



Fundraising Workshop



Welcome

Share in the Chat:

- Name
- Place of employment
- Campaign & if you are new or returning
- Why you are participating

Agenda:

- Quick intro to ACS & mission
- Fundraising tools and resources overview
- Open forum led by former MWP ambassadors



Men Wear Pink Overview

As a Men Wear Pink Ambassador, you hold the power to lead the most influential men and those who identify with masculinity in **communities across the nation** in the charge to help end breast cancer as we know it, for everyone. **This year approximately 2,500 ambassadors will participate in over 110 campaigns.**



2013: started in Jackson, TN



2022 = 2,400 candidates



200 communities



\$11+ million raised

2023 Michigan Campaigns: Ann Arbor, Metro Detroit, Mid-Michigan, Oakland County, West Michigan

Why We Fight

Female breast cancer has **surpassed lung cancer**



as the most commonly diagnosed cancer worldwide



An estimated **300,590 people** will be diagnosed with breast cancer in 2023: **297,790 women** and **2,800 men**. An overall increase from 2022.



In 2023, an estimated **8,590 PEOPLE** will be diagnosed with breast cancer in the state of Michigan – the **10th highest in the nation.**

Breast cancer alone accounts for



of newly diagnosed invasive cancers in women

Among Black women, **breast cancer is the most commonly diagnosed cancer** and has surpassed lung cancer as the leading cause of death among Black women (in 2019)



There are more than **3.8 million breast cancer survivors** in the US today, including those who completed treatment and those still undergoing treatment



The death rate from breast cancer **DROPPED 42%** from 1989 to 2019 as a result of earlier detection through increased awareness and mammography screenings, as well as advances in treatments

We Are Working to End Breast Cancer as We Know it, for Everyone.

The American Cancer Society is the **nation's nonprofit leader in the breast cancer fight**. We are the only nonprofit with over **1 million volunteers** and have impacted **55 million total lives each year**. We are putting **100+ years of cancer-fighting experience** to work through investments in breast cancer research, ensuring greater access to quality care, influencing public policy, and providing patient support.

National Impact



228,000

rides to treatment in 2022



500,000+

nights of lodging in 2022



Over 250,000

NCIC calls annually



More than 80%

of our revenue is invested in delivering our mission.



ACS has invested over \$5 billion in research.

3.1 billion invested since 1991

contributing to 3.5 million fewer cancer deaths in this time.

Michigan Impact



\$90,000

Invested in 2022 to MI patient transportation grants



82 nights

of free or reduced lodging provided by our hotel partners for MI residents in 2022



Over 900

NCIC calls or Reach to Recovery calls received from MI residents



362 rides

provided to MI residents through our Road to Recovery program in 2022



1,970 nights

of lodging provided at our Hope Lodges for MI residents in 2022



\$105,000

Invested in 2022 to MI patient lodging grants



\$15.9 million invested in Michigan-based research through 24 grants

at University of Michigan, Michigan State University, Wayne State University, & Van Andel Research Institute



Achieving Goal

Fundraising Goal = \$2,500 Minimum

Average Raised = \$3,300 / Ambassador

How Do We Get There?

1. Make a Plan
2. Build a Team (optional, but helpful)
3. Use your Available Tools & Resources
4. Have Fun



DIGITAL FUNDRAISING TOOLS



Download the FUNdraising App

Manage your entire campaign all through the app on your phone:

- Share your story, customize your page with your picture.
- Accept credit card and check donations.
- Send thank-you emails.
- Check your progress.



TRACK YOUR PROGRESS



Join the fight for a world without cancer! Download our free FUNdraising App today. It's so easy to accept donations and track your progress to your fundraising goals.

- 1. Set up a Facebook Fundraiser** - It's easy to do and will help you reach your fundraising goal faster!
- 2. Share your fundraiser** with your Facebook and LinkedIn networks. Send it to your contacts via text or email, too.
- 3. Accept in-person credit card and check donations** with state-of-the-art scanning technology and bank-grade security features.
- 4. Solicit donations via PayPal, Google Pay, or Apple Pay** - perfect for donors who prefer easy digital payment methods.
- 5. Easily update your personal profile** to share your cancer-fighting story.
- 6. Keep track of your fundraising goals and progress** with real-time updates. Track all mobile and web donations made to you, your team, and/or your event.

