

GRASSROOTS PARTNERS GUIDE TO FUNDRAISING

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



PABreastCancer.org

WE COULDN'T DO IT WITHOUT YOU.

The PA Breast Cancer Coalition (PBCC) owes its existence to the unwavering dedication of our Grassroots Partners! It's thanks to our individual, corporate, and organizational donors that the PBCC can support survivors and thrivers, educate communities, and inspire progress throughout Pennsylvania.

Together, we're creating a network of strength, knowledge, and compassion to support every person impacted by breast cancer so we can **find a cure now... so our daughters don't have to.**

Inside this guide, you'll find everything you need to get started—from tips and inspiration to tools, resources, and ongoing support. For questions or guidance, reach out to Brittani Potts, Director of Community Outreach, at brittani@pabreastcancer.org or 717-769-2301.



I am beyond grateful to everyone who showed up, donated, volunteered, sponsored, or supported my event in any way. Your kindness and generosity made this possible, and together we are making a real difference in the fight against breast cancer.
- Connie Choncek



THE MISSION OF THE PBCC.



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

The PA Breast Cancer Coalition (PBCC) is a statewide nonprofit organization that represents, supports and serves breast cancer survivors, families and researchers in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants.

Programs and Services

- **Friends Like Me (FLM)** – These [FREE care packages](#) for women who are newly diagnosed with breast cancer are customized to correspond with their diagnosis and treatment including resources, small gifts and safe cosmetics.
- **PBCC Research Grants Initiative** – The PBCC has contributed more than \$6.1 million in grants to breast cancer scientists and researchers working toward finding a cure right here in Pennsylvania.
- **Legislative Advocacy** – The PBCC is dedicated to ensuring that all women have affordable access to early detection and treatment for breast cancer. The Coalition championed major pieces of legislation recently including [Act 1 of 2023](#) and [Act 52 of 2025](#).
- **Patient Advocacy** – Through its personalized patient advocacy program, the PBCC offers resources, guidance and support to individuals affected by breast cancer in Pennsylvania. Whether it is navigating an insurance maze or finding a free mammogram, the PBCC is here to help, ensuring no one fights alone.
- **PA Breast Cancer Coalition Conference** – This premiere statewide conference is focused on the latest in breast cancer treatment, research and survivorship. The [Annual Conference](#) is held every October in Harrisburg for 1,000+ attendees including survivors, thrivers, caregivers, healthcare heroes, researchers, and advocates.
- **67 Women, 67 Counties: Facing Breast Cancer in PA** – The PBCC's [traveling photo exhibit](#) features photos and quotes from individuals facing breast cancer in all of Pennsylvania's 67 counties. The exhibit encourages women to learn about and practice early detection through yearly mammograms, monthly breast self-exams, and annual clinical exams.
- **C.A.R.E.S. (Community, Advocacy and Research Education for Students)** – Each year, the PBCC partners with school districts in Central Pennsylvania on the [C.A.R.E.S. Program](#), designed for students in grades 10-12 who want to explore the science of breast cancer, careers in the healthcare field and breast cancer advocacy opportunities.



17,000+
FREE Friends Like Me care packages sent



\$6.6 million
contributed to breast cancer researchers in PA



450+
women helped through patient advocacy in 2025



92¢
of every dollar goes toward our programs and services

Find more information of all programs, services, resources, and volunteer opportunities on our website at PABreastCancer.org.

STEPS TO GET STARTED.

Every donation to the PBCC—big or small—makes a meaningful impact. Our Grassroots Partners turn their passions, hobbies, and events into fundraisers that support the PBCC and those facing a breast cancer diagnosis. Getting started is simple: choose an idea that excites you. With many fundraising ideas to explore, the possibilities are endless and each effort plays a unique role in the fight against breast cancer!

Here are just a few fundraising ideas to spark your creativity:



ATHLETICS

- Free Throw Challenge
- Golf Scramble
- Homerun Derby
- Cornhole Tournament
- Dance-A-Thon
- Themed Olympics
- Kickball Tournament
- Hockey Puck Shot
- 5K Run or Walk

COMMUNITY

- Motorcycle Ride
- Karaoke Night
- Craft Show
- Spaghetti Dinner
- Trivia Night
- Pancake Breakfast
- Car Wash
- Community Yard Sale
- Talent Show

DO-IT-YOURSELF

- Bake Sale
- Birthday Fundraiser
- Candy Grams
- Gift Wrapping
- T-Shirt Sale
- Art Auction
- Doggy Walks
- In Honor or Memory Fundraiser
- Lemonade Stand

AT THE OFFICE

- Dress Down Days
- Silent Auction
- Potluck Lunch
- Can by the Register
- Percentage of Sales
- Penny Wars
- Scavenger Hunt

YOUTH SPORTS

- Pink Out Game
- Jersey Number Fundraiser
- Pink Ribbon Tribute Sales
- “Beat the Team” Challenge
- Post-Game Snack Sale
- Fill the Field/Court Fundraiser
- Bracelet Sales

Check out the fundraisers our Grassroots Partners have previously hosted by scrolling through our content on [Facebook](#) and [Instagram](#)!

