



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
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	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 your Participant Center instead. In the Participant Center we've provided sample 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 with you at all times.

