

PINK FUND

REAL HELP FOR THE OTHER PART OF THE FIGHT™

FUNDRAISING TOOLKIT

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BEFORE YOU START

Welcome to Pink Fund's fundraising program! We are so excited that you have chosen Pink Fund as the recipient of your fundraising activity. We thank you for partnering with our organization to spread the message of Real Help for the Other Part of the Fight®, bringing awareness to the financial toxicity that can affect breast cancer patients and their families.

We are always here to answer questions and provide ideas. We look forward to working together and thank you again for your interest in Pink Fund and our mission. Please don't hesitate to reach out any time!

Warmly,



Katie Maxwell

katie@thepinkfund.org

Community Development Manager

Schedule a meeting at
calendly.com/katiepinkfund/30min



Looking to engage further?

Join us as a Pink Fund Ambassador!

To apply or learn more, visit
pinkfund.org/get-involved/ambassador



STEP-BY-STEP GUIDE

- Identify the type of fundraiser or give back event you'd like to host. (See page 5 for ideas!)
- Register your fundraiser or give back event. (The more we know, the better we can support your event!)
- Launch your event!
- Promote your event to your network and community. (See Page 7 for ideas!)
- Remit payment to Pink Fund.

Payment Details

When you have wrapped up your fundraiser, you can send your donation

- Via check made payable to Pink Fund and mailed to PO Box 607, Southfield, MI 48037
- Via credit card on our website at pinkfund.org/donate
- Via ACH transfer (reach out for details)

ABOUT PINK FUND



How was Pink Fund founded?

Diagnosed with breast cancer at a time of job transition, Molly MacDonald found herself unemployed and unemployable. Without her income and the addition of a COBRA premium of \$1300 a month, the family faced the potential for catastrophic financial losses. Molly's home went into foreclosure, her vehicle was at risk for re-possession, and she was threatened with utility shut offs. While in treatment she met many other working women who were experiencing similar scenarios. Unable to work, they were plowing through savings and worried they would not be able to financially weather treatment. When Molly could not Get Help for herself, she became determined to Give Help to others. Pink Fund launched formally on October 1, 2006.

What does Pink Fund do?

Pink Fund provides financial support to help meet basic needs, decrease stress levels, and allow breast cancer patients in active treatment to focus on healing while improving survivorship outcomes. Our 90-day grant program allows us to meet their critical expenses for housing, transportation, utilities and insurance.

What is cancer-related financial toxicity?

It is a term to describe the emotional, mental, and physically debilitating—often life-threatening—financial side effects induced by cancer treatment.

How do patients qualify for help?

Applicants are required to fill out a pre-qualification survey on our website in order to receive an application by email. Specific eligibility requirements are listed on our website under GET HELP. Monthly, our volunteer Qualified Recipient Committee meets to review applications for support and award grant funding.

Who do we help?

We help women AND men who

- are in active treatment for breast cancer, which includes mastectomy, chemotherapy, and radiation;
- were working at time of diagnosis, and are able to show a loss of working income due to their breast cancer diagnosis; and
- have a household income of 300% or less of the federal poverty level based on last year's federal tax returns.

We do not discriminate nor make funding decisions based on age, race, gender, or any federally protected class.

What types of bills do we pay?

Housing, car payments, utilities, and insurance.

Are there any bills we DON'T pay?

Pink Fund's financial support is restricted to non-medical bill payments. We do not make payments for credit cards, personal expenses, groceries, or childcare.

What is our Tax ID Number?

Pink Fund is a not-for-profit 501(c)(3) public charity. Tax ID #45-0544575.

PINK FUND

REAL HELP FOR THE OTHER PART OF THE FIGHT™

FUNDRAISING CHECKLIST



1

CHOOSE YOUR EVENT

- You can turn literally anything into a fundraiser! If you don't already have an event in mind, the next page offers a huge list to get you thinking.
- If appropriate, layer multiple income streams at one event (like adding merch sales, concessions, and ticket sales to a Pink Out game).
- Register your event with Pink Fund at <https://bit.ly/fundraiseapplication>



2

ENGAGE YOUR COMMUNITY

- Plan your pre-event publicity
- Get your neighbors, friends, colleagues, club members, and/or school leaders involved
- Flood social channels to spread the word
- Create merch (t-shirts, hats, buttons, etc.) to sell in advance
- Get a local business to sponsor your event or agree to match donations in exchange for logo placement or name recognition

3

MAKE AN IMPACT

- Set a fundraising goal
 - \$3,000 will help one breast cancer patient over a 3-month period
 - \$6,000 will help one metastatic breast cancer patient over a 6-month period
 - EVERY dollar raised will provide HOPE and HELP for breast cancer patients when they need it most
- Decide how you'll collect funds/donations
 - For direct donations to Pink Fund, set up a donation page through our online platform at <https://bit.ly/fundraise-pinkfund2025>
 - If you'll have expenses (e.g., t-shirts), collect funds and remit the net proceeds after the event.
 - For cash, bring a cash box or pouch and small bills for change.
 - For Venmo/Digital Apps, make it easy by displaying a printed QR code.
 - For checks, decide ahead of time who they will be made out to and ensure they are deposited promptly.

4

TRACK YOUR PROGRESS

- Communicate periodically on progress toward your fundraising goal.
- If you get close to or exceed your original goal, set a stretch goal to raise even more.

5

THANK YOUR PARTICIPANTS

- Right after the your fundraiser, share results to all involved through email, social channels, community/corporate announcements, etc.
- Fill out a donor testimonial at pinkfund.org/submit-story-supporter
- Celebrate the success of your fundraiser and the impact your collective efforts have made!

