



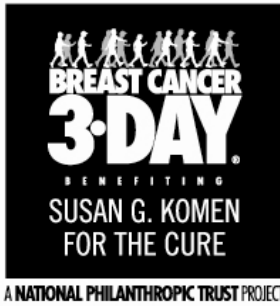
101 FUNDRAISING IDEAS

1. **Your HQ:** Send emails from your HQ. Customize your HQ with a picture and your personal story. Email your fundraising letter to friends, family, co-workers, and ask them to support you. Your email will have a direct link right back to your website and when they donate online, they will automatically receive a receipt for tax purposes. Ask everyone to forward on your email to 10 more people!
2. **House Party:** Host a fundraising party at your home for friends, family, co-workers, neighbors. Share your experience of the 3-Day and your reasons for walking, then ask them to support you. Ask your coach for an inspirational video/DVD to show at the party.
3. **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.
4. **Corporate Sponsor:** Identify one corporate sponsor that you can ask for a large donation. Offer to wear their shirt for advertising.
5. **Garage Sale:** Ask all of your friends and neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to the 3-Day. Ask your local paper to run an ad as their contribution. Add a bake sale and/or lemonade stand, and have a straight donation jar visibly displayed. Don't forget to have plenty of donation forms on hand!
6. **Super Change Jar:** Ask all of your friends and family to put aside their spare change to be added to the super change jar. Every month or so, empty it out and let everyone know how much "a little at a time" adds up! This is a great idea to put into action at work, too. Decorate the jar with inspirational quotes and photos from your training walks.
7. **"Loose Change Day":** Ask your child's school to have a "Loose Change Day". Make a flyer encouraging each child to bring in loose change from their house to be donated. Encourage the math classes to assist with counting, predicting and rolling the change. This is a great way to involve the entire school. You can hold this event multiple times; every week, every month.
8. **Car Wash:** Hold a car wash – either in your neighborhood, at your place of worship, or at your place of business. Ask local businesses to donate the supplies you will need and ask your friends to help wash. Add a bake sale; sell chilled bottles of water (that have been donated). If you have enough help, consider adding a dog wash!
9. **Car Wash-Take 2:** Go to your local car wash and talk with the owner/manager about doing a fundraising event there. Many people go to the same car wash every week. Post flyers a week in advance, then spend a few hours talking with people about what you are doing at the cashier stand. Hand people a flyer, accept donations!
10. **Tribute Donations:** Encourage your donors to make their donations in "honor of", "support of", or "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. Suggest a donation amount for them to sign a shirt or a placard that you will carry with you on the 3-Day, or print their names on a twist of pink ribbon that you will pin to your shirt.
11. **Voicemail:** Change your voicemail and answering machine messages to announce the fact that you are walking the 3-Day. This will be news to some and a reminder for all!
12. **Labels/Business Cards:** Create (or order) return address labels and/or business cards that state, "I'm participating in the Breast Cancer 3-Day. Will you sponsor me?"
13. **Pin:** Wear a pin that says, "Ask me about the 3-Day!"



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14. **Silent Auction:** Ask some local businesses to donate items or gift certificates and hold a silent auction at your fundraising event, or on a payday at work. Things like a book of car wash certificates, \$10 off dry-cleaning, movie passes, play tickets, restaurant gift certificates, pet-grooming, a week of free coffee; the list is endless! Set minimum donation limits and allow people to bid them up.
15. **Live Auction:** Same as above, but with an energetic auctioneer. Good for a large crowd and some big-ticket items; a trip for two, a special bottle of wine, landscape, pool or housecleaning service.
16. **Waiters:** Ask the waiter/waitress or bartender at your favorite hangout to donate a day's tips. If you have a friend who waits or bartends, ask them, too.
17. **Spare Change Jar:** Ask your favorite restaurant or local pub to put out a jar for donations of spare change. Decorate it with quotes, pictures, pink ribbons.
18. **Benefit Night:** Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation). But also make sure to ask that local restaurant, ice cream parlor or teacher's supply store, to support you with a donation of 10% (or more!) of the night's sales – don't be too shy to ask. Also, check with your local restaurant if they are willing to support you with a donation of 10% (or more!) on an evening even without a fundraising party - again, don't be too shy to ask. Many local restaurants have supported 3-Day 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.
19. **Happy Hour:** Wear your 3-Day shirt to Happy Hour and ask people to sign it for a \$10 donation. Ask the DJ to announce that you are in the bar.
20. **Bartender:** Ask your favorite bar if you can guest bartend for a night and keep all of your tips. Make sure you invite all of your friends to come in that night!
21. **Spaghetti Dinner:** Encourage your place of worship, work, school or other organization to host a spaghetti dinner to benefit breast cancer. Have all of your friends help with the cooking to make an event where families are welcome and are charged a donation entrance fee to join in the fun. Or organize a potluck party along the same lines where everyone brings a dish to pass and gets to socialize with friends and neighbors. The entrance fee to the party becomes your donation. Make sure to have plenty of donation forms on hand at any and all of these types of events for the donors that want to give more.
22. **Theme Dinner:** Hold a theme dinner party for at least 10 of your friends; donation \$50 a person. Spend just \$20 per person on food and you've raised \$300 in donations. Better yet, have all of the food donated!
23. **Karaoke Bar:** Ask your local karaoke bar to host a benefit night. Invite all of your friends; charge at the door.
24. **Rock On!:** If you know musicians, ask them to perform a benefit concert at a backyard BBQ, block party or local club. The admission ticket is a check made payable to the Breast Cancer 3-Day.
25. **Movie Party:** Host a movie party at your house. Every time the word "walk" is said in the movie, everyone antes up \$1 in a donation bowl. Have pizza donated and charge at the door.
26. **Play Tickets:** Ask your local playhouse to donate tickets and then auction them off. Better yet, ask them to donate season passes!
27. **Actors:** Ask your thespian-oriented friends to improvise for a "play party". Invite all of your friends; serve hors d'oeuvres and charge at the door.
28. **Birthday:** In lieu of a gift for your birthday, ask your friends and family to make a donation to the 3-Day.