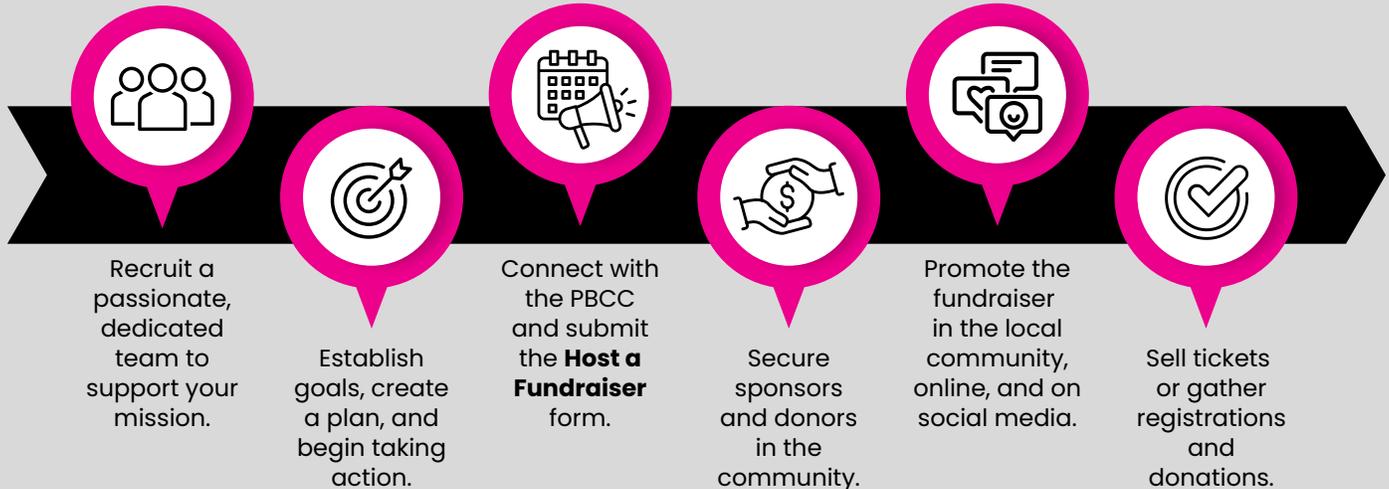


@PABreastCancer



ORGANIZING YOUR FUNDRAISER.

Follow the step-by-step guide below to plan and host a successful fundraiser in support of the PBCC. It outlines the essential stages of the fundraising process so our Grassroots Partners can stay organized, focused, and confident, ensuring their efforts are both impactful and aligned with the PBCC's mission.



SIMPLE WAYS TO STRENGTHEN YOUR FUNDRAISER

- Assemble a team of friends and family to help plan and execute the event, and ensure communication and coordination while planning.
- Define specific fundraising goals for your event, including the amount of money you want to raise and the impact you hope to achieve.
- Develop a detailed budget that outlines all anticipated expenses and projected revenue for the event to maximize impact and minimize costs.
- 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.
- Raise awareness and generate excitement for the fundraiser through the use of social media, email newsletters, press releases, flyers, and word-of-mouth referrals, etc.

Show your personal commitment to the cause and share your personal connection to breast cancer, make the first donation, and share updates frequently!

FUNDRAISING GUIDELINES.

Please note that the PBCC is unable to:

Sell tickets and/or create the audience for your fundraiser

Solicit sponsors or prizes for your fundraiser

Pay fundraiser expenses from proceeds

Provide a Certificate of Insurance

Provide special raffle permits or licenses

- 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.
- We will also provide free informational materials, resources, and trinket giveaways, pending current supply. We ask for at least 2 weeks' notice prior to the start of your fundraiser to ensure materials will arrive in time.
- The PBCC is happy to assist with promotions of your fundraiser through the event calendar on our website and by sharing content on our social media pages.
Pro Tip: Follow our *Path to Social Media Success* to ensure your online promotional content reaches its full potential.
- A customized donation link for your fundraiser can be created and provided to you if you'd like to track donations from attendees who want to make donations via credit or debit cards directly to the PBCC!
Please note: The PBCC Staff will only pull donation data at the conclusion of your fundraiser, including donor names, emails, and total amounts.
- The PBCC staff make every effort to attend Grassroots Partner events throughout the year. When staff are unavailable, we are happy to work with our County Captains and volunteer representatives to ensure the PBCC is still present.
- After the fundraiser, please share feedback, photos, and plans for future fundraising with our Director of Community Outreach! Be sure to schedule a "big check" presentation photo - we love to recognize our Grassroots Partner efforts with these photos!

