



FUNDRAISING TOOLKIT 2011

All You Need to Know to be a Successful Fundraiser!



Komen Austin Race for the Cure®
Sunday, November 13, 2011

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THE POWER OF A PROMISE

Susan G. Komen for the Cure® was founded on a promise made between two sisters – Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing Komen for the Cure in 1982.

AUSTIN AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®

Since 1999, the Austin Affiliate of Susan G. Komen for the Cure® has invested over \$10 million to better the lives of those facing breast cancer in our community. Did you know that 75 percent of net funds raised **LOCALLY** stays **LOCALLY**? The Komen Austin Affiliate provides funding to LOCAL non-profit healthcare organizations for breast health services for the underserved men and women in Travis, Bastrop, Hays, Williamson and Caldwell Counties. The remaining 25 percent funds the national Susan G. Komen for the Cure® Grants Program, which funds groundbreaking breast cancer research.

AVERAGE COSTS IN THE AUSTIN AREA IN 2011

MEDICAL

\$110*	Mammogram services (screening, diagnostic and mobile)
\$85*	Clinical breast exam or physician consult (Initial or follow-up office visit)
\$16,700	First year of treatment (negotiated rate through grantee)

EMERGENCY ASSISTANCE

\$14	In-Home personal assistance (one hour)
\$25	Childcare, food or gas
\$400	Utilities for one household
\$850	Rent for one household

*Medical rates are averages based on the Medicare rates or negotiated provider rates for the uninsured and underinsured.

WHERE DOES MY MONEY GO?

Where does my donation go?

Seventy-five percent stays in our five county area to provide the following services:

Fund mammograms (screening or diagnostic), ultrasounds, biopsies and treatment

Provide emergency assistance which covers in-home personal assistance, transportation to and from treatment and food, rent & utilities

Fund Patient Navigator Services (provides individual assistance from when someone is diagnosed to the end of their treatment)

Provide breast health educators and educational materials at local health fairs and community events

Connect breast cancer survivors with local resources

Offer bilingual support staff

Spearhead local advocacy efforts

Where does my registration fee go?

Your registration fee covers the operating cost of putting on the Race.

How can I make an IMPACT?

Every donation counts in our goal of a world without breast cancer! With your help, we are providing the necessary breast cancer services needed for men and women in the community.

We are challenging everyone to raise **\$125 more** than they did last year to help us surpass our fundraising goal of \$1.5 million.

Where Can I Find Potential Donors?

Friends	Neighbors	Book club	Child's teachers
Family	Former classmates	Coffee shop	Wedding guests
Workplace	Fraternity/Sorority	Personal doctor	Play group
School	Bridge group	Dentist	Daycare mothers
Social media outlets	Senior centers	Bowling league	Vendors
Place of worship	Your gym	Golfing buddies	Your banker
Clients	Sports team	Your mechanic	Local businesses
Vendors	Hair/Nail salon	Fishing buddies	Girl/Boy scout troop

HOW DO I ASK FOR A DONATION?

SOCIAL MEDIA

Social media is a good way to reach a lot of people when asking for donations.

- Like the Komen Austin Affiliate on Facebook (www.facebook.com/komenaustin), or follow the Komen Austin Affiliate on Twitter (@KomenAustin) for tips.
- Place a link to your Race fundraising page and thank donors in your Facebook status or tweets.

E-MAIL

When you register online you are set up with your own Race Participant Center where you can create an address book and easily e-mail all of your potential donors.

- 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. This will help you reach your goal.
- Be vocal about why you are doing the Race. Tell your story!

POSTAL MAIL

A hand written note can really catch someone's attention. Remember to have the donations sent directly to you so that you can keep track and send them in all at once with a pledge form.

FACE-TO-FACE

Every donation you collect makes a difference! Be creative and have fun! See page 6.

REMEMBER!

You are NOT asking for money for yourself!
The money goes to a great cause,
the Austin Affiliate of Susan G. Komen for the Cure®!

HOW CAN I MAKE THIS FUN AND EASY?

