



## Fundraising and Awareness Planning Guide

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Thank you for your interest in becoming a fundraising and awareness partner with The Breast Cancer Society, Inc. Your efforts are appreciated and needful. *It is the primary mission of TBCS to provide direct aid to those who are suffering from the effects of breast cancer.* We have extensive programs in place that allows both financial and material items to be granted to those in need.

Your **generous support** makes a difference in thousands of women's lives who are facing breast cancer. The funds that you raise will be distributed all over the world. Your involvement is making a major difference in impacting those who truly need compassion and assistance.

The Fundraising and Awareness Planning Guide will assist you in hosting a successful and meaningful event. This guide is tailored to provide organizational tips, fundraising suggestions, and donation opportunities. If you are interested in hosting an event, please contact

*liana@breastcancersociety.org* OR

(480) 284-4014.



# Table of Content

Event Ideas .....3

Organize Your Event.....5

How to Make a Donation.....6

Other Ways to Donate.....6

Fundraising Action Plan.....7

Registration Form.....9

Feedback Form.....10

Liability Waiver.....11

# Event Ideas

*Your creativity is your most valuable asset in deciding which type of event you would like to host. The following are suggestions of successful event ideas. However, feel free to use one of your own idea if it is a better fit for you.*

Students or co-workers can pay a small amount to **wear pink, pajamas or a dress down casual day.**

Raise money by **hosting a school dance.** You can charge an entrance fee to collect money for TBCS while providing food and entertainment.

**Organize a walk or run** in your community or enter to walk or run in an established event in your area. If you choose to participate in an established event, we can provide you with sponsor sheets for you to raise money for TBCS.

Ask friends and / or sponsors to donate **silent auction** items for your event. Put out sheets of paper next to the auction items and let your guests write down their bids throughout the night. Remember to place the value next to each item. The person with the highest bid at the end of the night wins the item.

**Sell breast cancer items** at your local high school sporting events. TBCS will provide these items for you. You simply return the money raised along with any items that were not purchased back to TBCS.

# Event Ideas (continued)

Have friends and family donate gently used clothes or partner with a local boutique to **put on a fashion show** for the community. Sell tickets to the show and offer the clothing for sale after the show.

## A Community Favorite:

Decorate your home during a specific holiday or season and give "**Holiday Tours**" to friends and neighbors. You can charge an entry fee, set up a donation jar and / or sell goodies. Get other houses on your block involved for a neighborhood-wide event!

Host an **Idol Style** competition with several local high schools. Hold tryouts with judges selected by each student council. Have five finalists from each school compete against each other. The audience vote will decide the winner. After each school has held a competition and declared a winner, host an event where all schools compete against one another in a grand finale. You can charge admission, sell breast cancer items, and have a silent auction.

## Other Events to Consider:

Antique or Craft Fair  
Dance Marathon  
Family Fun Day  
Yard Sale  
Talent Show  
Car Wash



# Organize Your Event

The Breast Cancer Society, Inc. relies heavily on the fundraising efforts of generous people such as yourself. Our goal is to assist every person with breast cancer around the world that is in need. Helping you create the most successful event brings us closer to reaching our goals.

After you have chosen the event you wish to host, the next step is to notify The Breast Cancer Society, Inc. with your intent to fundraise. You may do this by completing the registration form included in this packet.

Once completed, *return the registration form to the attention of Kristina DuPuis* by either: [email liana@breastcancersociety.org](mailto:liana@breastcancersociety.org),  
OR Direct Mail: 6859 E. Rembrandt Ave Ste 128 Mesa, AZ 85212  
OR fax (480) 659-9807.

Once your registration form is received, you will be contacted by a TBCS representative to discuss the specific needs of your fundraiser.

## ***If your donation is coming directly to TBCS...We Can Provide Items For Your Event...***

- TBCS can **provide educational items** for distribution during your event such as fliers, self check calendars and informational brochures.
- TBCS has **extensive professional contacts** that would greatly benefit breast cancer patients, including a letter to present to sponsors and a receipt for their donation. We can provide this list for a resource guide to distribute.
- TBCS can **provide awareness items** such as bracelets, rings and ribbons.
- TBCS can **provide breast cancers items to sell** during your event. Simply return the unsold items along with the money raised to TBCS.
- TBCS can **issue a press release** as well as assist with other media opportunities if appropriate.
- TBCS can **list your event on various social media resources**. This would provide a place for interested people to volunteer and offer their assistance during your event.

# Where To Send Your Donation

- ♥By Mail      To donate by mail, please send a check or money order made payable to The Breast Cancer Society, Inc. at:  
6859 E. Rembrandt Ave. Ste. 128 Mesa, AZ 85212
- ♥Online      Secure online donations can be made by credit card at [www.breastcancersociety.org](http://www.breastcancersociety.org). Click on the "Donation" button. In the additional information field please state that this donation is the result of your event.
- ♥Receipt      If you are sending one check to cover the entire donation, please be aware that the person whose name is on the check is the person who will receive the tax receipt letter. If each donor desires a separate receipt, please provide a list of names, addresses, and amount of each donation.

## Other Ways To Donate

*If you are not interested in hosting a fundraiser but would still like to donate, consider some of the following:*

- Donate your vehicle at [www.breastcancersociety.org](http://www.breastcancersociety.org)
- Shop online at [www.breastcancersociety.org](http://www.breastcancersociety.org)
- Make a personal donation by check, money order, or online credit card per instructions listed under "How To Make A Donation"

# Fundraising Action Plan

Allowing yourself enough time to prepare for your event will help ensure success. We offer a few tips here to help you get organized and stay on track.

## Four Months Prior to the Event

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- Decide what kind of event to hold and choose a date in which to host your event.
- Fill out the attached Registration Form and either email it to [liana@breastcancersociety.org](mailto:liana@breastcancersociety.org), OR fax it to (480) 659-9807, OR mail it directly to TBCS at 6859 E. Rembrandt Ave. Ste 128 Mesa, AZ 85212
- Research price for venue and other costs
- Start building support for your event. Include your friends and family in the planning process.
- Set your Budget.
- If you feel you are in need, look into sponsors or donations that are available in your area to assist with the cost of your event. Send proposals to individuals and corporations from whom you may think you could gain support.

## Three Months Prior to the Event

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- If you have not received acknowledgement from TBCS, please follow up at [kristina@breastcancersociety.org](mailto:kristina@breastcancersociety.org).
- Make phone calls, emails or send letters to follow up on support requests.
- Secure venue and other vendors.
- Build your guest list.
- Design invitation, flyers etc. TBCS can supply their logo via email upon request and approval.
- Please forward any artwork you plan to use on promotional materials to [kristina@breastcancersociety.org](mailto:kristina@breastcancersociety.org) for approval.

# Fundraising Action Plan (continued)

## Two Months Prior to the Event

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- Send your invitations out.
- If you plan to invite the press or to issue a press release, now is the time. If you desire a sample press release, you may request one from TBCS.
- Organize your staff. This is a good time to make sure you have enough volunteers. Places to seek volunteers are with church youth groups, humanitarian groups, local women's groups, etc.

## One Month Prior to the Event

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- Send details and any final correspondence to your guests.

## Two Weeks Prior to the Event

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- Confirm location and details
- Send a reminder to the local media.

## One Day Prior to the Event

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- Update volunteers / staff on event plan and responsibilities

## Day of the Event

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- **HAVE FUN!!!**

## After the Event

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- Collect any outstanding donations.
- Send out thank you cards.

## Within One Month Following the Event

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- Send you donations to TBCS (refer to "How To Make a Donation")
- Send in Feedback Form...and PLEASE SEND PICTURES OF THE EVENT.



## Event Registration Form

**PLEASE COMPLETE THIS FORM**

Email: [liana@breastcancersociety.or](mailto:liana@breastcancersociety.or)

Fax: (480) 659-9807

Direct Mail: 6859 E. Rembrandt Ave. Ste 128  
Mesa, AZ 85212

Type of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Location: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_ Number: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

Event Details: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*\*If your event will be held at multiple locations: Please be advised, each location must be registered. If your event is of a dangerous nature, ALL participants must sign and return the attached liability waiver.**

Fundraising Goal \$ \_\_\_\_\_

Would you like your event advertised on [breastcancersociety.org](http://breastcancersociety.org)?

Yes No

Would you like us to provide an option for volunteers to sign up on [breastcancersociety.org](http://breastcancersociety.org)?

Yes No

If yes, may we post your contact information on our [breastcancersociety.org](http://breastcancersociety.org)?

Yes No

**THANK YOU FOR YOUR GENEROUS SUPPORT!**

# Feedback Form

We would love to hear about your event. Please include this form with your event donation. If you make your donation online please return form via Email [liana@breastcancersociety.org](mailto:liana@breastcancersociety.org) OR Fax (480) 659-9807 OR Direct Mail: 6859 E. Rembrandt Ave. Ste 128 Mesa, AZ 85212

Name: \_\_\_\_\_

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Total Event Costs: \$ \_\_\_\_\_ Total Raised: \$ \_\_\_\_\_

Did you enjoy hosting a fundraiser for breast cancer patients?  
Yes No

Did you find this fundraising guide helpful?  
Yes No

Additional Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you be interested in hosting another event for TBCS?  
Yes No

Did you find our web site fundraising advertisement helpful?  
Yes No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Liability Waiver

The intent of this liability waiver is to provide clarity of the relationship between The Breast Cancer Society, Inc. and all independent fundraisers.

- All fundraising participants are acting as independent agents. This fundraising event does not constitute a partnership, sponsorship, employment or guarantor of safety on the behalf of The Breast Cancer Society, Inc. (TBCS).
- TBCS is a recipient of donations being raised by the independent fundraiser only. TBCS is in no way responsible for personal, material, financial or property damages that may occur during this event.
- Before any printed materials, verbal advertising or anything of this nature may occur on behalf of The Breast Cancer Society, Inc. a Licensing Agreement must be signed by both TBCS and the fundraiser. Once both parties have signed this agreement, you will then be authorized to fundraise (only) for TBCS.
- If you are holding more than one event (by location or date), you must submit a registration form for each event fundraising on behalf of TBCS. One Licensing Agreement may cover all of the events.
- ALL funds raised for TBCS must be accounted for and donated directly to TBCS within 2 weeks of the event.

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

*James J Reynolds II*

The Breast Cancer Society, Inc.  
Executive Director