Here are some other things you can do with our user-friendly app:

- Send donation receipts and thank-you notes.
- Keep track of event-wide messages from your event coordinator and volunteers.
- Fundraise for the American Cancer Society Cancer Action NetworkSM (ACS CAN) so we can continue our work to make cancer issues a national priority.

Fundraising Dashboard

Access your ACS Fundraising Dashboard after signing into your account.

Personalization is important! This is the page people will go to and donate or read more on why you are involved.

You can access this all through the **ACS FUNdraising app** available for free in the app store.

Ask your friends and family for donations using one of our pre-written messages, Facebook or Twitter.

Create a Facebook Fundraiser and link your Facebook fundraising to your dashboard!

Add Photos & Video to Personal Page.

Update your personal story and share why you wear pink!

Make a personal donation towards your fundraising goal!

Create a personal page URL.

Update your personal fundraising goal.

View and thank your donors, and manage your email contacts.

The screenshot shows the ACS Fundraising Dashboard for a user named Hope City. The dashboard is divided into several sections:

- MY DASHBOARD:** Features three main action buttons: "ASK FOR DONATIONS", "SHARE MY PAGE", and "DONATE TO MY GOAL". Below these is a section titled "REACH YOUR GOAL FASTER WITH FACEBOOK" with instructions on how to link a Facebook fundraiser.
- MY PROFILE:** Includes a "VIEW MY PUBLIC PAGE" link, a "PERSONAL PAGE URL" field, and a profile picture. A fundraising goal progress indicator shows a current amount of \$0 and a goal of \$2,000.
- WHY I WEAR PINK:** A section for sharing the user's personal story, with a "NEW WHY" button and a checkbox for "HIDE MY PERSONAL PAGE PROFILE".
- MY COMMUNICATIONS:** A section for managing donors and contacts, featuring a table with columns for Name, Amount, Date Received, and Action.

NAME	AMOUNT	DATE RECEIVED	ACTION
Hilary Hesperwalker	\$35	8/25/2023	THANK


Online Fundraising Tools

- **55% of all revenue is raised online**
 - Ambassadors who fundraise online raised an average of nearly \$2,000 online
- **Ambassadors who send emails raised \$133% more**
 - Email senders raised \$3,002 on average. Non-email senders raised \$1,289
- **Ambassadors who make a self donation raised 91% more than those who do not**
 - Self donors raised an average of \$2,362. Non-Self donors raised an average of \$1,234.
- **Ambassadors who connect to Facebook raise \$500 more on average than those who don't**
 - Facebook fundraisers raised an average of \$1,989 compared to \$1,451 of those who did not.



Mother's Day Campaign. Help me stop Cancer and protect our Moms!



 **Randall Melton**
Fundraiser Organizer



Donate to the American Cancer Society to save lives and fund the future of breast cancer research, patient support, and advocacy through Men Wear Pink!


\$1,688.5 raised of \$2,500 goal


How much would you like to donate?

[Or Mail in your Donation by Check](#)




 **Randall's Mother's Day Fundraiser**
Fundraiser for American Cancer Society by Randall Melton · 

Goal
\$1,689 raised of \$2,500  4 days left

 Randall Melton and 20 others donated.

Fundraiser progress

21 donated	3 invited	3 shared
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Facebook Fundraising

- Quickly connect your fundraising dashboard to a Facebook Fundraiser
- Easily share your Facebook Fundraiser with friends, family & colleagues
- Invite Facebook friends to donate
- Track fundraising progress
- Increase fundraising goal
- Update fundraiser cover photo
- Thank donors through Facebook by commenting on donations

