Do It Yourself Fundraising Guide

DIY FUNDRAISING IN SUPPORT OF LIVING BEYOND BREAST CANCER, STARTS WITH YOU.

LBBC.ORG/DIY
Use your talent and passion to raise awareness and funds for Living Beyond Breast Cancer. The support LBBC receives from our community helps ensure our mission of connecting people with trusted breast cancer information and a community of support.

### ABOUT DIY FUNDRAISERS

#### What does the person organizing the DIY Fundraiser do?

The event organizer usually donates all or a portion of the event proceeds to LBBC. They plan all of the logistics of the event, working with LBBC’s event team to maximize results. Please visit [LBBC.ORG/DIY](http://LBBC.ORG/DIY) for more details and to register your event.

#### How is LBBC involved?

LBBC will help promote the event to our constituents via social networking and on our website. Restrictions apply.

Specifically, LBBC will:

- Provide our Brand Guidelines for the use of the LBBC logo in all marketing & promotional materials
- Promote your event via LBBC’s social media networks & on the [LBBC.ORG](http://LBBC.ORG) events calendar
- Provide LBBC educational materials and fun giveaways for distribution

Please note that while LBBC may be able to provide guidance for your event, we are unable to provide administrative, logistical, legal, or financial assistance (e.g., distributing invitations, compiling RSVPs, etc.).
### Fundraising Event Ideas

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| - **Send Emails:** Write heartfelt messages to everyone you know asking for their support.  
  - **Post on Social Media:** Create a Facebook event page and share on Facebook, Twitter and Instagram. You’ll be surprised at who attends your event!  
| - **Car Washes:** Grab some sponges, soap and water on a gorgeous day and raise money by having a neighborhood car wash.  
  - **Yard Sales:** Get rid of your old stuff and raise money! Make sure you hang a sign saying that a portion of the sales will benefit LBBC.  
| - **Happy Hours:** Work with your local restaurant or bar and have them donate a portion of the profits. You can also ask to guest bartend at your favorite bar and donate your tips.  
  - **Shopping to Support:** Next time you’re at your favorite store, ask them to designate a window of time that they will donate a percentage of proceeds back to LBBC and invite all your friends!  
| - **Dress Down Days:** Contact your child or grandchild’s school or your manager and ask if they will allow $5 donations for permission to dress down on a special day.  
  - **Throw a Party:** Host a fundraising party at your house, favorite restaurant or bar. Invite friends, family, and coworkers and serve foods and drinks. Share with them why you’re raising money for LBBC and what it means to you.  
| Get your yoga, gym, pilates, or spinning studio to do a donation class and set-up a donation jar or flyers at their front desk.  
| - **Bring Your Dog to Work Day:** Ask your boss if employees can bring their dog to work in exchange for a $20 donation to LBBC.  
  - **Corporate Match:** Many companies have employee matching programs for non-profits; for every dollar you raise, your company may donate the same amount. Make sure to ask your HR manager.  |
Build an Event Committee

An Event Committee can help with planning your event. Utilize your committee’s networks and connections to make your event more successful.

Find Your Social Butterfly
There is one in every group. Who do you know who knows everyone and is comfortable reaching out to their connections to build attendance or have things donated?

Find a Connection
1 in 8 women are diagnosed with invasive breast cancer in their lifetime. Find someone to help you who is dedicated to the cause and will be able to represent LBBC’s mission.

Get Ready For The Big Day

Use this check list to get started.

☐ **Set Goals:** How many people do you want to attend, or set a fundraising goal.

☐ **Pick a date:** Pick a date far enough in advance to give you time to prepare and spread the word. Consider major holidays that may conflict with or help the event, such as a Halloween bake sale benefiting LBBC during Breast Cancer Awareness Month.

☐ **Budget:** Estimate the cost of food and beverage, printing, mailing, location and decorations based on the estimated attendance. Try to get as much as you can donated! Remember to use your committee.

☐ **Location:** Find a location that meets your criteria. Try local galleries, restaurants, American Legions, churches or schools. Some may even be willing to donate the space.

☐ **Promote Your Event:** Invite everyone you know by utilizing social media, Evites, e-mail or snail mail! Create flyers or posters and ask your friends and family to help distribute them.
After the Event

Thank your guests by email or note, then organize your attendee list so you can invite them next year. Submit your proceeds to LBBC and be proud of what you have accomplished. And don’t forget to send your event photos to LBBC.

If requested, LBBC can acknowledge your in-kind donors. Ask LBBC for an in-kind donation form, if needed. In-kind donations will be acknowledged by LBBC. If requested, we will send you an in-kind donation form.

What Donations Do for LBBC

When planning a DIY Fundraiser, it’s important to be able to explain what the donations you are collecting will do for LBBC. To get an idea of how vital these donations are, explain to your donors just how we can put their contributions to work:

$500 pays for two Walking Tall Together programs, a monthly walking group that is part fitness activity, part peer support for those impacted by breast cancer

$100 connects six people to our Webinars with important topics such as Managing Menopausal Symptoms

$50 covers the training costs for the Breast Cancer Helpline for one day

$25 puts our Guide for the Newly Diagnosed, our most popular guide, into the hands of 20 people
Financial & Legal Guidelines

If you'd like to accept credit card donations prior to, during or after your event, please contact Elizabeth at emairs@lbbc.org to assist you with creating an online form for your event.

Please ask your event participants and donors to write their checks out to Living Beyond Breast Cancer.

If your event participants and donors contribute cash, please provide LBBC with their name and mailing address (if possible) so we can credit them with the donation and send them a receipt. If requested, LBBC can also acknowledge any in-kind donors you may have.

As always, we are here to answer questions. Please reach out.

Living Beyond Breast Cancer (LBBC) will not provide funding or reimbursement of any expenses related to your event and assumes no legal or financial liability associated with your event.

Brand Guidelines

The official LBBC logo in our Brand Guidelines may not be altered in anyway. Promotional/Event materials cannot be purchased with Living Beyond Breast Cancer funds.
Do what you’re good at or what you love to do.

Mission & Vision
Our mission is to connect people with trusted breast cancer information and a community of support. We envision a world where no one impacted by breast cancer feels uninformed or alone.

Thank You
LBBC greatly appreciates all community efforts to raise money for our programs and services. These events assist us in connecting people with trusted breast cancer information and a community of support!

Questions?
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