

Inspiring people in our community
to lead cancer-free healthy lifestyles!

1. **Customize Your Fundraising Page**

Each athlete has a unique fundraising page on our registration website that accepts credit card donations and handles all processing. Share your page with friends, family, co-workers, anyone who might want to contribute.

2. **Aim High(er)**

Set a personal fundraising goal. Then double it! That should be the number on your fundraising page. If your goal is too low, people stop giving. If your goal is high, they will help you meet it.

3. **Tell Everyone**

You will be amazed at how many people will be excited to donate to your fundraising effort, not just close friends. Send e-mails out to everyone in your contact list and let them know your fundraising goal and give them a link to your fundraising page. A picture is worth a thousand words! Check back frequently and send follow up e-mails. Let people know how your training is progressing, so your follow up e-mails will be a welcome note while reminding people who forgot to give.

4. **Tell A Story**

Tell your donors why YOU support BCFF and why you believe in our mission. Your donors give because YOU believe in US!

5. **Facebook & Social Media**

Make sure all your friends on Facebook know about your race and your fundraising goal. You can add a link directly to your fundraising page. Do you tweet or use other social media? The more you spread the word, the more success you'll have. Post updates to your own page and share the word

6. **Get Your 15 Minutes of Fame**

Consider using your computer camera or smart phone to record a one-minute video of yourself. Upload your video to YouTube. Explain what your goal is and how people can help. Link it back to your fundraising page and also post it to Facebook.

7. **Make it All About Them**

Explain to your donors what the Breast Cancer Family Foundation does with their fundraising dollars. Every dollar raised at our events stays right here in our local communities! BCFF is committed to reducing the risk of a cancer diagnosis by educating the youth and adults in our community on proven risk reduction strategies for all types of cancer. Lifestyle choices today can directly influence the chance of a cancer diagnosis tomorrow. BCFF has touched almost 70,000 students since 2001.

8. **Matching Gifts**

Many employers are willing to offer matching gifts for charitable events. Does your business have a matching gifts program? It never hurts to ask!

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