



# 10 Days to \$1K Challenge

## ***Every day, every dollar fuels the fight to end breast cancer***

Thank you for joining us and fundraising for Susan G. Komen. When you take the 10 Days to \$1K Challenge, you turn your passion into action and bring us closer to a world without breast cancer.

Before you begin, don't forget to login to your Fundraising Center to set your goal. People are more likely to donate if they see they are helping you achieve a goal. Once you've reached your goal, increase it and keep fundraising to make an even greater impact.

**DAY 1:** Jumpstart your efforts by making a \$50 personal donation to your fundraiser. This shows you are committed to your fundraising and can be a great way to inspire others to support you – and could provide needed funds for a person in treatment for breast cancer for gas to and from their appointments.

**DAY 2:** Harness the power of your social network by connecting your fundraiser to Facebook. You can quickly do this in your Fundraising Center – where you'll also find ready-to-post social media graphics and templates to help bring attention to your fundraiser.

**DAY 3:** Turn your everyday connections into impact. Ask three local businesses you frequent – such as your bank, salon or dry cleaner – to chip in with a donation between \$50-\$150 each.

**DAY 4:** Ask five co-workers to donate \$20. Don't forget to check and see if your company offers a **matching gift program**. You could double – or even triple – the impact of their donations and make a real difference in the lives of people facing breast cancer.

**DAY 5:** Bring your company on board! Many employers have a budget available for charitable giving and a donation of \$150 could provide needed funds for a person in treatment for breast cancer to buy groceries for the week.

**DAY 6:** Tap into your community. Ask five people from your extracurricular sports team, book club or place of worship to make a \$25 donation.

**DAY 7:** Your past giving can inspire others! Contact someone you've donated to and ask if they'll return the favor with a matching donation to your fundraiser.

**DAY 8:** Ask your boss to match your personal donation. Many leaders are proud to support causes their team members are passionate about, and their gift could help provide research supplies to scientists working to discover new ways to prevent, detect and treat breast cancer.

**DAY 9:** Ask 10 friends to donate \$10. Send a short text, DM or group message. Sometimes the smallest asks have the greatest success.

**DAY 10:** Don't forget to follow up! Check your progress and see how close you are to your goal. Many people want to donate but get busy and forget. Share a friendly reminder with a specific donation ask to help you close the gap. It could be all it takes to help you cross the finish line!

**The most important step?** Just ask! Now you're ready to raise \$1K and make a real difference in the fight to end breast cancer. You've got this!