FINISHING YOUR EVENT



Once your event is over, you can remit payment to Pink Fund in several ways:

- Check: make payable to Pink Fund and include your event name in the memo for proper recognition. It can be mailed to Pink Fund, PO Box 607, Southfield, MI 48037.
- Online: make your final donation via your Pink Fund fundraising page or on our website.
- We are happy to arrange a check presentation or a short video message to thank you and your donors (depending on location and availability).

FUNDRAISER IDEAS & ADD-ONS

Need ideas to get started? Here's a big list of inspiration! If you already know how you want to fundraise, consider adding on some of these elements to your existing event! Providing your audience with multiple ways to get involved will help you reach your fundraising goal.

LEARN

Host/sponsor a class



- Fitness Cooking
- Art/Craft
- Gardening
- Computer programs
- Organization
- Flower arranging
- Wine tasting
- Paint & sip
- Rock climbing

ENTERTAIN

Host/sponsor an event



- Fun Run/Race/Walk
- Auction
- Dance party
- Talent show
- Benefit concert
- Scavenger hunt
- Karaoke night
- Fashion show Ladies' Night/ House Party
- Theatre performance
- Poetry slam
- Comedy show
- Pancake breakfast

COMPETE

Host/sponsor a tournament



- Golf Bowling Trivia Video games Backyard games (like cornhole or horseshoes)
- Kickball
- Board games
- Pickleball
- Card game (like poker or euchre)
- Chili cook-off

SELL

Host a sale to benefit Pink Fund



- T-shirt/merch sale
- Bake sale
- Car wash
- Yard sale
- Concessions at events
- Auction off gift baskets of goodies
- Sponsorships to the events/tournaments listed above
- Donate commissions earned for a certain period of time
- Donate a percentage of sales from one day, one week, etc. or from a certain line of products
- Customized calendars

WORK

Engage your office or place of work



- Jeans or casual day Pink Out the office; choose a day for everyone to wear pink
- Challenge between departments – if goal is reached, CEO wears a pink wig or team earns catered lunch or extra PTO day, etc.
- Corporate matching
- Company picnic
- Increase donations with education and engagement: utilize lunch-and-learn sessions or employee groups to help.

NETWORK

Who do you know, what groups are you part of?



- Book clubs
- Schools Sports team
- Worship/church groups
- Scouts
- Sorority/Fraternity
- Business networking
- Professional groups
- Exercise class
- Bowling league
- Neighborhood Association

MAXIMIZE YOUR DONATION PAGE

1. SET UP YOUR ONLINE FUNDRAISING PAGE



Visit <https://bit.ly/fundraise-pinkfund2025> or scan this QR code to create your page. You can set it up as an individual, join a team, or create your own team!

2. GET THE BALL ROLLING



Start the momentum. It's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved!

3. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why helping Pink Fund matters to you. That's what they care about most!

4. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

5. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

6. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

7. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

SOCIAL MEDIA AND MARKETING



ONE MONTH PRIOR TO EVENT

Announcement & Teaser

- Announce the upcoming fundraising event with a compelling graphic or video. Include date, time, and a brief description of Pink Fund. Also, tease what participants can expect at the event.

ONE WEEK PRIOR TO EVENT

Event Details

- Provide detailed information about the event logistics, such as location, agenda, ticket prices, and how to register or donate. Share fundraising Goal & Sponsor Recognition to highlight their support

WEEK OF EVENT

Final Call

- Make a final call for registrations or donations. Emphasize urgency with phrases like "last chance" or "final opportunity," and use your fundraising goal

DAY OF EVENT

Live Coverage

- Share live updates, photos, and videos from the event. Engage with attendees and followers in real-time.

Post event, feel free to share the success of your event and thank any supporters and sponsors.

TAG US!

Please tag the Pink Fund accounts on social media so that we can amplify your reach.

By tagging Pink Fund on any social media channels, you are granting permission for us to re-share your content.

HASHTAGS:

#PinkFund
#RealHelpForTheOtherPartOfTheFight
#OneLessWorry
#RealHelpNow
#Survivor

FUNDRAISING LINK:

Create a personalized fundraising link right on our website to share with your networks.

You can set up your page as an individual or start a team where others can join your efforts.

The donations will come straight to us, but your total amount raised is tracked, showing your impact. Donors will receive a tax receipt via email.

Get started at <https://bit.ly/fundraise-pinkfund2025>

REAL HELP NOW

BREAST CANCER FACTS & FIGURES

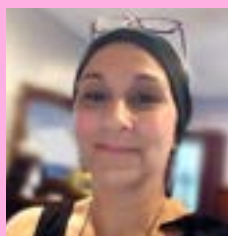
In the US in 2024, there were an estimated **310,720** new cases of invasive breast cancer diagnosed in women, **2,790** cases diagnosed in men, and an additional **56,500** cases of ductal carcinoma in situ (DCIS) diagnosed in women. An estimated **42,780** breast cancer deaths (**42,250** women, **530** men) have occurred in 2024.

RECIPIENT TESTIMONIALS



Shalonda

Receiving financial support from Pink Fund really means so much to my family and me. It relieves the fear of my financial obligations being met.



Rhonda

With the financial assistance from Pink Fund, I was able to stay on top of things which gave me the most amazing sense of peace.

DOWNLOADABLE RESOURCES



For more images and testimonials, we welcome you to visit this link <https://bit.ly/pinkfund-fundraising-assets>

If you're looking for something specific and don't see it here, please feel free to reach out to katie@thepinkfund.org. We'd love to collaborate!

PINK FUND MERCH



Need Pink Fund gear on the fly for your fundraiser?

We have an official store for shirts, hats, totes, and more! Visit www.bonfire.com/store/pinkfund or scan the QR code to check it out.