

# FUNDRAISING TOOLS



A lot of people think they are helping cure breast cancer just by showing up and walking on Race Day. The truth is – we need them to fundraise to really make an impact! These fundraising tools are designed to help participants raise more money and have fun in the process. Learn how to utilize these tools to boost event income, and create a buzz in the community before the event and on Race Day.

## Body Stickers

Give your fundraisers a chance to do more, and recognize their donors at the same time.

Body Stickers serve two purposes. They help participants:

- Make more asks (they'll want to use all ten stickers!)
- Make bigger asks (big donation = big sticker and strategic placement!)

Ideas for using this tool:

- Give to survivors since they are traditionally your greatest fundraisers and will most likely put them to good use.
- Turn team captains into fundraisers by giving them this tool to encourage fundraising.
- Turn your corporate partners into fundraisers by giving this tool to their employees to increase participation and fundraising.
- Use these as a special incentive or thank you once fundraisers hit a certain level. Then on Race Day, the people with the Body Stickers are recognized as high achievers. It will get people asking, "How do I get Body Stickers next year?"
- Use as a last minute push to increase fundraising. Make Body Stickers available to pick up at specific locations just two weeks prior to Race Day.



## Scratch & Give Cards

Get people talking about Race Day as they engage in conversation every time they make an ask.

Scratch & Give Cards serve two purposes. They help participants:

- Set a fundraising goal (scratch all spots, raise \$250).
- Have fun asking for money -- who doesn't love a scratch card?

Ideas for using this tool:

- Trade a completed registration form for a Scratch & Give Card to encourage early sign-ups.
- Have special recruitment days and give these cards out as a perk when people sign up to help them fundraise.
- Distribute to the pledge program fundraisers from last year to get them to do more.
- Have a challenge to see what company can complete the most Scratch & Give Cards (and have money to support that effort!) in a week. Recognize that company!

