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THE PINK FUND PRESENTS  
DANCING FOR THE SURVIVORS

# DIY Fundraising Guide 2021

This October, movers and groovers of all ages across the country are invited to sway, spin, shimmy, shake, and show off their slick dance moves during Breast Cancer Awareness Month as The Pink Fund presents Dancing For The Survivors!

The goal? To raise awareness and funds for The Pink Fund, a national non-profit breast cancer organization that provides 90-day non-medical cost-of-living expenses for breast cancer patients in active treatment, so they can focus on healing, raising their families, and returning to work.

This tool kit will engage individuals, groups, and businesses coast-to-coast to twist, twirl, tap or TikTok from home or office and share their favorite dance steps on social media. Let's dance!

THE PINK FUND  
REAL HELP NOW



There are so many fun ways to raise funds during Breast Cancer Awareness Month. We have lots of ideas here, but you can let your creativity shine. We will create a unique fundraising link for you, so collecting donations is contactless and hassle-free. Don't forget to download our printable signs, too!



## Individuals

- Commit to dancing once a day, every day in October and share your videos to social media each day with your fundraising link.
- Have your group (dance studio, cheer team, Scout troop, book club, exercise class, sorority, etc.) wear PINK to a designated October meeting or practice. Collect donations and have members share photos on social media holding our printable signs. Share your group's fundraising link!
- Host a PINK dance party at your school, church, or park and collect donations—or do it virtually! Find songs on our Spotify playlist: [spoti.fi/the-pink-fund](https://spoti.fi/the-pink-fund).
- Contact your local dance or fitness studio and host a charity class for your community.



printable signs. Share your group's fundraising link!

- Create your own unique TikTok dance and challenge your friends. Encourage donations to The Pink Fund and tag five more people to play along!

Be sure to tag  
**@THEPINKFUND**  
on your posts and use  
the hashtags



**#ThePinkFund**  
**#RealHelpNow**  
**#ShakeShareSupport**  
**#DancingForTheSurvivors**  
**#DFTS2021**

## Organizations

- Set up a dance challenge between departments and compete to see who can raise the most.
- Commit your CEO to make a dance video once a team reaches their fundraising goal. Post to social!
- Kick off your company fundraiser with a “dance at your desk” session by playing the same music throughout the building at the same time! Find songs on our Spotify playlist: [spoti.fi/the-pink-fund](https://open.spotify.com/playlist/37i9dQZF1DX0XUf1hQ9e3p).
- Host a PINK onsite lunch hour fitness class for a donation.
- Auction off a gift basket of goodies, including lessons at a local dance studio.



- “Pink Out” the office and post photos to social media of employees “striking a pose.” Hold our printable signs in front of all of the pink décor.
- Have a “Jeans Day” letting employees wear casual clothes for a day for a donation.
- Include a fundraising link in all you do. Your company can even match donations to make the greatest impact!!

- To learn more about what we do and our annual Dancing with the Survivors event, visit [www.thepinkfund.org](http://www.thepinkfund.org).
- For questions or additional sponsorship opportunities, please contact [tracey@thepinkfund.org](mailto:tracey@thepinkfund.org).
- Please be sure to stay safe and follow all local guidelines around COVID safety in your area, especially if hosting an in-person event.

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