



# Team Fundraiser Planning Guide

Hosting a Making Strides Against Breast Cancer fundraiser is easy! You just need a little inspiration and a little organization. This document can help you plan and implement your fundraiser.

## Types of Fundraisers

Together with your team, decide what type of fundraiser you want to have. Think about the skills and resources of the people on your team.

- **Individual fundraising:** Is one of your team members an excellent cook? If so, how about a spaghetti dinner or workplace lunch?
- **Team fundraising:** As a team, host a community bake sale or car wash.
- **Online fundraising:** Email your friends, family, and coworkers to ask for a donation, and include a link to your personal Making Strides fundraising page.

## Goal-Setting and Planning

How many breast-cancer-fighting dollars will you raise? When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You might estimate your expenses at \$50, which will cover popcorn, soda, candy, and the movie. Try working with local businesses to underwrite the expenses. Ask your local American Cancer Society staff partner for donation forms on Making Strides Against Breast Cancer letterhead to help with these requests.

You'll also want to calculate how many people will need to attend in order to raise \$300. If, for instance, you charge \$10 per person and have an underwriter to cover your expenses, you only need 30 attendees to reach your \$300 goal.

Don't forget about the Pacesetters Club! When setting your team fundraising goal, consider aiming for the Pacesetters Club level of \$2,500. Visit [MakingStridesWalk.org/pacesetter](http://MakingStridesWalk.org/pacesetter) for more information about the program.

## Logistics and Details

Now that you have a plan and a goal, it's time to take things to the next level.

- What time of year would be best?
- Which day of the week and time of day would work best?
- Do you have a location secured?
- Is there adequate parking?
- Is there enough seating?
- Are decorations and/or signs needed?
- Make a plan to get the word out about your fundraiser. Think about the audience you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine who will be responsible for which task and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort!

## Wrap Up

Congratulations, your fundraiser was a huge success! Now what?

- **Recognition:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team members.
- **Evaluation:** Meet with your team to review the great things that happened and identify any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

**Now, it's time to plan your Making Strides Against Breast Cancer team fundraiser! Use the helpful planning worksheet on the next page.**



# Team Fundraiser Planning Guide

Team Name: \_\_\_\_\_

Name Of Fundraiser: \_\_\_\_\_

## Goal-Setting And Planning

Estimated Income

Type of Income	Income	Quantity	Total
Tickets	\$10 per person	25 people	\$250
<b>Total Estimated Income</b>			<b>\$</b>

Estimated Expenses

Type of Expense	Cost
Food	\$250
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Estimated Expenses</b>	<b>\$</b>

Total Estimated Income           \$  
 - Total Estimated Expenses       \$

Net Fundraising Goal           \$ \_\_\_\_\_

## Logistics And Details

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Task	Team Member Responsible	Date Completed
Buy decorations	John Doe	X/XX/XXXX

## Don't Forget!

- Before you begin, ask your local American Cancer Society staff partner about local and state laws that might affect your fundraiser.
- Get the word out about your fundraiser on social media, email, and in person.

- Thank everyone who attended and helped with the fundraiser, especially your team members.
- Meet with your team after the fundraiser to evaluate what worked well and what you might do differently in the future.