

Fundraising

A GUIDE ON HOW TO HOLD A FUNDRAISER



ABOUT LIVING BEYOND BREAST CANCER (LBBC)

Living Beyond Breast Cancer is a national nonprofit organization that seeks to create a world that understands there is more than one way to have breast cancer. To fulfill its mission of providing trusted information and a community of support, we offer on-demand emotional, practical, and evidence-based content that is meaningful to those newly diagnosed, in treatment, post-treatment, and living with metastatic disease.

YOU MAKE IT ALL POSSIBLE

There is no better way to honor the memory or the resilience of a loved one than to use your talent and passion to raise awareness and funds for Living Beyond Breast Cancer! Thank you for being an important part of our community.



Funds raised support:

- Trusted information on the latest medical updates, practical tips for living with breast cancer, and resources on self-care including nutrition, exercise, and meditation to over 600,000 people each year
- Peer support and fellowship to nearly 750 people on our Breast Cancer Helpline and 3,500 in our closed Facebook groups
- Financial assistance grants for those in treatment and facing financial difficulty for basic needs such as rent and utilities. Since the beginning of the COVID-19 pandemic we have awarded over \$400,000 in grants.



84 cents to every dollar raised directly supports our programs and services. For 16 consecutive years, LBBC has earned a 4-star rating from Charity Navigator, the highest possible ranking for financial health and accountability.

Breast cancer facts

- 1 in 8 women will be affected by breast cancer in their lifetime.
- Breast cancer is not a single disease, but a group of diseases.
- There are different stages and types of breast cancer that each requires different treatments. Metastatic, or stage IV, for example is when the disease spreads to other areas of the body outside of the breast.
- In 2021, an estimated 281,550 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 49,290 new cases of non-invasive breast cancer.
- Those living with a breast cancer diagnosis face unique health concerns when it comes to other illnesses, including COVID-19.

Getting Started Tip Sheet

1. Tell your story

What matters to you, matters to your friends and family. The most important thing you can add to your fundraising request is your reason for why you are supporting Living Beyond Breast Cancer.

2. Inspire action

Set a goal for your fundraiser and get it off to a good start. Show your personal commitment to the cause and be the first to make a donation. This will likely inspire others to get involved.

3. Reach out

Identify prospects and send personal messages to your inner circle to build momentum. This ask should always include your story! You never know who in your network has been impacted by breast cancer.

4. Harness your inner influencer

Thank your donors by tagging them in posts, share your posts to your stories, and get your friends to interact with your posts. This will boost your fundraiser's visibility and spread your message further. Don't forget to make it public!

5. Consistency is key

We receive many messages each day; it's hard to keep track of what's important. Be sure to follow up with anyone who hasn't responded. Chances are they intended on getting around to it!

6. Thank your donors

Thanking your donors is the most important part of fundraising. Make sure that your donors know how much you appreciate their support!



Fundraising Ideas

Sell Stuff

- Get crafty: create some handmade gifts to sell like candles, crocheted or knitted blankets, jewelry, soaps & body scrubs, notecards
- Homemade treats hit the spot and the possibilities are endless! Make a mess in the kitchen to sell food like baked goods, ice cream, flavored popcorn, chex mix, churro almonds, chocolate covered anything!
- Raffle off a basket with a combination of these things!
- Purge the things you don't need, but with a twist. Hold a yard sale instead of donating your old things and donate the money to Living Beyond Breast Cancer! Don't forget to let all your neighbors know and put some signs out.
- We recommend collecting the money and donating it all on everyone's behalf

Social Media

- Donate your birthday, celebrate your favorite holiday, or join in on the efforts to spread awareness during Breast Cancer Awareness Month
- Get creative using design tools like [meme generators](#) and [Canva](#) to capture the attention of your friends and followers
- Design things like thank you posts to your donors, cover images, or even a profile picture filter
- You can use Instagram or Facebook to create a personal fundraiser
- Easy to use and nothing is required of you to transfer the funds to LBBC
- Learn more through our [social media fundraiser tutorials](#)



Fundraising Ideas

Host an Event - DIY

- Get active with a walkathon, 5K run, or a dance party. If you know someone who can, ask them to donate their time to host a yoga, kickboxing, or cycling class!
- Eat, drink, and enjoy good company with a barbeque, potluck, ice cream social, or happy hour. Perhaps a local band might be interested in donating their time to liven up the party!
- Create some friendly competition with a trivia or games night!
- Keep it low key with a movie night or a bon fire (or both!).
- At these events, we recommend setting a suggested donation to attend.
- You can collect cash and make one large donation in that amount .
- Any checks should be made out to Living Beyond Breast Cancer and mailed.
- Use this free online tool to let your friends and family donate online!

<https://justgiving.com/campaign/LivingBeyondBC>



Reach & Raise

- Reach & Raise is not your typical fundraiser, as it replaces your typical walk or run with a yoga practice! It's an even more memorable experience to enjoy with your friends, family and colleagues.
- Always held on the Sunday following Mother's Day
- Join us as an individual participant, part of a team or as a Team Captain
- Learn more about Reach & Raise at: reachandraise.org



LIVING BEYOND BREAST CANCER®

Thank you for supporting Living Beyond Breast Cancer! We're here to support you on your fundraising journey. Reach out if you have any questions, or to simply brainstorm fundraising ideas.

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