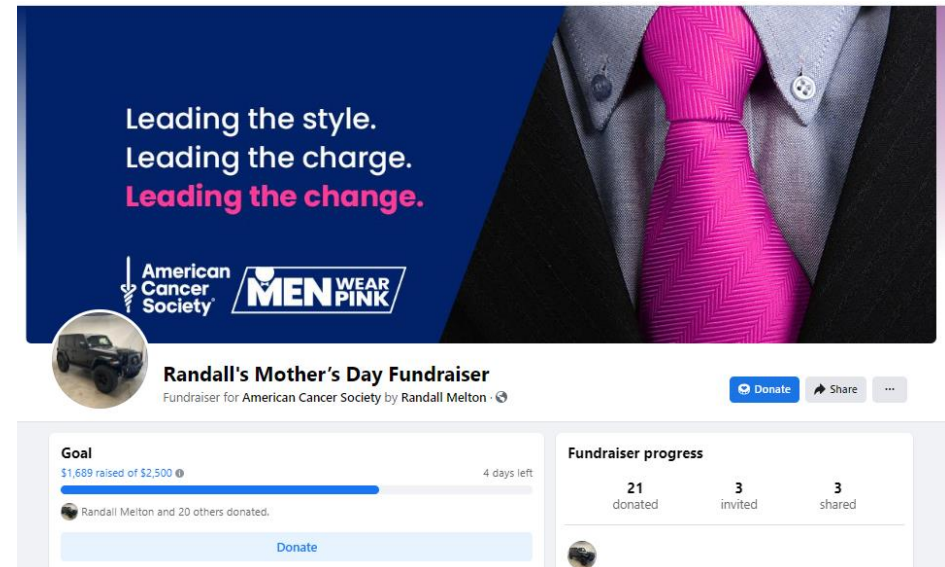
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2)



3)



10 Minutes to \$2,500

Sign Up Online

Set Up Facebook Fundraiser

Send One Email



Make a Self Donation

\$2,500+



**TAKING YOUR
"FUN" DRAISING
TO THE NEXT LEVEL**



Omar A. Sims

Executive Community Liaison
Health Alliance Plan (HAP) in Flint

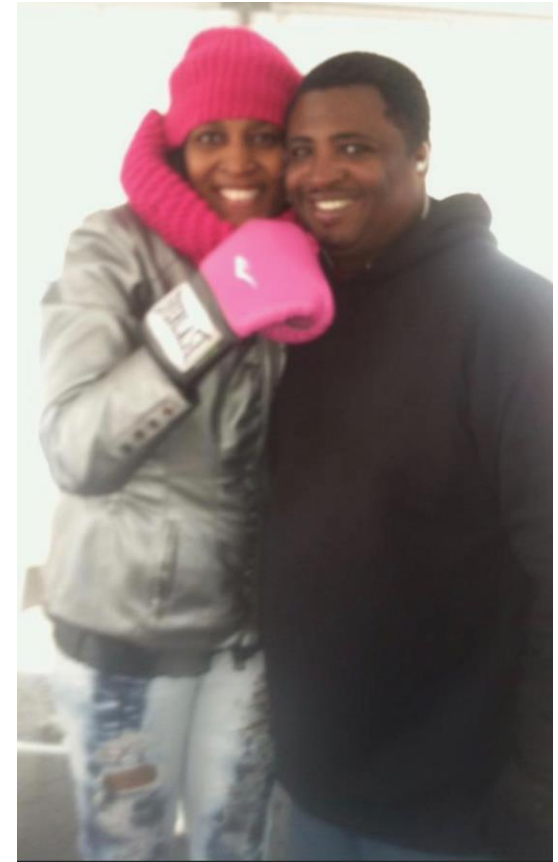
2023 MWP of Mid-Michigan Co-Chair

2018 MWP Ambassador

- Raised \$9,000+ (no social media)

Tips for a Successful Campaign:

- Have fun, be creative, be yourself
- Utilize your network
- Turn no into something else



Roger Burnett

Founder
Social Good Promotions

MWP of Detroit Alumni & Volunteer Coach

2021 & 2022 MWP Ambassador – Raised more than \$20,000 in two years

Tips for a Successful Campaign:

- The Hidden Value of Matching Funds
- Tee Shirt Fundraising – I can help!
- The Sales Guy's Method to Fundraising



Matt Bingham

Morning Host of Z93 The Rock Station
Cumulus Radio in Saginaw

2023 MWP of Mid-Michigan Co-Chair
Back to Back MWP Mid-MI Champion

Men Wear Pink Ambassador:

2019 - \$4,003

2020 - \$7,002

2021 - \$11,327

2022 - \$16,591

Tips for a Successful Campaign:

- Utilize your existing partnerships/contacts to see what they can do to help
- Use your influence on social media
- Have fun, create/keep relationships to grow your campaign for next year



OPEN FORUM

Share your ideas!



