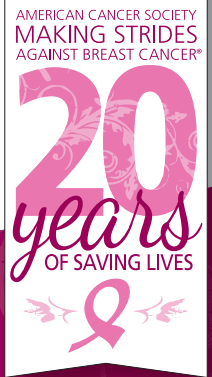




The funds you raise help save lives and fight to end breast cancer.



# Planning a Successful Fundraiser

The American Cancer Society is putting your dollars to work now – doing the most to help people with breast cancer today in every community and working tirelessly to find cures to end the disease. Every dollar raised means we are here to provide free information, services, and support. Every dollar raised increases the amount of funding available to discover the next research breakthrough. More money raised means there will be more survivors able to celebrate more birthdays.

We are here to help you have a fun and fulfilling fundraising experience with ideas, tips, and materials to support your success.

## Get started

- Use the A to Z Fundraising Tips Sheet for great fundraiser ideas
- Choose one you will have the most fun planning and executing
- Recruit friends and family to help
- Evaluate the best location, time, and date
- Get the word out – advertise and promote by using social media and hanging flyers in your community

## Enhance your event

- Solicit donated prizes and hold a drawing
- Create a “Wall of Hope” by having participants make a donation to display pink ribbon cards
- Ask a cancer survivor or caregiver to speak and share their story
- Create an event on Facebook and invite friends, family, colleagues, etc.
- Solicit donations or discounts for food, beverage, location, and decorations

## Available materials

Items you can display and use for your event include:

- Making Strides Against Breast Cancer fact sheets
- Breast cancer awareness information
- 11 x 13 Making Strides Against Breast Cancer sign
- 11 x 17 Making Strides Against Breast Cancer walk poster
- Making Strides Against Breast Cancer display with walk brochures
- American Cancer Society balloons
- Making Strides Against Breast Cancer pink silicone bracelets
- Wall of Hope cards

**To order materials, please email the Making Strides walk you are participating in, with the items and quantity you would like to receive.**

[strides\\_berkshire@cancer.org](mailto:strides_berkshire@cancer.org)

[strides\\_boston@cancer.org](mailto:strides_boston@cancer.org)

[strides\\_capecod@cancer.org](mailto:strides_capecod@cancer.org)

[strides\\_nantucket@cancer.org](mailto:strides_nantucket@cancer.org)

[strides\\_worcester@cancer.org](mailto:strides_worcester@cancer.org)

# A to Z Fundraising Tips

Thank you for supporting our efforts to end breast cancer by participating in and raising money for an American Cancer Society Making Strides Against Breast Cancer event.

Making Strides participants seek donations rather than pledges from friends, family, and colleagues. For most events, there is no minimum amount to raise, but every dollar you raise helps save lives and create a world with less breast cancer and more birthdays. So, set a goal and aim high!

Here we offer you a lot of great fundraising ideas, both for individuals and teams, to help you meet your goals. Be creative, have fun, and ask everyone you know or meet to help support your effort!

## MAKING STRIDES AGAINST BREAST CANCER FUNDRAISING TIPS

### A

**A “No-bake Sale”** – Coworkers pay so they don’t have to bake goodies.

**Art Sales** – During this fundraiser, which is perfect for kids’ teams, students produce creative works of art and host a show while parents and friends buy back their budding artists’ masterpieces.

**Ask Everyone You Meet** – Even if you have sent out emails for online donations, carry an envelope with you so when you talk to people about Making Strides, you can ask them to donate right then. Take the envelope with you to meetings. Indicate your own contribution at the top of your walk paper. Make sure the top few donations on the form are significant, as other people are apt to follow suit. Don’t prejudge whether people will or won’t give. Give them the chance to decide for themselves!

**Auctions of All Kinds** – Auction off a prime parking space at work; a half or whole day off from work; a picnic lunch; or desserts, homemade dinners, local artwork, or other creative and fun items.

### B

**Bake Sales** – Hold a Friday bake sale so employees have treats for the weekend.

**Birthday Celebration** – A world with less breast cancer means a world with more birthdays. Ask everyone in your office to contribute to a “birthday fund.” All donations go toward Making Strides and creating a world with more birthdays.

**Book Sale** – Encourage your colleagues or friends to dust off their bookshelves and contribute to a book sale.

**Boss for a Day** – Allow people to bid on being the boss for a day.

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

### C

**Cake Drawing** – Team members bake cakes, exchange tickets for donations, and raffle off the cakes after the walk.

**Car Window Washes** – Teams can wash car windows during lunchtime in the office parking lot.

**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, she/he will wear all-pink clothing to work the Monday after the walk.

**Challenges** – Challenge another team or company to raise more money than you. Some radio stations may put your challenge on the radio.

