



By participating in the Komen Race for the Cure[®], you have an opportunity to make a difference in the fight to end breast cancer.

10 STEPS TO RAISE \$500

| | | |
|-------|--------------------------------------------------------------|-------|
| 1. | Show your commitment and contribute to yourself | \$25 |
| 2. | Ask your spouse/parent/family members to match your donation | \$75 |
| 3. | Ask your co-workers to donate (5 co-workers for \$5) | \$25 |
| 4. | Ask a vendor/supplier from your company | \$50 |
| 5. | Ask 5 friends to sponsor you for \$5 each | \$25 |
| 6. | Ask everyone in a club/organization (10 people for \$10) | \$100 |
| 7. | Send out a letter to your holiday card mailing list | \$100 |
| 8. | Ask businesses that you visit often for a donation | \$40 |
| 9. | Ask someone who has asked you for a donation | \$10 |
| 10. | Ask your boss for a company contribution | \$50 |
| <hr/> | | |
| | TOTAL | \$500 |

HERE ARE SOME ADDITIONAL TIPS TO HELP MAKE COLLECTING DONATIONS EASIER...

- Anyone is a potential donor.
- 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.
- Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.
- Tell your pledge supporters why you’re walking for Komen.
- 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.
- If you’re uncomfortable asking face-to-face, use the website [www.komenNCAlabama.org] instead. On the Web we’ve provided sample email/letters to help you.
- 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.
- Carry your collection envelopes/cans with you at all times.



WHY SUPPORT THE KOMEN RACE FOR THE CURE®?

WHAT DOES SUSAN G. KOMEN FOR THE CURE SUPPORT WITH MONIES RAISED THROUGH THE KOMEN RACE FOR THE CURE?

Up to 75% of the money raised in north central Alabama stays in north central Alabama to fund education, treatment and screening programs. At least 25% goes to the Susan G. Komen for the Cure Research Grant Program. Since 2003, the University of Alabama - Birmingham (UAB) has received nearly \$14 Million in funding for breast cancer research from Susan G. Komen for the Cure and nearly \$2.5 Million has been granted to local breast health programs and services.

2009 Komen North Central Alabama Community Grants:

- Alabama Breast and Cervical Cancer Early Detection Program – Free Mammogram Program \$322,000.
- UAB –Deep South Network for Cancer Control – Community Health Advisors for Minority Breast Cancer Outreach and Education - \$70,000
- American Cancer Society – Hope Lodge - \$40,000
- UAB & American Cancer Society – Patient Navigator Program - \$30,000
- DCH Breast Health Initiative – DCH Foundation - \$20,000
- Sowing the Seeds – Latina Lunches for Health – St. Vincent’s Health System - \$6,000
- Aquatic Exercise for Breast Cancer Survivors with Athralgia or Myalgia – Lakeshore Foundation - \$20,000
- UAB School of Public Health – Sing for the Cure – Sisters Celebrate Survivorship - \$40,000
- The Because Campaign & VIRTUE Release '09 – VIRTUE, Inc. - \$17,500

HOW DOES MY COMPANY BENEFIT?

- Honor and memorialize the survivors of breast cancer.
- Participation can create visibility for you, demonstrating to your community that you care about the issues affecting them.
- Volunteering fosters teamwork, creativity, and leadership.
- Consumers are more likely to buy from companies perceived as good corporate citizens.
- Integrated partnership: benefits customers, community & employees at the same time.

WHY SUPPORT SUSAN G. KOMEN FOR THE CURE?

- Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer - a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer - and more than 1 million could die - over the next 25 years.
- Without a cure, an estimated 25 million women around the world will be diagnosed with breast cancer - and 10 million could die - over the next 25 years.
- For the past 25 years, Komen for the Cure has played a critical role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.
- Susan G. Komen for the Cure has been named the top-rated charity by Charity Navigator, America’s largest independent evaluator of charities.



“SERVE YOUR SWEET TOOTH” DAYS

Everyone loves homemade desserts and everyone likes to make them! Have a contest to judge the best chocolate chip cookie and have your CEO be the judge! Then sell all the entries to benefit your Race team!

Example: If you had a bake sale once a month for a year you could raise about \$1,000!

CASUAL DAYS

Ask your team members and other department representatives to collect a \$5 fee from employees who would like to dress down on Fridays. The donations will benefit – your Komen Race for the Cure Team!

Example: If you held a Casual Day once a month for a year and 100 employees participated, you would raise \$6,000!

“WATER COOLER” DAYS

Have employees gather around the water cooler to take a break and buy bagels, pizza slices or popcorn on certain days of the week. Or have a team member take up collections for coffee and then do a delivery run. You can charge a little extra since you are bringing it to them.

Additional Tips

Brainstorm with your team. Be creative and think of things that can involve the entire company. Advertise your participation as much as possible and JUST ASK PEOPLE! Too often people just don't know how to get involved. A poster on a bulletin board may not get noticed, so make sure your event information stands out.

The more excitement you can create, the more people will want to be a part of it! If you are having fun, your co-workers will too!

MORE IDEAS

- Concession stands at games and festivals
- Auction off dinner for 4, sports or event tickets, gift certificates, etc.
- Mini golf tournaments
- Rummage sales/garage sales
- Contests/raffles
- Answering Machine Message – This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
- Raffle off a reserved parking spot or ask your CEO to donate
- Sell single flowers on Friday
- Sell company T-shirts or sweatshirts
- Car washes
- Donation jars
- Goal board or thermometer showing the company's current fund raising status
- Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these! It's a perfect way to get the word out.
- Company Vacation Days – Ask your boss or human resources director if they can swap one of your vacation days for a day's pay to donate to the Race for the Cure!