QUESTIONS

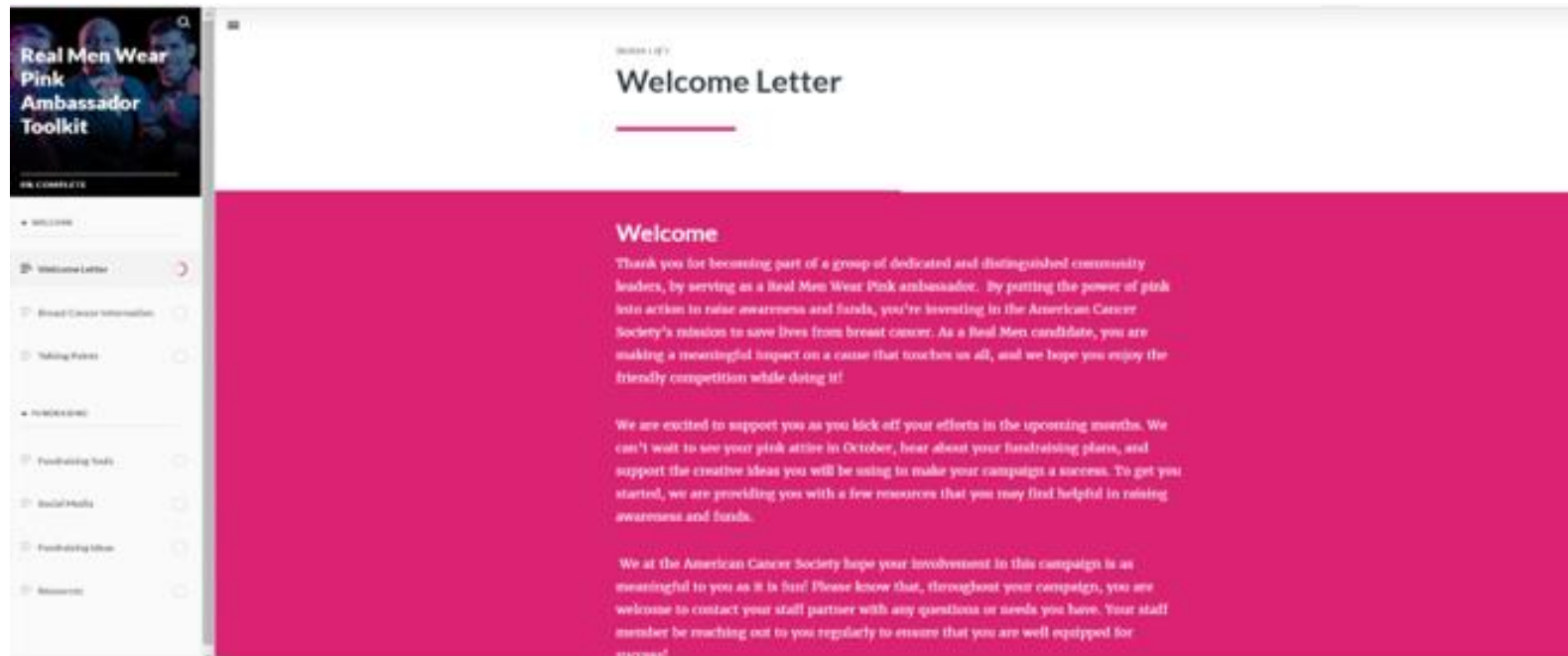


NEXT STEPS

- Have you registered yet!? Get registered and make a self-donation **by September 1**
- Create your plan **BEFORE** Kickoff
 - Connect with Alumni/ACS Staff if you need help building your plan
- Know your **WHY** & create your pitch
- Join the Michigan Men Wear Pink Facebook Group to stay connected with other Ambassadors
<https://www.facebook.com/groups/mwpmichigan>
- RSVP to our Michigan Men Wear Pink Kickoff – 9/20/23 at Detroit Pistons Performance Center.
RSVP here: <https://form.jotform.com/232273966958170>
- Look up your local Making Strides walk to see the mission in action: www.makingstrideswalk.org

Resources

- [Ambassador Toolkit](#)
- [Cancer.org/fundraisingideas](https://www.cancer.org/fundraisingideas)
- Your campaign staff and volunteer leads



Every Dollar Counts in the fight



\$10

can help people find hope and support online.



