

# A Guide for Grassroots Partners

## **Important Names & Contact Information**

PA Breast Cancer Coalition  
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Ephrata, PA 17522  
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Director of Finance & Administration  
Tricia@PABreastCancer.org  
717-721-2580 x105



## **Volunteers**

### **Who is the busiest person you know?**

Ask them to help plan your event! The old axiom holds true: busy people know how to get things done. Don't assume they already have enough on their plate: these are the people who know how to prioritize their time.

### **Who do you know that knows "everyone?"**

Ask them to help you put a committee together to make the event a success!

### **Who is a breast cancer survivor?**

Local survivors in your community will be great advocates for your efforts and will put a face to the meaning behind the event.

## **Sponsors**

### **Where do you regularly spend money?**

Think about places where you often shop or eat and are considered a "regular customer." Owners of businesses are often receptive to donating or supporting ideas of their customers.

**What businesses in your area have a particular interest in the theme of your event?** These could be businesses who employ a large number of women, whose products are used by women, or have supported a breast cancer event in the past. For example, suppose you are holding a bike ride to benefit the PBCC, perhaps a local bike shop would be willing to support your efforts with a donation.

## Ideas for Community Fundraisers

**Local Shops:** Make a list of places where you and/or your committee members are regular customers such as beauty salons, spas, dry cleaners, restaurants, gift shops, etc. Ask merchants to set aside a day/week/month to donate a percentage of sales or sales of pink items to the PBCC; post a donation box (provided by the PBCC) at check-out counters; hold an Open House and donate proceeds from silent auctions and raffles to the PBCC.

**Sports Events:** Do you play, coach or have a passion for a sport? Create a breast cancer awareness night at your next game to benefit the PBCC. You can sell t-shirts made just for that night, donate a portion of ticket sales, or even have the players, coaches and officials wear pink!

**Dress Down Days:** Talk to your employer and local corporations about holding a “dress down day” where employees donate a specified amount (for example, \$5) to the PBCC and in return are able to wear a pink outfit or jeans to work on a certain day. The PBCC can provide pink ribbon stickers to be worn by those employees who participate, indicating that they are wearing pink/jeans for breast cancer awareness.

**The sky is the limit for what you can do, these are just some suggestions to get you started. Please feel free to approach the PBCC with any other ideas.**

**We'd be happy to help!**

### What the PBCC Can Do

- List your event on our website calendar of events and e-newsletter
- Provide informational materials and giveaways
- Provide logo for use in promotional materials (all print materials must be pre-approved by the PBCC before going to print).
- Send post-event thank you letters and acknowledgements to donors and event participants.
- We try our best to attend as many events as possible throughout the year, but due to the number of events, and small staff, we are unable to attend them all. However, we are happy to try and find a volunteer in your area to represent the PBCC or send materials to be displayed.

### What the PBCC Cannot Do

- Sell tickets and/or create the audience for your event
- Find or recommend sponsors for your event
- Guarantee attendance by any dignitaries
- Pay event expenses from proceeds

### Raffles

Raffles are considered small games of chance and gaming laws vary by county. Please contact your county's Treasurer for details about obtaining a small games of chance license. The PBCC is not allowed to hold or benefit from a 50/50 drawing.

## **Accounting Guidelines**

**These simple guidelines are designed to increase your credibility and success in fundraising efforts on behalf of the PBCC. Following these steps will help to minimize any accounting problems during and after your event.**

Many groups find it easiest to collect all funds for their event (cash, checks, individual donations, etc) and send one check for the total sum of the proceeds to the PA Breast Cancer Coalition. If you are encouraging donors to participate based on their donation being tax-deductible, however, please bear in mind that the only way a tax deduction may be taken is by having the donor address their check(s) directly to the PBCC.

In the event that the proceeds from your efforts are being shared with the PBCC and another organization or group, please make sure all print materials clearly state “a portion of the proceeds will benefit the PBCC” to avoid any confusion to our donors.

Donations of any kind, including in-kind services will be acknowledged by the PBCC. The PBCC will provide (upon request) an In-Kind Donor form to be completed with contact information including name, address, and the amount of money donated or type and value of service or item provided so that we can mention that in our acknowledgement.

### **Insurance**

Does your event or venue require special event insurance? If so, please add the PBCC as an additional insured for the day of your event. There should be no charge for you to add this information to your policy. When complete, please email a copy of the certificate of insurance to Tricia. If you have any questions about insurance for your event please contact Tricia Grove at 717-721-2580 x105 or [Tricia@PABreastCancer.org](mailto:Tricia@PABreastCancer.org).

## **Thank You!**

**The success of the PBCC is due largely to the efforts of community members like you. We thank everyone who so generously gives their time and talents to create these unique events! We couldn't do it without you!**