29. **House-Warming Party:** In lieu of a house-warming gift, ask your friends and family to make a donation to the 3-Day.
30. **Wedding Gift:** In lieu of a gift for your wedding, ask your friends and family to make a donation to the 3-Day.
31. **Retirement Party:** In lieu of a retirement party gift, ask your office to support you in the 3-Day. What an incredible way to kick off your new life!
32. **New Job:** Celebrate landing a new job with a party! Invite everyone you know and ask them to come prepared to support you on your 3-Day venture as well.
33. **Delegate:** Give 10 friends 10 donation forms and ask them to get donations for you.
34. **Creative Friends:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off. If you aren't creative yourself, ask a friend to design a thank you card or blank note card that you can package, tie up with a ribbon and sell.
35. **Colored Donation Forms:** Print your donation form on colored paper so it will stand out in a stack of bills and other correspondence.
36. **Signing Your Correspondence:** Get in the habit of signing your correspondence with your name followed by your Supporter ID number. You'll be surprised at how many people will ask you what it means.
37. **Ask your travel agency** for a plane ticket to raffle off, a night in a hotel, or a weekend getaway.
38. **Ask your doctor(s) and dentist** for a donation.
39. **Ask your chiropractor and therapist** for a donation.
40. **Ask your yoga instructor or personal trainer** for a donation.
41. **Ask your yoga instructor or personal trainer for a donated class:** Invite your friends to attend a special class yoga/aerobics/step donated by a trainer. Their admission fee of \$20 payable to the Breast Cancer 3-Day becomes a donation, and the trainer gets the chance to build their client base. It's a win-win for all.
42. **Ask your lawyer and insurance agent** for a donation.
43. **Ask your auto mechanic** for a donation.
44. **Ask your veterinarian** for a donation.
45. **Ask your Dry Cleaner** for a donation, or for coupons that you can use at a fundraising party or raffle.
46. **Hair Stylist:** Ask your hairstylist for a donation; if not in the form of a check, then perhaps in the form of haircuts! See if he/she will host a hair-cut-a-thon, in the salon (or in your garage!) You can probably raise more donations in two hours of haircutting than you imagine – be sure to get the word out!
47. **Hair Salon:** Ask your hair salon if they will donate \$2 from each haircut over the course of a weekend to the 3-Day.
48. **Gym:** Ask your gym if you, or they, can teach an aerobics, yoga or spinning class as a benefit for you.
49. **Spinning Class:** Hit up your spinning class instructor and classmates. Set a goal at the beginning of the class, and if it's met, everyone donates \$1 per mile – or \$1 per minute.
50. **National Holidays:** Don't forget about Memorial Day, Fourth of July, Labor Day weekend and all of those picnics. Bring your donation forms and a donation jar – ask everyone in attendance.
51. **Make Christmas ornaments:** Make special Christmas ornaments and sell them for donations.
52. **Decorate a Christmas tree:** Decorate a Christmas tree for a donation.
53. **Christmas lights:** Offer to put up your neighbors outdoor Christmas lights. It's a job no one wants to do, and they might be delighted to have it done for them, especially if it's a donation to the 3-Day.