Check out the following pages!

As you begin your fundraising campaign, remember to follow legal and ethical standards, cultivate and thank donors, remain transparent and accountable with funds, and keep costs low to maximize support for the PBCC.



PROMOTE YOUR FUNDRAISER.

Support starts with asking! To help you spread the word and boost your fundraiser's success, we've put together some simple tips below for promoting your fundraiser.



Design custom posters or flyers using free tools like Canva, print them locally or through Staples or Vistaprint, and share them on bulletin boards and in small businesses throughout your community.



Email your family, friends, and colleagues to share details about your upcoming fundraiser. Personalize your message and include a donation link along with ways they can get involved.



Spread the word by reaching out to local newspapers, radio stations, and community websites to share your fundraiser and story. Hosting an event? Ask them to list it on their events calendar.



Share your fundraiser on social media with engaging posts, photos and a clear donation link—and ask your network to help spread the word.



Utilize QR codes on printed materials so supporters can donate right on their phone!

The PBCC can provide easy-to-use graphics and pre-written messages!



PATH TO SOCIAL MEDIA SUCCESS FOR YOUR PBCC FUNDRAISER.

 @PABreastCancer

 @PABreastCancer

 @PBCC

FACEBOOK EVENT

Creating a Facebook Event is the a great first place to start when advertising your fundraiser on social media! **Add the PBCC as an additional event host, to allow us to be able to share the event.**

USE #HASHTAGS

Utilizing hashtags when posting makes it easy for attendees to easily find info about your fundraiser. Consider using these hashtags to start:

- #PBCC
- #GrassrootsPartners

CREATE EXCITEMENT

To get potential attendees excited about your fundraiser, post photos from the year prior to showcase how much fun it is! **First year hosting the fundraiser? Post photos of you preparing for the event!**

ENGAGE WITH ATTENDEES

Respond promptly to questions and comments on social media posts about the event. If you get a question specific to the PBCC, let us know and we can help provide an answer!



FREQUENTLY ASKED QUESTIONS.

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**



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.



WILL I RECEIVE A RECEIPT FOR MY DONATION?

Donations received **directly** through our website receive an automated email response acknowledging the donation with tax information. Alternatively, if a physical check is mailed directly to the PBCC, a letter with tax information will be mailed to the **name and address on the check**. Please contact us should you require an in-kind acknowledgement receipt. Note that we need to know the name, address, item or service, and total value.



HOW WILL MY DONATION BE USED?

At the PBCC, **92¢ of every dollar** donated 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.



CAN I VOLUNTEER OR GET INVOLVED IN OTHER WAYS?

Absolutely! We encourage all supporters to get involved through volunteering, attending events, and spreading awareness on social media. Please visit pbcc.me/volunteer 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.



PBCC BRAND GUIDELINES.

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.

PINK

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

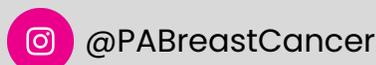
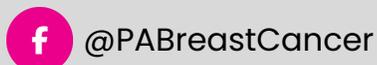
BLACK

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CMYK - 0 / 0 / 0 / 100
RGB - 0 / 0 / 0
HEX - #000000

WHITE

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

Social Media.





MATERIALS AND RESOURCES.

PRINTED INFORMATION MATERIALS

- PBCC General Brochure
- Free Mammogram/Patient Advocacy Card
- Screening Guidelines
- Breast Self-Exam Guide

INFO FLYERS AVAILABLE FOR DOWNLOAD

- [PBCC About Us](#)
- [FREE Friends Like Me Care Packages Flyer](#)
- [Host a Donation Drive Flyer](#)
- [Breast Cancer Statistics](#)

SMALL TRINKET GIVEAWAYS

- Wristbands
- Chapstick Lip Balms
- Pens
- and more!



These items can be requested on our [Host a Fundraiser form!](#)

THANK YOU TO OUR INCREDIBLE GRASSROOTS PARTNERS.

Pat Halpin-Murphy
President & Founder

CONNECT WITH US

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