\$25

can help people facing breast cancer connect with trained survivors.



\$40

can help connect someone with a Cancer Information Specialist.



\$65

can help provide hope in the form of one free night of lodging.



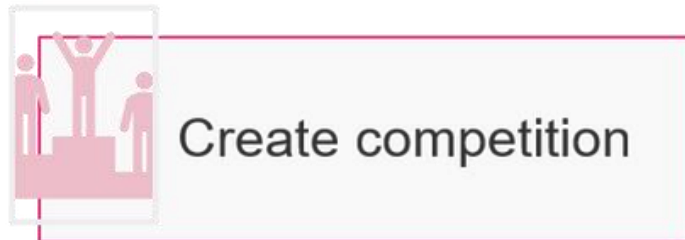
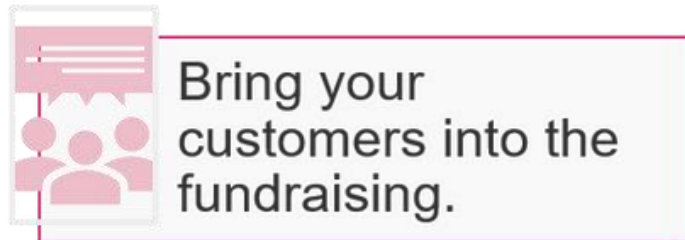
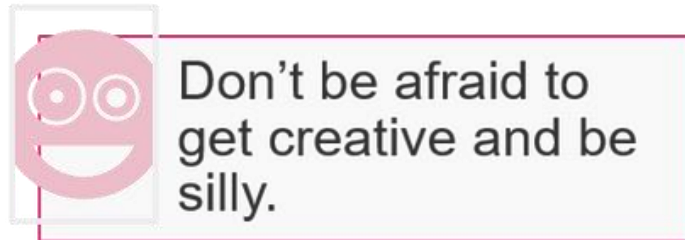
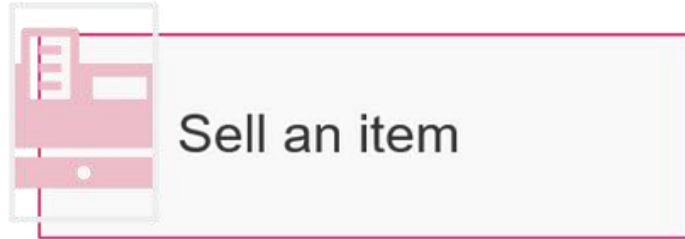
\$100

can help provide two free rides and invaluable relief.

THANK YOU!



Coordinate a fundraiser at your business



All in a days work.



Host a Fundraising Event

- Keep it casual: Host a BBQ
- Get Formal: A Night of Pink
- Create an Experience
- Leverage your talents



Partner with Local Businesses

Ask a local business to donate an item.

Ask a local business to host a dress down day.

Secure food donations and host an office lunch.

Work with your local gym.

Come support Mark Dunning's Real Men Wear Pink campaign

American Cancer Society

Join us for lunch in person or by placing a carry-out order! bit.ly/MarkRMWP

REAL MEN WEAR PINK

Mark your calendar for September 26, 2019

FREE LUNCH
11 am - 2 pm

All food costs have been covered by Texas Roadhouse, all servers are giving their time in support. Donations encouraged and 100% go to the American Cancer Society! Cash, checks, and credit card donations are gladly accepted.

Can't stay for lunch? Carry-Out orders are welcome and delivery available with donations of \$150 or more!

Fundraisers like this one ensure the ACS can continue to save lives, celebrate lives & lead the fight for a world without cancer.

2375 S Oneida Street in Green Bay

Free Lunch Includes:
Pulled pork sandwich, fries, applesauce, and a soda/water.
A value of \$12.50

CARRY-OUT

For more information or to place your carry-out orders in advance, please call the American Cancer Society office: 920.321.1360 ext. 0