

FUNDRAISING 101

RACE FOR THE CURE

Corporate Matching

Take advantage of corporate matching gifts programs. Many of your donors may work for companies that have a program like this — their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.

The Power of Ten

Ask 10 friends to donate 10 dollars each to reach a fundraising milestone of 100 dollars! Think of the local community impact that 100 dollars from each participant could achieve!

Ask Your Neighbors

Write a note to all of the neighbors on your block or in your apartment building to ask for donations. Include an update on your training and fundraising progress.

Tribute Donations

Encourage your donors to make their donations 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 very much a part of your experience.

Host a Benefit Night

Many restaurants already have programs in place to help you fundraise. Check with them and see if you can hand out coupons to their restaurant for a percentage of profits for that evening, or use their venue to host a fundraising party. Charge your guests an entrance fee (donation), and make sure to ask the venue to support you with a donation of 10% (or more!) of the night’s sales. Many local restaurants will support Komen Race walkers by donating a portion of an evening’s profits. You can offer to generate a flyer to promote patrons coming to their establishment to help increase their business, and thus your percentage.