represents 1 team. For example, 10 treadmills, means they need to recruit 10 Team Captains. The captains are responsible for recruiting enough teammates to be able to complete a full marathon over the course of one work day. The teams do their own fundraising and competitions. They came up with their own themes/costumes to run in. Some participants may walk 1 mile, others can run 5 miles – but together one team must complete a full marathon.

Spread some holiday cheer:

- Have an ugly sweater day in the office where each person pays \$5 to wear an ugly sweater & jeans to work
- Host a company Iron Chef Bake Off where tickets are sold to taste & judge holiday baked goods that rae brought in
- Create a gift wrap service at work – charge to wrap gifts



Engagement Opportunities:

- Pink out the office competition
 - Ex: Each section (HR, Marketing, Finance etc) is a team; they have to decorate their office in the most creative pink way. There is a judge that walks around and decides on the winner. Winner will be awarded some sort of prize.
 - Employees can decorate building lobbies and exteriors in pink, showcasing Pink Rally Day for the American Cancer Society. These decorations may be left up throughout October to promote breast cancer awareness and MSABC. Individual offices can hold a contest for the Best Decorated Cubicle, etc. Other decorating ideas include ordering a pink flower arrangement for the reception area, placing pink clings in office windows, etc.
- Celebrate Survivors- Hold a company breakfast/lunch to celebrate staff breast cancer survivors. Order pink bagels and have one or more survivors share their breast cancer story to rally support for MSABC. Recruit company team members.
- Internal Kickoff - Host an internal company wide kickoff breakfast on site shortly after the ACS Corporate Kickoff Breakfast. Invite your ACS Staff Partner to speak, a breast cancer survivor and invite attendees to join a team and sign up online.
- Sign Up Online - Sign up your company and teams online and use the tools provided to send out electronic communication to enlist employee support of Making Strides Against Breast Cancer.
- Current Advertising - Add the MSABC logo and a call to action to the bottom/end of your existing advertisement. Example: "Company XYZ is a proud supporter of Making Strides Against Breast Cancer."
- Ad Space - Donate ad space from an ad buy and dedicate it entirely to MSABC. The Company logo and message can appear at the bottom/end of the branded MSABC ad.
- Direct Mail - Insert a "bill stuffer" promoting MSABC into their mailings.
- Signage - Create pink window displays, hang MSABC signage, or put an MSABC message on any changeable signage.
- Companies may use MSABC and breast cancer awareness month as an opportunity to encourage female employees 40 and older to schedule their mammogram. This is a great opportunity to engage in discussion about how the American Cancer Society can assist your company with worksite wellness, electronic mammogram reminders, and other workplace solutions.
- Create an MSABC office voicemail or e-mail signature - All employees can be encouraged to change their voicemail to mention MSABC on the Pink Rally Day or include the MSABC message in their e-mail signature.

