



Fundraising Tips

When it comes to fundraising for the Race for the Cure –
DON'T BE AFRAID TO ASK!



Get \$10 from 10 friends to help find a cure for breast cancer.

Can you raise \$100? If every Race participant raised \$100 more, Susan G Komen for the Cure would have an additional \$1 Million to fund life-saving programs and

Take the \$75 Challenge

Join the Susan G. Komen North Central Alabama Race for the Cure® and the movement that started the fight to end breast cancer. Your registration fee gets us to the start line – your fundraising can get us to the CURES. Step up to our \$75 Challenge! Every \$75 you raise could mean one free mammogram for a local woman in need. Challenge yourself to help these women catch the disease before it's too late!



Start a Team

Fundraising and participating as a team is a fun way to fight for a cure. [Click here](#) to learn more about starting a team on the *North Central Alabama Race for the Cure Teams Website*.

Matching Gifts From Your Employer

Ask your company about matching gifts. Many employers will match whatever amount each employee raises on his or her own. If your company will not match your gift try one of the following Birmingham-area companies who are committed to matching gifts:

All-State Giving Campaign – Bank of America - Bellsouth Corporation – Bristol-Myers Squibb - CEMEX Foundation - El Paso Corporation - Energen Corporation - Freddie Mac Foundation – First Data Corporation - Johnson & Johnson Family of Companies – Liberty Mutual – Macy's Foundation - Merck Partnership for Giving - Merrill Lynch & Co. Foundation - Schering-Plough Corporation – SYMETRA - Tenet Healthcare Foundation - TIAA-CREF - United Health Group - Wachovia Foundation

Fundraising activities.....

- Create an email campaign. You'll find email templates in your fundraising headquarters that will make this less time consuming.
- Use the *boundless* Fundraising application on your Facebook page. (Click Here for Details)
- Have a silent auction
- Put on a Mini Golf Tournament
- Have a team Garage Sale
- Set up a car wash service on the weekends
- Have Potluck Lunches at work

[Click here](#) to share your fundraising ideas with other participants on *Facebook*.

Tips to help make collecting donations easier...

- Not comfortable asking face-to-face? Send emails instead.
- Ask people that you have daily contact with or who you've established a relationship with in one way or another – parents, friends, classmates, co-workers, neighbors, grocer, banker, mechanic, lawyer, dry cleaner, fellow parishioners, etc.
- Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.
- Collect your donations up front so you don't have to ask for them a second time.
- Ask at least 1 person per day to make a donation.
- Aim high – ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10. Base the amount you're asking for on your prospects' ability to give.