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54. **Mow-a-thon:** Hold a neighborhood mow-a-thon weekend where you and your family will mow everyone's lawn for a minimum donation.
55. **Neighbors:** Write a note to all of the neighbors on your block or in your apartment building. Include an update on your training and fundraising progress.
56. **Free Rent:** Get your apartment complex to donate one month's rent to sponsor you.
57. **Errand Runner:** Offer to be a friend's errand runner or personal assistant for a day, in exchange for a substantial donation.
58. **Talent:** Utilize and sell any talent or skill that you have; graphic design, computer skills, sewing, typing, baking, cake decorating, etc.
59. **Makeovers:** If you are a make-up artist, hair stylist, or work in a salon, do makeovers for a minimum donation. If you're not, but know someone who is, ask him or her to sponsor you in this way. Tie this in with a holiday, celebration, or friend's wedding and do an entire party!
60. **Masseuse:** If you are a massage therapist (or know one), give massages for a minimum donation. Tie this in with the makeover idea above for a Spa Day. Ask a local hotel to donate a suite for a day, just for this purpose.
61. **Photographer:** If you are an artist or photographer, do portraits for a donation. Family portraits, especially, are always in demand.
62. **Garden Tour:** Hold a garden tour at your home or at a local historical home. Have the tour promoted through your local newspaper.
63. **Meet the Press:** Contact the editor of your local paper, or your company newsletter – or both! Ask them to interview you about what you've undertaken and why, and include a request for support. Be sure they include instructions in the story for how readers can make donations to you.
64. **Baby-sit:** For a donation.
65. **Pet-Sit:** For a donation.
66. **House Sit:** For a donation.
67. **Water the Garden:** Or walk the dog, feed the cat, bring in the newspaper and mail, etc. Any chores you would normally do for free for neighbors, friends, family – this time leave a donation form and ask them to sponsor you.
68. **Gala Night:** Host an elegant or formal party. Have food and beverages donated.
69. **Musician:** Ask a friend – or the friend of a friend – to play the piano, violin or other musical instrument for a fundraising event.
70. **Wine-Tasting Party:** Have a wine-tasting and cheese-tasting party. If you know anyone (who knows anyone!) who owns, manages, or works in a winery – ask if they will host it! Charge at the door. Blind tastings are fun – or dress up the event with some very special vintages.
71. **Set up a table in front of your local grocery store:** Get permission first, and then ask everyone who enters to support you. While this doesn't sound very glamorous, it's very effective. Remember that in addition to raising much-needed funds, you are also playing an important role in raising awareness. Some walkers give a token pink ribbon as a thank you to strangers who donate at an event such as this.
72. **Sweets Party:** Have a dessert auction at work! Ask local restaurants, bakeries and groceries to donate yummy desserts. Post signs at work well in advance, and then bring all of the desserts in to work on Friday. Hold a silent or live auction – who doesn't need dessert for the weekend? Add on to this by making pink ribbon cookies or some other such treat that you can sell for \$1 each while you have everyone in the mood for sweets! Add on even more by getting coffee donated – and sell the coffee to go with that cookie!
73. **Personal vending machine at work:** Have you ever wondered how much money the vending machine at work clears in a single week? Find out! Purchase some of the office favorites in bulk



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- (or better yet have them donated!), mark them up, and sell them from your desk for \$1 or \$2. If you have a way to keep them cold, do the same with bottled water and sodas.
74. **Sell space on a shirt:** Sell small blocks of space on a shirt you plan to wear on the 3-Day for a suggested \$20 donation. Encourage donors to write a tribute to you, a friend or a loved one. The more you can make your donors feel a part of your experience, and therefore a part of the cure, the more they are likely to give on your behalf. Having them sign something you will walk with is a great way to accomplish this.
 75. **Donation for Days:** Ask people to donate an amount per day of the 3-Day. Instead of a \$25 donation, they make three \$20 donations! Remember they can pay over the course of 4 months.
 76. **Tea Party:** Host a traditional High Tea, or ask a local hotel to do so on your behalf. Charge at the door.
 77. **Host a coffee get-together** at your home or at a local coffee shop. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Let them know they will have a chance to pay tribute to someone affected by breast cancer (or any cancer) by signing your shirt. Suggest a donation of \$20 (or more!) Get creative and have them sign pink ribbons to be attached to your shirt, or pink buttons, etc. You'll have the coolest shirt on the 3-Day.
 78. **Pet Birthday Party:** Have a fun birthday party for your pet - or a friend's pet. Serve dog biscuits and ask everyone to wear ears! Charge at the door. Take photos of your guests with the guest of honor.
 79. **TV Show Party:** Host a party in celebration of the premiere or finale of a favorite TV show. Serve donated hors d'oeuvres and drinks. Charge at the door.
 80. **Movie/TV Marathon:** Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan's Island, Seinfeld) and start the popcorn! Charge at the door. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears, every time Jerry has an "aside" with Elaine.
 81. **Themed Music/Dance Party:** Host a music/dance night - 50's, 60's, 70's, 80's style. Play all of the old favorites. Ask people to come dressed in costume and dance the night away. Serve donated drinks and food. Charge at the door. You can even ask a DJ if they'd donate an evening for you, so you can have a complete selection of tunes!
 82. **Scrapbooking Party:** Host a scrapbooking party at your house, or at the local store. Ask a pro to lead an inspirational idea exchange and have some great samples on display, some special supplies and/or discounts for attendees. Serve donated food and drinks and charge at the door.
 83. **Game Night:** Host a game night; Monopoly, Trivial Pursuit, Scrabble, Poker, Bridge, Bingo. Serve donated food and drinks. Charge at the door.
 84. **Host a Kid's Game Day:** Invite your kid's friends, nieces and nephews, the neighborhood kids, the soccer team, to a game day at a local park. Like a drop-off party, you coordinate a couple of hours of fun activities and ask the parents for a donation in exchange. Tetherball, Four Square, Jump Rope, Potato Sack races, Yo-Yo contests, you name it! Have donated snack food and juice boxes available to round out the fun.
 85. **Bowling:** Ask your local bowling alley to donate some lanes for a fundraising party. Invite your office-mates as a team-building experience, your neighbors, your family, or a group of old friends. Charge at the door.
 86. **Used Book Sale:** A more focused and versatile version of a garage sale. Ask everyone you know (co-workers, neighbors, family and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale - maybe your local farmer's market, school carnival or community fair.



