



Making Strides Against Breast Cancer Team Fundraiser Planning Guide

Hosting a Making Strides Against Breast Cancer fundraiser requires determination, organization, and a little inspiration. Your determination has already gotten you this far. This document can help with the inspiration and organization as you plan and implement your fundraiser.

Types of Fundraisers

Together with your team, decide what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the three types of fundraising: individual, team, and online.

- 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: Do you have friends and family members who live out of state or who prefer to donate by credit card? If so, send them an email asking for a donation and include a link to your personal Making Strides fundraising page.

Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would 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 break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 per person, and have an underwriter to cover your expenses, then you only need 30 people to attend to reach your \$300 goal.

Don't forget about the Pacesetters Club program. 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 know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser.

- What time of year would be best?
- Which day of the week and what time would work best?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating?
- Are decorations and/or signage 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 which team member will be responsible for what 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?

- Thanks: Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- Evaluation: Meet with your team to review the great things that happened and to look at 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 your turn! Use the Team Fundraiser Planning Worksheet to plan your Making Strides Against Breast Cancer team fundraiser!



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Team name: _____

Name of fundraiser: _____

Goal-setting and Planning

Estimated Income

Type of Income	Income	Quantity	Total
Tickets	\$10 per person	25 people	\$250
Total Estimated Income			\$

Estimated Expenses

Type of Expense	Total	Cost
Food		\$100
Total Estimated Expenses		\$

Total Estimated Income \$ _____

- Total Estimated Expenses \$ _____

Net Fundraising Goal \$ _____

Logistics and Details

Date: _____ **Time:** _____

Location: _____

Task	Team Member Responsible	Date Completed
Buy decorations	John Doe	

Don't Forget ...

- Before implementing your fundraiser, ask your local American Cancer Society staff partner about local and state laws that may affect your fundraiser's success.
- Make a plan to get the word out about your fundraiser to the audience you want to reach.
- Thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- Meet with your team after your fundraiser to evaluate what worked well and what you might want to do differently in the future.