



FUNDRAISING IDEAS

Not sure what to do? Here are several inspiring ideas collected from our community of fundraisers!

- **CORPORATE MATCHING:** Take advantage of corporate matching gifts programs. Whether it be asking your company to provide a match to staff donations or asking your donors if they have a matching gift program, you can easily double your donations.
- **SET A DONATION CHALLENGE:** Encourage your friends, family and followers to donate the amount of their daily coffee, your age or an hour of their salary to your campaign. You can do special shout outs every day on social media to keep the momentum going.
- **HOST AN EVENT:** It can be something casual like a BBQ, wine or beer tasting or something similar. Ask people to pay a minimal ticket price with all proceeds going to your campaign.
- **TRIBUTE DONATIONS:** Encourage your friends, family and followers to make a donation in “honor of,” “support of” or “in memory of” someone they know who has been affected by breast cancer. This is a great way to let them feel engaged with your experience.
- **BENEFIT NIGHT AT A LOCAL RESTAURANT:** Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment.
- **HOST A COOKING CLASS:** Ask your friends, family and followers to donate to attend a cooking class with you and walk them through how to cook one of your favorite dishes or desserts.
- **HOST A COCKTAIL CLASS:** Livestream a tutorial on how to make popular cocktails. Reach out to local bars to offer services in exchange for business promotion.
- **WEB-BASED AUCTION:** Get friends, family and followers to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item’s selling price is going towards your fundraising goal.
- **SIGNING YOUR CORRESPONDENCE:** Get in the habit of signing your correspondence with your name followed by a link to your fundraising page.
- **VOICEMAIL:** Change your voicemail to announce you are a VIPink ambassador and are fundraising to help end breast cancer with Susan G. Komen[®].
- **TEAM UP:** Start a friendly competition with another VIPink ambassador or collaborate on a community promotion and/or virtual event to increase visibility for your VIPink fundraising and Komen.

FUNDRAISING PROTOCOL

Many participants host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember that local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities.

Please check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager first, before posting your materials. Be sure to note that your fundraising activity is for the VIPink campaign, which benefits Susan G. Komen[®].