1 KNOW YOUR CAUSE

Asking for money is not easy. However, the better you know your cause, the more confidence you will display to your potential donors, and the more confidence they will have in you. Educate yourself on breast cancer facts, national statistics and the Komen Austin Affiliate. Know the 75/25 split and know that the Komen Austin Affiliate funds **LOCALLY**.

2 GET PERSONAL

Your personal connection to breast cancer is what potential donors want to hear. People feel more comfortable about donating when they understand why.

3 GET ORGANIZED

Everyone has 200 contacts. Who are yours? Sit down and make a list, and keep track of who you have contacted, what they said, donations and thank-you notes.

4 SET YOUR GOAL AND TAKE THE \$125 CHALLENGE

Understanding how the Komen Austin Affiliate uses the funds will help you to set this goal. Know about the Komen Austin Affiliate's 75/25 funding. If you are still having trouble, consider raising the funds to cover a particular medical procedure (see page 3 for a list of costs). We are challenging everyone to raise **\$125 more** than they did last year! If we do this we could surpass our fundraising goal of \$1.5 million, which allows us to provide more funding to those that most need it.

5 START FUNDRAISING

Make a commitment to spend some time during the day to do your fundraising. You don't have to contact your entire list at once; take your time and remember to have fun! Mix your personal asks with fun events to raise money and prevent burnout.

6 FOLLOW-UP AND SAY THANK YOU

Once you've sent your fundraising letters and e-mails, be sure to follow-up with people. After a couple of weeks, send a letter, e-mail or phone call. Update them on your fundraising progress and let them know how much you appreciate their support. Tell your story. Don't forget to thank them!

Simply asking friends/family for help with fundraising or a small donation can help you to reach your fundraising goal.

- Ask five friends to make a donation of only \$25 each. Remember, donations do not have to be large to be significant!
- Invite 10 friends to be on your team and empower them to raise \$125.

QUICK TIPS

- Start asking for pledges early
- Be creative in how you ask for donations
- Throw a party or other fun event to raise money
- Research your company's matching gift program to see if you can double your funds
- Update people on how close you are to reaching your goal
- Take advantage of social networking to get the word out
- Always thank your donors

FUNDRAISING IDEAS

1. Send a personal letter to everyone you know. Ask them to ask their employer to match their donation or become a corporate sponsor; research your own company's giving program to double your funds and ask others to do the same. Remember to mention that all donations are 100 percent U.S. tax deductible.
2. Carry fundraising business cards with you everywhere you go. Use them to talk to friends and family. Tell them what you are doing and why.
3. Organize a bake sale at work, church, or in front of your favorite business.
4. Organize a garage sale. Ask your neighbors to make item donations to sell.
5. Host a party or BBQ and charge admission. It could be a dinner party or a themed party of any size. You could even solicit the services of your favorite chef. When sending out the invitations, make sure to inform your guests about the important cause you are asking them to support.
6. Start a spare change jar and ask your friends and co-workers to do the same. Anytime you empty your pockets put the spare change in the jar.
7. Give something up. Think about how much you spend on items such as soft drinks, movies, music, fast food, shopping, etc. Consider giving something up for one month and use that money saved to support the Komen Austin Race for the Cure®. Ask a friend to participate with you and donate their savings as well.
8. Host a karaoke night. Ask everyone to make a minimum donation. Award prizes solicited from local businesses or organizations.
9. Have an auction (blind, silent or dinner).
10. Talk to your employer about potential office fundraisers, such as a raffle with reserved parking spaces as potential prizes.
11. Organize a group of kids or scouts and host a car wash. Ask a business to donate any needed supplies.
12. Sell your own talents and donate your earnings. Give swimming lessons to a neighbor's child, teach colleagues to crochet, help someone write a resume, house-sit, pet-sit or baby-sit.

VISIT WWW.KOMENAUSTIN.ORG TO SEE A LIST OF 101 MORE IDEAS

HELP!

WHAT RESOURCES ARE AVAILABLE FOR ME?

What do I say?

You can use the language from the letter template on page 8 in an e-mail or handwritten letter.

When do my donations need to be received?

All donations on your behalf must be received by **November 30, 2011** to be credited to your fundraising total.

How do I send my donations?

