susan G. komen®
KANSAS AND WESTERN MISSOURI

FUNDRAISING TOOLKIT

Supporting Susan G. Komen Since 1989.

Why Fundraise?

Fundraising helps fuel the life-saving research, evidence-based interventions, education, and community health programs we work on. Together we can end breast cancer forever.

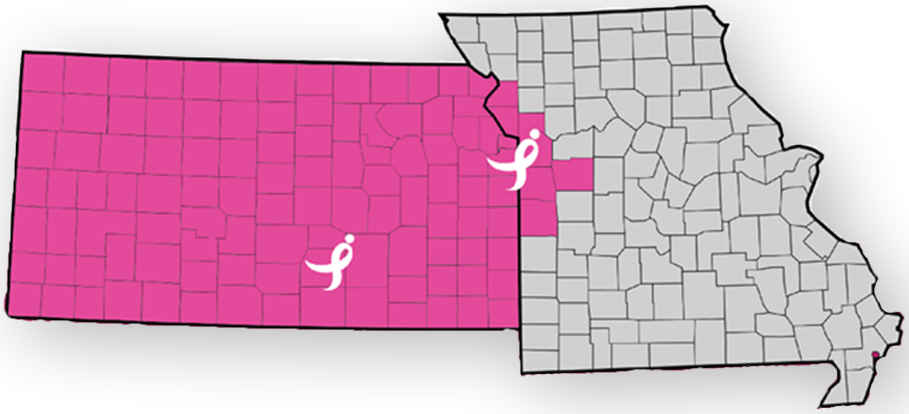
By fundraising for Susan G. Komen Kansas + Western Missouri, you are committing to much more than an event. You are joining a purpose-driven community dedicated to ending breast cancer forever. Your work helps fuel the fight, the research, the discoveries, and the cures!

SUSAN G. KOMEN KSWMO HAS FUNDED:

SINCE 1989: $30 million+

BECAUSE OF YOU, WE FUND:

- INNOVATIONS
- RESEARCH
- IMPACT
- COMMUNITY
- ACTION



Together we are more than one person fighting with this devastating disease, we are a community fighting back. Our resources will help take your fight to the next level.

ARE YOU READY TO BE MORE THAN PINK?

#LetsGetToWork

Let's get to work to raise important funds to provide screenings, patient navigation, and financial support for those that need it most.

01 SET YOUR PERSONAL FUNDRAISING GOAL

02 CHOOSE YOUR CATEGORY

- Determine how you are going to raise funds. Use your personal skills and creativity to come up with an idea that works best for you and your supporters.

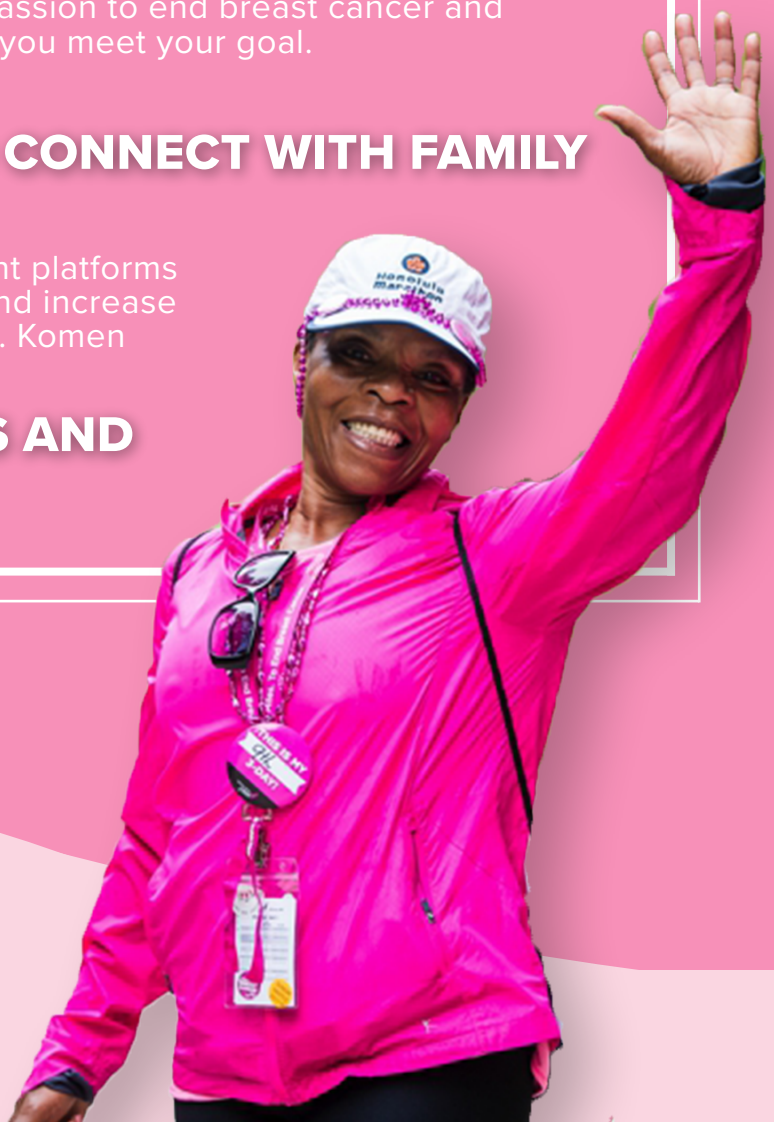
03 CREATE YOUR PERSONAL FUNDRAISING PAGE

- Visit here to create your personal fundraising page to spread the word of your passion to end breast cancer and receive donations to help you meet your goal.

