



VIPink™ | susan G. Komen. 

AMBASSADOR TOOLKIT

Welcome to the Team

Each year, passionate leaders across the country commit to being a Susan G. Komen® **VI**Pink Ambassador in support of ending breast cancer forever.

As anyone who has been touched by breast cancer can attest, one moment can change everything. Whether it is the moment they first heard the words “*you have breast cancer,*” or the moment they hear “*we no longer see any signs of cancer,*” life is forever changed.

For more than four decades, Komen has remained committed to doing everything we can to save lives from breast cancer—but we know we cannot do it alone.

With the support of Komen **VI**Pink Ambassadors, we can make a difference in the lives of people impacted by breast cancer and ensure we meet our communities’ most critical needs by investing in breakthrough research to help patients live better, longer lives.

During the short fundraising campaign, **VI**Pink Ambassadors fundraise to reach or exceed their \$5,000 goal and compete to be named the Top **VI**Pink Ambassador!

The money raised from the **VI**Pink campaigns does so much good—for those with breast cancer, their families, the future of breast cancer research and more—and we’re so grateful for people like you who are willing to help end this disease.

Komen **VI**Pink Ambassador (noun):

a Very Important Person on a mission to end breast cancer forever by raising awareness and funds for Susan G. Komen in their local community; willing to engage their social and professional networks in support of their fundraising; all while sharing educational information about Komen and breast cancer.

We're on a Mission

Since its founding in 1982, Komen has funded nearly \$1.1 billion in research and provided \$2.5 billion in funding for screening, diagnostics, education, advocacy, treatment and support programs serving millions in more than 60 countries. Komen's mission investment has averaged 76 cents or more for the past 15 years.

Susan G. Komen's Mission

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen Impact

As a Komen **VI**Pink Ambassador, you truly make a difference. You fuel our mission and make our work to save lives possible.





Your Commitment

- Fundraise a minimum of \$5,000
- Agree to participate in marketing promotional activities
- Promote the campaign through your social media accounts and within your personal and professional networks
- Support the next campaign by nominating a new **VI**Pink Ambassador
- Have FUN!

Komen's Commitment to you

- A dedicated Komen staff member to help you strategize and lend support every step of the way
- A personal fundraising participant center and app which will allow you to send emails, post on social media, keep track of your fundraising and thank your donors
- Fundraising, technology and marketing resources to support your efforts
- Networking opportunities with other **VI**Pink Ambassadors
- The opportunity to be included on competitive, campaign and nationwide fundraising leaderboards



Toolkit

Your online toolkit provides details and resources for you to execute and fundraise for your campaign, including:

- A timeline and a variety of marketing materials to help you with your fundraising efforts
- Information to set up a personalized fundraising page
- Talking points about Komen and breast cancer

Campaign Timeline and Checklist

PRIOR TO CAMPAIGN

- Confirm your commitment using the form supplied by your Komen staff member
- Work with your staff member to set up your personalized fundraising page, and learn how to use your fundraising center and mobile app
- If applicable to your campaign, participate in a Komen sponsored photo shoot for campaign promotional pictures
- Fill out your Personal Fundraising Plan with your plans for reaching your campaign goal and have a discussion with your staff liaison
- Talk to your employer about fundraising in your workplace
- Recruit 3-4 friends and family who are willing to help you throughout the campaign

DURING THE CAMPAIGN

- Once your campaign begins, be sure to talk about **VIPink** when you are out and about. Bring your **VIPink** business cards, QR code and even a container with you to collect cash donations
- Update your social media profile with information about your campaign, including your goal and your donation link. Then continue to post on social media a minimum of three times a week using the sample social media posts provided or by creating your own
- Send emails to colleagues, family members, friends and business contacts asking for support. You can do this through your Fundraising Center.
- Review the Donation Options document to learn all the ways your donors can support you
- Pick up the phone and call people on your 25 Names Fast list and ask them personally for a donation
- Scan any checks into the Komen Fundraise app with Mobile Check Deposit

POST CAMPAIGN

- Celebrate Success!
- Thank your donors



Fundraising & Marketing Resources

Susan G. Komen can provide you with a variety of materials available to help you with your fundraising efforts, including:

- 25 Names Fast Document
- Editable fundraising event flyer for those holding events
- Electronic letterhead
- Business cards
- Sample social media posts
- Sample emails
- Ways to get an employer involved
- Breast cancer educational resources
- Sample Fundraising Plan
- Personal Fundraising Plan Form
- Fundraising Thought Starters
- A personal Fundraising Center and mobile app
- Know Your Networks worksheet
- Vendor campaign resources
- Fundraising challenge levels that show your direct impact at each level

And of course, your designated Komen staff member to help you strategize your plan and lend support every step of the way.

VIPink™

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Thank you
for being **VI**Pink.



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