

Grassroots Partner Guidelines

PBCC Grassroots Partners are individuals and organizations who organize events and fundraisers to support our mission. Together we can make an impact on the lives of women, men and families touched by breast cancer in Pennsylvania!



Introduction



The PA Breast Cancer Coalition owes its existence to the unwavering support of our Grassroots Partners! It's thanks to individuals like you within the community that the PBCC can serve as a beacon of information, solace, and empowerment for breast cancer survivors across Pennsylvania.

Our Mission.

The PA Breast Cancer Coalition (PBCC) represents, supports and serves breast cancer survivors, families and researchers in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants. The PBCC is a statewide non-profit organization dedicated to finding a cure for breast cancer now...so our daughters don't have to.

Founded in 1993, the PBCC has contributed over \$5.5 million to breast cancer research right here in Pennsylvania. The Coalition has an on-staff patient advocate dedicated to helping women and families across this state; hosts a traveling photo exhibit that emphasizes the importance of the early detection of breast cancer; advocates for legislation that affects millions across the Commonwealth; and provides support and information to newly diagnosed women by sending FREE Friends Like Me care packages at a time when they need it most.

Taking Action. Saving Lives.



over 15,000
FREE care
packages sent



over 1,800 hours
spent on patient
advocacy a year



\$5.5 million donated
to breast cancer
researchers in PA

Fundraising Guidelines



All fundraisers should promote the PA Breast Cancer Coalition (PBCC) as the beneficiary of the event, **not** the organizer.

Example: Instead of "PBCC Golf Tournament," use "ABC Organization Golf Tournament benefiting the PBCC."

The PBCC will provide a logo for use in promotional material. We ask that the PBCC review and approve all promotional materials prior to printing and distribution.

Please note: The pink ribbon in our logo is trademarked and may not be used separately from the logo itself.

Other Considerations.

01

Compliance with Laws and Ethical Practices: Ensure you comply with local, state, and federal laws governing events and activities as you plan your event. We ask that you adhere to ethical standards in your efforts, including honesty, integrity, and respect for donors' privacy.

02

Donor Cultivation: Consider building and maintaining relationships with your donors by expressing gratitude, providing regular updates on event activities, and honoring donors' intentions regarding their contributions.

03

Transparency and Accountability: Be transparent about how funds are raised and donated, providing clear and accurate information to donors and stakeholders. Strive to uphold precise financial documentation to ensure transparency and accountability.

04

Cost-Effectiveness: Make efforts to reduce fundraising expenses to maximize the portion of donations directly benefiting the PBCC's mission and programs.



Fundraising Ideas

We've got a big list of ideas for fundraisers—but believe it or not, there are even MORE out there! Each fundraiser has a different purpose for fighting breast cancer, so it's important to find the ones that are right for you.

Free Throw Challenge
Golf Tournament
Kickball Tournament
Run or Walk
Cornhole Tournament
Dance-a-thon
Softball Tournament
Themed Olympics
Motorcycle Ride
Hockey Puck Shot
Dress-Down Days
Karaoke Night
Movie Night
Trivia Night
Ugly Sweater Party
Craft Show
Dessert Wars
Spaghetti Dinner
Pancake Breakfast

Bake-off
Candy Grams
Scavenger Hunt
Pumpkin Carving Contest
Easter Egg Hunt
Money Rolls
Can by the Register
Penny Wars
Gift Wrapping Fundraiser
Car Wash
Community Yard Sale
Talent Show
Plate Smash
T-Shirt Sale
Charity Calendars
Recipe Books Sales
Art Auction
Dunk Tank
Doggy Walks



Organizing a Successful Event

↘ A Few Steps as You Plan Your Event:

- **Set Clear Goals:** Define specific fundraising goals for your event, including the amount of money you want to raise and the impact you hope to achieve.
- **Create a Budget:** Develop a detailed budget that outlines all anticipated expenses and projected revenue for the event to maximize impact and minimize costs.
- **Recruit a Dedicated Team:** Assemble a team of friends and family to help plan and execute the event, and ensure communication and coordination while planning.
- **Secure Sponsorships and Donations:** Seek sponsorships, in-kind donations, and partnerships with local businesses to offset costs and enhance the event experience. Offer sponsors visibility and recognition in exchange for their support.
- **Promote the Event:** Raise awareness and generate excitement for the event through the use of social media, email newsletters, press releases, flyers, and word-of-mouth referrals, etc.
- **Sell Tickets or Secure Registrations:** If applicable, sell tickets or secure registrations for the event in advance to gauge attendance and manage logistics effectively.
- **Engage Attendees:** Plan engaging activities, entertainment, and guest speakers to keep attendees entertained and informed throughout the event.
- **Follow Up After the Event:** Don't forget to follow up with attendees, sponsors, and donors after the event to express gratitude, provide updates on fundraising results, and solicit feedback for future improvements.