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87. **Swim Party:** Ask a local public pool to donate (or rent at a reduced rate) a couple of hours for a private party. This is a great way to get teenagers involved in the fundraising effort. Have donated snacks on hand, and be sure to include a lifeguard. Turn on some music and charge at the door.
88. **Banner:** Have a group of friends, your child's classmates, a local business, help to design a banner that you can use on the 3-Day to mark your tent. Suggest a donation minimum.
89. **Special Screening:** Ask your local movie theatre to donate a special screening of a new release. Invite everyone you know and post flyers. Charge at the door. Ask if the theatre will also donate a percentage of the concession sales for your event!
90. **Baseball Game:** Or other local sporting event. Buy a section of tickets at a group rate and charge your family and friends twice the price. Get food donated and host a tailgate party.
91. **Coins:** Go to your local mall or shopping center and ask what they do with the coins in the fountain.
92. **Lunch Room:** Put up a display in the lunch room at work (a sign with your picture and a note about what you are doing); be sure to include a jar for donations and a stack of your donation forms.
93. **Dress Down Friday:** Ask your boss if you can host a "Dress Down Friday". Employees buy a button and get to dress down on an assigned day.
94. **Bottle Drive:** If you are in a state that requires bottle deposits, start a bottle drive. Put flyers around your neighborhood telling people to put their bottles out on a certain day and you'll come by to collect and return them. Let your local school, pool, gym know that you will do the same for them.
95. **50/50 Raffle:** Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the "pot". The winner splits the "pot" with you – you get 50 % of the proceeds and they get the other 50 %.
96. **Checkout donation:** Make up 3-Day donation cards and ask a local store to sell them at the register. People can make a donation as they make their purchases, sign their name or purchase the card in someone else's honor. The store then hangs the donation cards around the registers.
97. **Speak at a place of worship:** Ask your local place of worship if you can speak to their congregation about the 3-Day and your commitment after a service and set up a table to collect donations afterwards.
98. **Oscar Party:** Host a party to watch the Academy Awards and charge an entrance fee. Ask a local bar that has a big-screen television to allow you to have the party there and donate a portion of the food and beverage sales.
99. **Children's Birthday Party:** Post signs at local schools and child care centers offering your party planning services for a sizeable donation. Plan a theme party and get supplies, favors, food and beverages donated. If you are crafty you could even make costumes. Some ideas are a Princess Party or a Harry Potter Party.
100. **Golf Outing/Tournament:** Work with a local golf course to plan a charity golf outing. Charge a fee to participate and see if you can get prizes donated for the winner of each hole, or the whole course.
101. **Web-based auction:** Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the items selling price is going towards your fundraising for the 3-Day.



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Fundraising Protocol

Many walkers host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember the following:

Often, local communities have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities, you may want to check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager first, before posting your materials.

Be sure to note that your fundraising activity is for the Breast Cancer 3-Day, which benefits Susan G. Komen for the Cure. Please do not refer to the event as the "Komen Breast Cancer 3-Day," or "Susan G. Komen for the Cure Breast Cancer 3-Day" or the like. Komen for the Cure has local affiliates in your area who organize Race for the Cure events, and it is important to avoid confusion between those events and the Breast Cancer 3-Day. You should not use the Komen logo on any promotional materials you make.