**Change Jar** – Keep a change jar in high-traffic areas. All change is donated to your team fundraising totals.

**Cook-offs** – Encourage budding chefs to compete for the best chili or barbecue, and charge a fee to taste and vote.

### D

**Dedicate** – Dedicate your personal effort to someone who has won a battle with cancer, to someone who is battling cancer, or to someone who has lost their battle – or all three.

**Dinner** – Have your team hold a theme dinner. Ask each member of your team to prepare part of the meal. Sell tickets and arrange for donated entertainment. Consider getting a hall donated to hold the event.

**Dress Casual for a Serious Fight against Breast Cancer** – Ask every employee to contribute to your team, and in return they will be allowed to “dress down” on a specified day at work.

**E**

**Envelopes at Restaurant Tables** – Teams generate donations by placing an envelope at every table, stating “Please support the American Cancer Society and our Making Strides Against Breast Cancer team.”

**F**

**Flowers and Plants** – Sell extra house plants or bouquets from your garden and watch your donations blossom.

**Fundraise with Facebook** – Download the application to raise Making Strides donations through Facebook. It’s an easy way to let everyone know about your fundraising efforts and get more friends involved.

**G**

**Garage Sales** – Ask your team members to clean out their attics, garages, and basements and bring items in for a team-wide sale.

**Gift Wrapping** – Around Mother’s Day or the holidays, offer to wrap gifts for your colleagues in exchange for donations.

**H**

**Handyman/Handywoman for a Day** – Shovel snow, rake leaves, or mow your coworker’s/neighbor’s lawn and donate your “fee” to your Making Strides team.

**Hot Dog School Challenge** – Ask an elementary school principal to dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard, and relish on him/her if all teachers raise \$100 each.

**Human Jukebox** – Set up a decorated cardboard box for someone to sing selected songs in your office lobby/cafe/tertia or outside of a supermarket (after receiving permission) and ask for a donation for each song.

**I**

**Ice Cream Social** – Get creative and decorate a location as an old-fashioned ice cream parlor and soda fountain. Set up tables with a variety of board games for patrons and raise funds by collecting donations.

**J**

**Jail & Bail** – For a donation, employees can have another employee “arrested” and the arrested employee must post their own bail for an additional donation. Or, a bounty can be placed on the arrested employee’s head, and they can be held until the entire bounty is raised (\$100+ per inmate).

**K**

**Knock out Cancer** – Set up a punching bag in your office lobby or cafeteria and let people take out their aggressions on cancer in exchange for donations.

**L**

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

**M**

**Matching Funds** – Ask your human resources or personnel department if your employer matches funds. If so, get the form, fill it out, and bring it to the walk with your donations – your donations could be doubled or more!

**N**

**Name Bead Bonanza** – Take orders for personalized bracelets, key chains, necklaces, etc., for a donation.

**O**

**October Festival** – 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. Charge an admission fee and sell other goods and services at your festival.

**Online Fundraising** – Sign up online and raise money the easy way at [cancer.org/stridesonline](http://cancer.org/stridesonline).

**P**

**Pancake Breakfast** – Get the day off to a good start with a fundraising breakfast.

**Percentage of Sales** – Ask a store to designate a percentage of one day’s sales or proceeds and publicize the store’s offer.

**Pet Service** – Love pets? Walk someone’s dog or feed their cat for a fee.

**Pies** – Find which fruit is in season and make and sell your delicious pies.

**Pink Shirt and Jeans** – Similar to “Dress Casual for a Serious Fight against Breast Cancer,” employees who donate to your Making Strides team can wear a pink shirt and jeans on a designated day.

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

**Publicity** – Publicize your team’s participation in your company or neighborhood newsletter.

**Q**

**Quarter Campaign** – Old film canisters hold \$7 worth of quarters. Challenge coworkers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters. Or, fill something even bigger.

**Quilts** – Sell quilt squares made by employees. The squares can be sold in honor and in memory of people who have battled cancer.

**R**

**Romance** – Offer to cater a romantic dinner for two; the highest donation wins the dinner.

**S**

**Sign Up, Set Up, SEND** – Sign up at [cancer.org/stridesonline](http://cancer.org/stridesonline), set up your personal page, and send emails to everyone you know to raise money the easy way!

**T**

**Turkey Drawing** – Sell tickets to be entered to win a donated Thanksgiving/holiday turkey from a grocery store.

**U**

**Unique Boutique** – Collect or make unique, one-of-a kind items and raise funds via a silent or live auction.

**V**

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

**W**

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

**X**

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

**Y**

**Yard Sale** – Hold the ultimate yard sale.

**Z**

**Zzzz** – Sleep when the Making Strides walk ends and dream of a world with less breast cancer and more birthdays.