You can donate online at www.komenaustin.org. Please make sure your online donors know the link to your Personal Page. Komen Austin cannot/may not be able to move donations that were entered in the wrong location or to the wrong person.

You can also collect cash/checks and either mail or drop them by our office:

DROP-OFF: 5508 Parkcrest Drive, Suite 203

MAIL: Komen Austin Race for the Cure®

PO Box 2164

Austin, TX 78768

Attn: Teams

If you are donating on behalf of an individual participant or a team, please include that information on the memo line with your check.

For offline donations (cash or checks received via mail or in person):

- **Record donation online.** Please enter all offline donations in your online Participant Center. These donations will appear as “offline unconfirmed.”
- **Submit donations with donation form.** All offline donations must be accompanied by a completed donation form. Forms may be downloaded from our website.
 - Donations must be submitted by you, not the donors. Donors should send monies to you with the check made out to Komen Austin. Submit checks in batches with a donation form.
 - Only one participant name per donation form. If you collected donations with another participant, simply split the amount and fill out two separate donation forms.
 - A phone number must be included. We only use this as a way to separate the records of two people with the same name. We will not call you unless there is a question about your submission. We never solicit for donations by phone.

Need more help?

Visit our website for more information and additional resources, including:

A Pledge Form to help keep track of your donations

Fast Breast Cancer Facts to help you get to know the cause

A mail-in fundraising form

101 Fundraising Ideas

Frequently Asked Questions

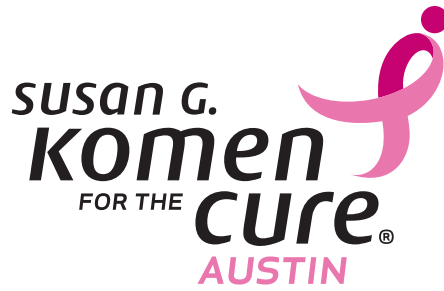
Information on our Race Reward Program

CONTACT US

CALL: 512.473.0900

E-MAIL: race@komenaustin.org

VISIT: www.komenaustin.org



Dear _____,

I am writing today to tell you about the Komen Austin Race for the Cure® event that I am taking part in on Sunday, November 13, 2011. I will be joining more than 22,000 participants ranging in age from teenagers to seniors in an effort to help raise funds to find the cures for breast cancer.

Many have been directly affected by or have known of someone that has been diagnosed with breast cancer. That is why I need your help. I have promised to raise at least \$_____. Any help that you can provide to help me reach my goal would be greatly appreciated. By reaching my goal of \$_____, the Komen Austin Affiliate could fund mammograms, office visits, emergency assistance and breast health education for the men and women in our community.

Did you know that 75 percent of net funds raised LOCALLY stays LOCALLY? The Komen Austin Affiliate provides funding to LOCAL non-profit healthcare organizations for breast health services for the underserved in Travis, Bastrop, Hays, Williamson and Caldwell Counties. The remaining 25 percent funds the national Susan G. Komen for the Cure® Grants Program, which funds groundbreaking breast cancer research.

If you would like to send a check or money order, please make it payable to Komen Austin and send it directly to me. Thank you so much for your time and generosity.

Sincerely,

Please send donations to me at:

CHECKLIST

1. Register by November 13, 2011.
2. Set your personal goal.
The sky's the limit! We suggest setting your fundraising goal at \$250. Once you've hit your fundraising goal, aim even higher.
3. Log in to your Race Participant Center and send e-mails.
Log in at www.komenaustin.org to access your Race Participant Center and create a personal fundraising web page. E-mails sent from your Race Participant Center will include a link to your web page, enabling people to donate to you directly.
4. Learn about the Komen Austin Affiliate and how the money you raise will benefit your community. See page 3 for more information.
5. List your potential donors. See page 4 for suggestions.
6. Compose your fundraising letter/e-mail and send it to potential donors.
7. Host a Race fundraising party or other fun event!
8. Check to see if your employer has a matching gift program so you can double your funds!
9. Thank everyone who donates to you.
10. Enjoy the Komen Austin Race for the Cure® on Sunday, November 13, 2011!