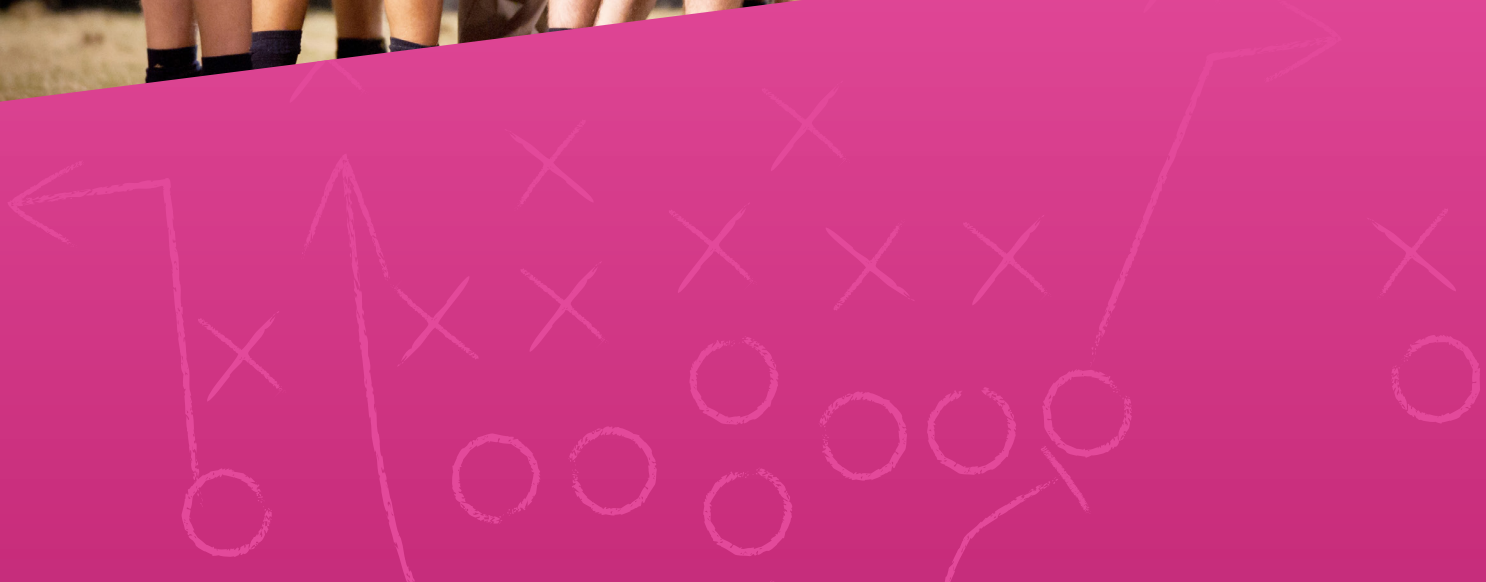


**GO PINK**  
FOR THE **CURE**

SUSAN G.  
KOMEN® 



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KOMEN 

**Go Pink for the Cure** is a fundraising program for Susan G. Komen that encourages healthy living and breast cancer awareness. This program focuses on the next generation of passionate, grassroots advocates for our cause: **students!**



**Komen's Go Pink for the Cure program puts resources and fundraising tools behind your school's efforts, allowing your school to:**

- Increase attendance at sporting events
- Showcase school pride, unity, and good sportsmanship
- Generate community and media interest in your school's philanthropic pursuits
- Spotlight students who exemplify stewardship
- Honor breast cancer survivors and provide a memorial opportunity for families who have lost loved ones to breast cancer



**Go Pink events can be organized during any sports season, for any organization or team.**

These fun events can help your school or organization by increasing attendance, showcasing community involvement, and honoring breast cancer survivors and thrivers who support your school or team – all while helping us educate students, faculty, and parents about the importance of breast health and early detection.

## GO PINK FOR THE CURE FUNDRAISING IDEAS

- Sell t-shirts, designed specifically for your event, before game day so everyone can wear them to Go Pink for the Cure.
- Add a donation amount to the price of each ticket sold.
- Build a Wall of Hope by selling Pink Ribbons for \$1 and displaying them in your gym.
- Show “Pink Quarter Pride” and compete with other classes to see who can bring in the most quarters.
- Team up with a school rival the week you Go Pink to have a chain war! Sell paper chain links at school and display the completed chains at the game. The school with the longest chain wins!
- Use “The Power of 10” and have students ask 10 people for \$10. Think how much your school could raise for breast cancer research if every student raised \$100!
- “Thons” are always a great way to raise donations. Host a team mow-a-thon, wash-a-thon, or other fun “thon” activity.
- Host a bake sale or pizza party and donate a portion of sales.
- During halftime, invite fans to participate in competitive contests such as a jump-shot contest or dance off for a donation.
- Form a MORE THANK PINK Walk or Race For The Cure team.

## HOW TO “GO PINK” YOUR EVENT

- Purchase pink shoelaces, socks, or wristbands for the team to wear.
- Have fans create pink posters to show support for players and breast cancer survivors.
- If your athletic budget permits, purchase pink jerseys for the team to wear (these can be signed and raffled off for donations during the game).
- Get your mascot involved. Come up with creative cheers and pink signs for the mascot to display.



### QUESTIONS?

Please contact:





## BE A CURELEADER FOR YOUR SCHOOL

At the heart of every successful Go Pink for the Cure is a team of dedicated Cureleaders. These coaches, boosters, parents, and teachers plan their school's involvement in the program, recruit volunteers and fundraisers to champion the event, and ensure the successful execution of the event on the big day.

**Here are a few helpful tips you can use as a Cureleader to make your Go Pink for the Cure event a fully engaging and educational success.**

- Share your personal story and commitment to the fight against breast cancer with your athletic department, coaching staff, booster club, and school administrators.
- Designate a Chair for the planning committee of your event. This individual will work with Komen staff.
- Plan ahead. Look at your team's schedule and determine how much time you will need to successfully execute the unique details of your event. For example, are you planning on doing a t-shirt? If so, you will need more time for design, printing, and sales.
- Communicate to fans, teachers, and the student body that you are personally committed to the success of your school's event. Recruit a dedicated committee (it doesn't have to be large) to assist you in Cureleading the success of your school's event.
- Reach out to the visiting coaching staff before the event and encourage them to participate in your school's event or host one of their own.
- Promote your school's Go Pink for the Cure event and your involvement at every opportunity. Utilize email lists, newsletters, posters, letters home to parents, your local newspaper, community groups and meetings, television, and radio.
- Utilize your Susan G. Komen contact for help with planning your fundraisers, "Pinking Out" the team, promoting your event, and providing educational messaging during your event.
- Above all else, have fun! Make your event entertaining and full of life. Celebrate survivors. Remember loved ones lost. Educate and save lives. Go Pink for the Cure provides an opportunity to bring together students, parents, and teachers for a common goal: to raise awareness and funds that will help save lives and end breast cancer forever.



**Thank you for supporting  
Susan G. Komen!**

Submit completed form to

**Interested in hosting a Go Pink for the Cure Game to support Susan G. Komen?** Fill out this form to receive more information about hosting your Go Pink for the Cure event!

School Name:

School Address:

School City, State, Zip:

Contact Name:

Email:

Phone:

Sport:

Organized/Led by:

Student Council

Team Captain

Athletic Department

Other

Coach

We already have a Go Pink game scheduled but would like to learn more about how we can support Susan G. Komen.

Game Date:

Description of Event:

Any additional information or comments you would like to provide?

Contact Signature:

Date: