



Fundraising Ideas

FUNDRAISING FOR KOMEN KANSAS CITY RACE FOR THE CURE®

Over 60% of money collected throughout the year at the Susan G. Komen for the Cure Greater Kansas City Affiliate is from the Komen Kansas City Race for the Cure®. Of that 60%, nearly 40% is from YOUR fundraising efforts. You taking that extra step to fundraise will provide funding to local breast health education and breast cancer screening programs through 17 counties in the greater Kansas City community. In addition, funds will be provided for research to fund the most innovative programs throughout the world with a goal of ending breast cancer forever.

You do not have to be an expert to be a fundraiser. All you need is a passion to make a bigger difference and know that you are not asking for yourself, but for many families throughout our community who need you to help them. Beginners are always surprised at their success at collecting donations. It may seem overwhelming at first but it really is easy! Remember you are not collecting money for yourself. You are collecting donations to support the fight against breast cancer and every dollar counts!

FUNDRAISING TIPS

- Start collecting donations early!
- Set goals and make them known. Get the word out that you are raising money for Susan G. Komen Kansas City Race for the Cure®!
- Research your company's matching gift program and double your money!
- Be knowledgeable about the cause and educate yourself where the money goes.
- Give an example of the organization and the services they offer. Testimonies tell a story that people relate to.
- Remember to say THANK YOU with a smile. Send out a thank you note to individuals thanking them for helping you reach your goal.
- Let every donor know they are making a difference in their community.
- Let people know how much you have raised and how close you are to your goal.

DONATION FACTS

- Up to 75 percent of the net funds raised in greater Kansas City stays in the community to fund local not-for-profits that provide breast health education, screening (mammography) and some quality of life treatment support.
- The remaining 25 percent of the net funds raised supports the Komen Foundation Award and Research Grant Program which funds groundbreaking research around the world.
- Donations are tax-deductible.
- A \$160 donation can fund 1 screening mammogram and a clinical breast exam.
- A \$210 donation can fund 1 digital mammogram and a clinical breast exam.
- For a full list of Susan G. Komen for the Cure Greater Kansas City grant recipients, visit www.komenkansascity.org/grants/for-current-grantees/

The Power of Ten

If **10 friends** donate \$15 each, a mammogram can be funded.

Ask **10 friends** to join you in the walk regardless of their intention to fund-raise.

If you sit down with **10 friends** to brainstorm on ideas to reach out into the community... the sky is the limit with how far it might reach.

Ask **10 friends** if they've had their mammogram or clinical breast exam

Ask **10 friends** to pass out your "support me business cards" to 10 people that you may not know.

WHO TO ASK

- Ask people you see each day. Especially those who know you will be participating in the Race.
- Go through your phone lists/address books, email lists, work contact list, people you pay for services, etc....think of EVERYONE you know who might support you in this great endeavor.

Continue to add people to your list as you think of them. People will be honored to be part of your fundraising drive!

REMEMBER TO ASK

Family, Inlaws, Friends, Co-workers, your dry-cleaner, significant other's co-workers, School friends, Business associates, customers, Vendors, your hair stylist, nail technician, personal work out trainer, your banker, your doctors, kids music, dance or gymnastics teachers.

HOW TO ASK

- E-mail: When you register online you are set up with your own personal Race center where you can create an address book and easily e-mail all of your friends and co-workers. Customizable template emails are available for you at www.komenkansascity.org
- Collect donations from all of the individuals who prefer to communicate by e-mail.
- Collect donations from all of the individuals who prefer to use a credit card.
- Let everyone know that you are in the Race and you are collecting donations, increasing word of mouth donations!
- Ask your friends to forward the e-mail message to their family and friends if they don't mind. This will help you reach your goal.
- Encourage everyone to give something, ANY dollar amount that you raise will make a difference. Even if it is only \$5. Five dollars from 20 people is \$100!

