



# FUNDRAISING TOOLKIT

HOW YOU, YOUR ORGANIZATION,  
SCHOOL, OR COMPANY CAN HELP  
FUND RESEARCH AND SAVE LIVES

Breast Cancer Research Foundation of Alabama  
P.O. Box 531225  
Birmingham, Alabama  
(205) 996-5463  
[hello@bcrfa.org](mailto:hello@bcrfa.org)  
[www.bcrfa.org](http://www.bcrfa.org)



# ABOUT THE BCRFA

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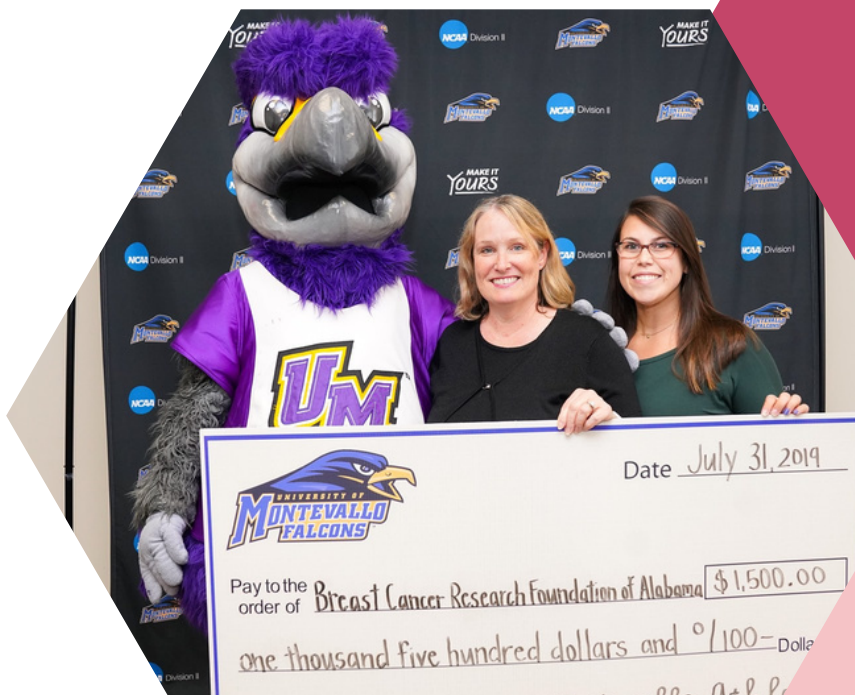
Thank you for your interest in helping fund research and save lives!

There are many ways you can support the Breast Cancer Research Foundation of Alabama as an individual, company or group. We are excited that you want to join us in the fight against breast cancer. As you begin planning your fundraising effort, we want to provide a few key facts about our organization and mission.

Founded in 1996, the Breast Cancer Research Foundation of Alabama's mission is to help find a cure for breast cancer by funding promising breast cancer research in Alabama and raising community awareness and funding for that research.

The Breast Cancer Research Foundation of Alabama invests a comprehensive approach to battling breast cancer by funding collaborative and innovative research to help diagnose, treat, prevent, and eradicate the disease.

With community support, BCRFA has invested over \$12 million in life-saving breast cancer research. [Learn more at bcrfa.org](http://bcrfa.org).



# HOW YOU CAN FUNDRAISE FOR BREAST CANCER RESEARCH

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- ***Give today!*** Make a donation to online ([www.BCRFA.org/donate](http://www.BCRFA.org/donate)) or via mail. If you are employed, check our website to see if your employer will match your donation. If they will, please follow the matching gift instructions. A matching gift doubles your impact!
- ***Get our tag and build awareness while you drive.*** Get our Breast Cancer Research specialty license plate when you renew the tag for your car, motorcycle, boat, or company's fleet of vehicles at the DMV. All proceeds received by the BCRFA support research in Alabama.
  - Send us a picture of your tag to be featured in our Tag Photo Gallery and social media (@BCRFAAlabama).
- ***Create a lasting legacy.*** Include the BCRFA in your estate planning by designating a portion of your estate to benefit the BCRFA's mission of funding breast cancer research. Your gift of real estate, stocks, or selecting the BCRFA as a beneficiary through your will, IRA, or life insurance policy can support cutting-edge breast cancer research which saves lives.
- ***Support while you shop.***
  - **Via Amazon Smile:** Visit [smile.amazon.com](http://smile.amazon.com) and select the Breast Cancer Research Foundation of Alabama for your charity to support. Future purchases via [smile.amazon.com](http://smile.amazon.com) will support the BCRFA.
  - **Via Planet Fundraiser:** Download the Planet Fundraiser app to your phone, select BCRFA as your charity partner. Then Shop, Snap (take a picture of your receipt) and Give (participating merchants will make a donation to the BCRFA)!
- ***Reach out to your community***
  - Ask your local **fire department** to participate in our annual Pink Ribbon Project. Each year, the BCRFA designs and prints t-shirts for fire departments across Alabama to purchase, wear and sell in their communities during October (Breast Cancer Awareness Month). All proceeds support breast cancer research.
  - Get your local **schools** to "Go Pink" in October by raising money for the BCRFA and breast cancer research! Talk to your high school's SGA, National Honor Society, or Athletics Team about coordinating a Pink-Out Game during football or basketball season, do a coin drive for research and send us a check at the end of the month, sell pink t-shirts to raise money and awareness. Encourage your fraternity and sorority to coordinate a car wash or a corn-hole or disc golf tournament. These are just a few ways to get schools and students involved! Get the conversation started to find the best fit for your school and community.
  - Ask your **church, synagogue, mosque, or local place of worship** to host a Pink Sunday/Pink Saturday, special offering, or donation drive in October to honor survivors, remember those who have been lost, and raise money to support breast cancer research in Alabama through a donation to the BCRFA.