Fundraising 101



Interested in enhancing your fundraising skills or refreshing your knowledge?
Check out these recommended videos that may provide helpful information!



[Ask the Fundraising
Expert with Seth Godin](#)



[Fundraising 101 -
Rueben Mayes](#)



[15 Skills of a Great
Nonprofit Fundraiser -
Amber Melanie Smith](#)



[How to be a better
fundraiser - Kara
Logan Berlin](#)

DON'T FORGET

The PBCC's
Community Outreach
Coordinator
is ALWAYS a
resource for you!



Support and Assistance

- The PBCC staff attempts to attend as many Grassroots Partner events as possible throughout the year. If a staff member cannot personally attend your event, we are happy to see if a volunteer in your area can represent the PBCC.
- We will also provide **free informational material, resources, and giveaways**, pending current supply. We ask for at least **2 weeks'** notice prior to the event to ensure the availability of a staff member or volunteer and branded materials.
- We're happy to assist with promotions of your event through the event calendar on our website, social media channels, and electronic newsletters. **Please provide any useful links** to the event page, event registration, or social pages.
- A customized donation link for your event can be created and provided to you by the PBCC if you'd like to track donations from attendees who want to make donations via credit or debit cards.
- After the event, please share feedback, photos of the event, and plans for future fundraising! Be sure to schedule a check presentation photo with the PBCC staff - we love to recognize our Grassroots Partners' efforts!



**CLICK TO VIEW
DETAILED INFORMATION
ON OUR BRANDED
MATERIALS**



Please note that the PBCC is unable to:

- Sell tickets and/or create the audience for your event
- Solicit sponsors or prizes for your event
- Pay event expenses from proceeds
- Provide a Certificate of Insurance
- Provide special raffle permits or licenses

FAQ's

01 How can I donate to the PA Breast Cancer Coalition?

The PBCC accepts donations by cash, check, or money order and we request that it is submitted within 30 days of your event to ensure accounting accuracy. All checks must be made payable to the PA Breast Cancer Coalition, and it is recommended that you send your donation in a traceable format - certified mail, FedEx or UPS. Donations can be sent to: PA Breast Cancer Coalition, 2397 Quentin Road, Suite B, Lebanon, PA 17042

02 Is my donation tax-deductible?

The PA Breast Cancer Coalition is a 501(c)(3) nonprofit organization – contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of the PA Breast Cancer Coalition may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. Please be aware that the following items are not tax deductible: raffles, bids on silent auction items, or payment for gaming-style activities.

03 Will I receive a receipt for my donation?

Yes - If you donate directly on our website, you will receive an automated email response acknowledging your donation with tax information. Alternatively, if you mail a physical check, a certificate and acknowledgement letter with the donation amount will be sent via mail to the name and address on the check. Please contact us should you require an in-kind acknowledgement receipt. Note that we will need to know the name, address, item or service provided, and value of that item/service.

04 How will my donation be used?

95 cents of every dollar donated to the PBCC goes to support programs and services for women in Pennsylvania. The PBCC provides: free Friends Like Me Care Packages to newly diagnosed women and women facing stage IV metastatic breast cancer, personalized patient advocacy, grants to outstanding PA breast cancer researchers, educational outreach, and life-saving legislative advocacy.

05 Can I volunteer or get involved with the PBCC in other ways?

Absolutely! We encourage all supporters to get involved through volunteering, attending events, and spreading awareness on social media. Please email info@pabreastcancer.org for more information! Also be sure to sign up for our PinkLink bi-weekly newsletter, quarterly FrontLine publication, and follow us on social media to stay updated on the PBCC's activities, events, and impact stories.

Logo Resources

Logo and Usage.



The logo with the tagline should be used whenever possible. If space and/or the design do not allow for this, the tagline may be omitted.



The full color version of the logo is ideally used on white or light neutral backgrounds for greatest impact.

For use on a dark background, use the white version of the logo.



If you are designing and/or printing in black and white ONLY (no color), please use this version of the logo with ONLY the outline of the ribbon.

Please note: the ribbon should NEVER be filled in black.

Colors.



Pantone - 100% Process Magenta
CMYK - 0 / 100 / 0 / 0
RGB - 236 / 0 / 140
HEX - #EC008C



Pantone - 100% Process Black
CMYK - 0 / 0 / 0 / 100
RGB - 0 / 0 / 0
HEX - #000000



Pantone - 000C White
CMYK - 0 / 0 / 0 / 0
RGB - 255 / 255 / 255
HEX - #FFFFFF

Social Media.



@PABreastCancer



@PABreastCancer



@PBCC



Pat Halpin-Murphy, President & Founder



Connect With Us

Brittani Potts, Community Outreach Coordinator
Brittani@PABreastCancer.org | 717-769-2301

Jennifer Pensinger, Executive Director
Jennifer@PABreastCancer.org | 717-769-2303

PA Breast Cancer Coalition
2397 Quentin Road, Suite B
Lebanon, PA 17042

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