

THE POWER OF ONE

Spell out KOMEN by engaging every day throughout the Power of One week

K	O	M	E	N
 <p>ONE Mission Monday</p>	<p>Tell a donor how Komen makes an impact</p>	 <p>COMMUNITY</p>	<p>Track your steps</p>	
<p>Download the app</p>	 <p>My ONE Tuesday</p>	<p>Reach out for a new donation!</p>		 <p>ACTION</p>
	<p>Up your fundraising goal!</p>	 <p>ONE Community Wednesday</p>	<p>Post a photo in your Facebook Group</p>	
 <p>CARE</p>	<p>Snap a selfie!</p>	<p>Recruit ONE friend to join your team</p>	 <p>Celebrate ONE Thursday</p>	<p>Celebrate!</p>
<p>Remember Your Why</p>		<p>Train with your team!</p>	 <p>RESEARCH</p>	 <p>ONE Friday Friday</p>

THE POWER OF ONE

ONE final week, and ONE final push, to make a HUGE impact in the fight against breast cancer. **Together, let's see what a difference ONE week can make.**



ONE Mission Monday

STEP 1:
Complete the virtual ONE Mission Journey found online to further educate yourself about breast cancer, Komen's impact and resources, and how you can make an impact.

STEP 2:
Share ONE new thing you learned on social and encourage people to donate to your campaign in your caption so people can see exactly where their dollars are going (create your own or use one of our pre-made graphics).



My ONE Tuesday

STEP 1:
Share your reason for walking by taking to social to share a photo & story of why you walk!
 Don't forget to use **#powerofONEweek** when posting!

STEP 2:
Encourage people to donate to your campaign in your post, asking your network to support you and your reason for walking!



ONE Community Wednesday

STEP 1:
 Wednesday is all about community! **Choose one of our suggested gathering ideas and get together with your team, friends, or family.** Share your story / why you walk, & encourage your guests to sign up!

STEP 2:
 Just as you'd bring wine to a dinner party, have everyone **donate \$20 "at the door"** as their group gathering contribution.

GREAT FOR TEAMS!



Celebrate ONE Thursday

STEP 1:
Join the Power of One Week party, a virtual or hybrid celebration aimed at expanding your community! Invite your friends and have a blast, however and wherever that may be for you!

STEP 2:
It's pay-to-play, where you must donate or raise a minimum of \$25 to unlock your access to the party. Invite your friends to celebrate as ONE for the cause!

GREAT FOR TEAMS!



ONE Friday Funday

STEP 1:
Put on your most pinked out look, and take a selfie to share on social. Let's see your tutus, boas, vintage race Ts, handmade accessories — we want it all!

STEP 2:
Create a "Dare Me To Wear" fundraising challenge by posting your WILD pinked out look & telling your followers that you'll wear it while you walk if you reach your fundraising goal by the end of the day!

GREAT FOR TEAMS!