# COORDINATE YOUR OWN FUNDRAISER FOR THE BCRFA

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There are so many creative ways for you or your company to raise money. Here are a few ideas. We are always happy to help you brainstorm ideas or answer questions. Please don't hesitate to contact us with questions: (205) 996-5463 or [bcrfa@uab.edu](mailto:bcrfa@uab.edu).

## Fundraiser Ideas

- Host a dinner or holiday party at your home or office. Ask guests to make a donation to support breast cancer research.
- Use an [online crowdfunding page](#) to collect donations for the BCRFA from friends, family, and coworkers. You set the goal, we'll create the page and send you the link!
- Request donations in lieu of gifts (for wedding, anniversary, birthday, bat/bar mitzvah, etc.)
- Coordinate a workplace fundraiser.
  - Have a casual day for research. Ask employees to give a \$10 donation and to wear blue jeans and pink shirts.
  - Donate a percentage of sales on a designated day to the BCRFA.

Host a “Non-Event.” Send invitations to friends, family, and colleagues to not attend your event. On the invitation, remind them of the money they will save by not purchasing new clothes and shoes, hiring a sitter, etc. and encourage them to make a donation to the BCRFA online ([bcrfa.org](http://bcrfa.org)) or via mail.



# TIPS FOR SUCCESS

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- **Define your purpose and goal.** The purpose is to raise money for research in Alabama, but you need to have a fundraising goal too. Share it with your friends, family, and colleagues. They want to help you reach your fundraising goal!
- **Select your event type.** Whether you go with one of our ideas or come up with your own, be creative and make it meaningful and entertaining.
- **Recruit volunteers and committees.** Ask your family, friends, and colleagues to help you with your fundraiser and assign them a particular project or job. Most will accept the challenge. Invite groups or clubs of which you are a member to get involved. This expands your reach and engages the community. Ask all of your volunteers/committee members to share their contacts with you as well.
- **Choose a location.** Whether at your home, business, or elsewhere, this should be one of your first tasks as you begin planning.
- **Prepare a budget.** If you have out-of-pocket expenses, take this into consideration when deciding what to charge attendees. Some hosts prefer to donate the actual costs of hosting the event. Your goal should be to donate all of the proceeds from your event to support breast cancer research. This makes guests feel more comfortable when donating.
- **Secure sponsor(s) to underwrite the event.** Reach out to local businesses and ask them to pay for any rentals, food, or entertainment, if needed. Put together a solid budget and present it to the businesses you are soliciting.
- **Promote your event.** Use social media to help get the word out and have friends share your posts. Tag @BCRFAAlabama on social media and we will share too! Ask local media (newspaper, radio, tv) to share your event info (if it is open to all the community).
  - Once we have reviewed your request form, we will provide a BCRFA logo for use during your promotion.
- **Thank your supporters.** As soon as possible or after the event, send thank you notes to your attendees and donors. Everyone appreciates a “thank you” and they will remember your event.
  - If your donors or sponsors would like to receive a thank you from the BCRFA, please email us a spreadsheet with donor contact info and gift amount. We will mail letters on our letterhead for individual donations of \$25 or more.
  - Checks may be made payable to the BCRFA. Donations may be made online at: [www.BCRFA.org/donate](http://www.BCRFA.org/donate). Please have your supporters note your event fundraiser in the comments section when donating online so we can attribute their gift to your event.

# FUNDRAISING EFFORT REQUEST FORM

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1. Please provide the name and contact information of the person(s) or organization requesting to host a fundraising event/activity to benefit the BCRFA:

Contact: \_\_\_\_\_

Business/organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2. What is your event date? If the date has not been determined at this time please list the potential dates. If your event is more than one day, please specify the length of time estimated. (e.g. week, weekend, month, etc.)

3. Please give a detailed description of fundraising event/activity and its location:

4. Please list any media efforts. (e.g. local newspaper, social media, flyers, invitations, etc.)

5. Would you like to use the BCRFA logo\* for advertisement or signage?

*\*Prior BCRFA approval required*

6. Please estimate your fundraising goal:

*\*Donation should be sent to the BCRFA within 3 weeks*



# FUNDRAISING EFFORT REQUEST FORM (CONT.)

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7. Do you plan to seek corporate sponsors?

If yes, please list potential sponsors:

8. Describe the fundraising efforts of your organization to make a donation to the BCRFA (e.g. 100% of event proceeds, t-shirt sales, auction, percentage of ticket sales, etc.)

9. Would you like for a BCRFA representative to attend your fundraiser or group to accept your donation, or speak about the BCRFA to your organization?

If yes, we will do our best to make that happen.

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by\*: \_\_\_\_\_ Date: \_\_\_\_\_

*\*To be completed by BCRFA*

*Please note this form is not specific to any certain type of fundraising efforts.  
Please be as descriptive as possible and feel free to contact our office for any questions  
concerning your request to raise funding for the BCRFA.*

**PLEASE EMAIL COMPLETED FORM TO:**

**hello@bcrfa.org**

**OR MAIL TO:**

BCRFA  
P.O. Box 531225  
Birmingham, AL 35253

