

# Guidelines for Grassroots Partners



Finding a cure now...  
so our daughters won't have to.

The PA Breast Cancer Coalition is extremely grateful to individuals and organizations who wish to organize events and fundraisers to support our mission. We are able to continue to serve women and their families battling breast cancer across the state because of fundraisers like yours!

*These guidelines have been developed to make this process as efficient & straightforward as possible and to ensure the success of your event.*

## **Event Names and Use of Logo**

All fundraisers will not promote the PA Breast Cancer Coalition (PBCC) as the *organizer* of the event but rather the *beneficiary*. It is our goal to protect the name, image, value, and mission of the PBCC therefore we are unable to "officially" endorse your event.

Example: Not "PBCC Golf Tournament," instead "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 to ensure accuracy of our logo. Please note that the pink ribbon in our logo is trademarked and may not be used separately from the logo itself. If you need a copy of a generic pink ribbon, we are happy to provide you with one.

## **Publicity and Advertising Your Event**

The PBCC will work with you to promote and publicize your event using our website, social media outlets and e-newsletter. Please note that we are unable to share e-mail or mailing lists of donors, sponsors or constituents.

## **PA Breast Cancer Coalition**

2397 Quentin Road, Suite B • Lebanon, PA 17042 • 800-377-8828 • 717-769-2131 (fax)

## **Availability of Staff & Materials**

PBCC staff attempts to attend as many events as possible throughout the year, but due to the growing number of events, and small staff, we are unable to attend them all. However, if a staff member cannot personally attend, we are happy to try and find a volunteer in your area to represent or speak on behalf of the PBCC or send materials to be displayed.

The PBCC will provide informational material, resources and giveaways free of charge, pending current supply. We do ask for *at least 2 weeks* notice prior to the event to ensure availability of a staff member or materials.

### **Please be aware that we are unable to:**

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



## **Donations**

**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.**

- The PBCC accepts donations by: cash, check, or money order.
- All checks must be made payable to PA Breast Cancer Coalition.
- For security, redeem cash and money orders for a bank cashier's check prior to submitting to the PBCC.
- It is recommended that you send your donation in a traceable format - registered mail, FedEx or UPS.
- We ask that all proceeds be submitted to the PA Breast Cancer Coalition headquarters within 30 days following the event in order to ensure accounting accuracy. Send donations to:

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

## Tax Receipts, Records and Acknowledgements

- Be sure to personally thank everyone who helped make your event a success - the donors, the volunteers and the sponsors.
- Official tax receipts are only generated by the PBCC. Please contact us should you require an in-kind acknowledgement receipt. Note that we will need to know the name, address, and amount of money donated or type and value of service or item provided.
- Be sure to keep full and accurate records of your expenses and profits from the event and remember to save them securely.
- Donations by cash will be acknowledged provided the PBCC receives the name, address and amount of money donated.
- Donations by check will be acknowledged to the name and address on the check.
- Please be aware that the following items are not tax deductible: raffles, bids on silent auction items or payment for gaming-style activities.

## Community Fundraising Guide

**This section is full of helpful hints and suggestions to use when planning an event. Keep in mind that the sky is the limit for what you can do, these are just a few ideas that have been done successfully in the past. Please feel free to approach the PBCC with any other ideas. We are happy to help!**

### Ideas for Fundraisers

**Local Shops:** Make a list of places where you are regular customers--such as beauty salons, spas, 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 or 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.

## Volunteers and Committee Members

### **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 are 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." Local owners of businesses are often receptive to 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, if you are holding a bike ride to benefit the PBCC, a local bike shop might support your efforts with a donation.

## After the Event

The PBCC loves to share photos and information from events on our website and in our e-newsletters. Please send us your digital pictures after your event, and let us know how everything went!



## **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!** If you have any questions when planning your event, please contact Kristen Snoke, Community Outreach Director at the PBCC, at (717) 769-2301 or [Kristen@PABreastCancer.org](mailto:Kristen@PABreastCancer.org).