04 LEVERAGE TOOLS TO CONNECT WITH FAMILY AND FRIENDS

- Reach out through different platforms that will share your goal and increase awareness about Susan G. Komen KSWMO.

05 COLLECT DONATIONS AND HELP SAVE LIVES



CONNECT: Contact info@komenkswmo.org for any questions or concerns.

How You Can Be MORE THAN PINK

Make a Difference

- Pledge to walk, ride, run, volunteer, vote, and raise money to benefit Susan G. Komen KSWMO.
- Choose what type of effort you would like to do: ask your friends and family or rally at school, a business, or an organization to create an effort that benefits Susan G. Komen KSWMO.
- Determine when you would like to host your program! These events take place year-round, so choose what is best for you and your event.

Become an MVP!

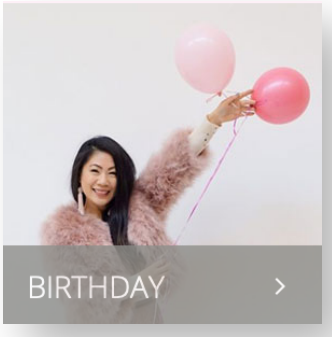
- Anyone who raises $5,000 is an MVP! These individuals are willing to go above and beyond to end breast cancer forever.

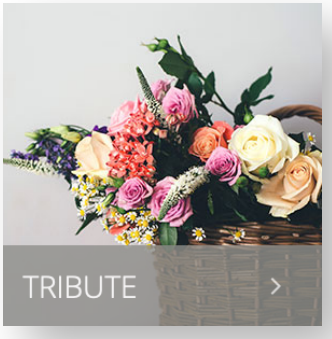
Contact

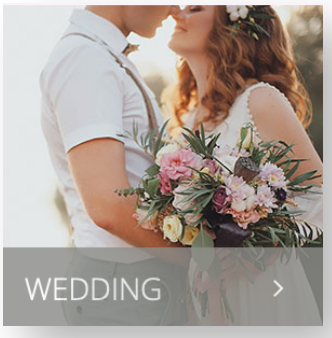
- Robyn Burky at robyn@komenkswmo.org to make it official.

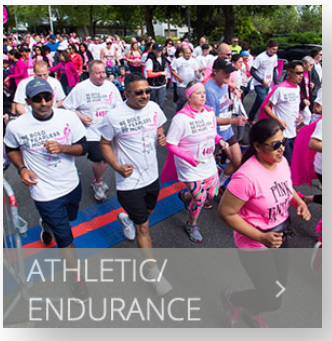
Ideas

- Host an online auction
- Organize a golf tournament
- Hold a matching gift drive
- Shop using Amazon Smile and choose Susan G. Komen Kansas + Western Missouri
- Create your own idea!





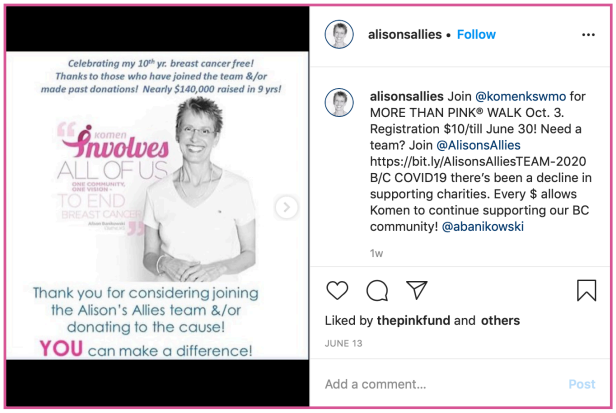




Social Media Tips

As you begin fundraising, don't forget to use your social networks to increase awareness about your goals. Here are some examples of the Komen KSWMO community:

INSTAGRAM— @KOMENKSWMO



FACEBOOK— @KOMENKSWMO

CONNECT YOUR FUNDRAISER TO FACEBOOK:

1. You must first register to be a participant for a Susan G. Komen DIY.
2. To connect with a Facebook Fundraiser, log in to your Participant Center and click connect with Facebook.
3. Accept Facebook's permissions and your new

TWITTER— @KOMENKSWMO

Reach your goal by following these easy tips:

- Use Instagram, Facebook, Twitter, or any other platform where you can share the cause.
- Create your own fundraising page and promote your event.
- Follow, like, and share posts from Susan G. Komen Kansas + Western Missouri.
- Use our hashtags and share your story with your social network.

#LetsGetToWork **#MOREThanPink**

#GetBack2Health **#KomenKSWMO**

RESOURCES

Click on the links below:

- Log Into Your Fundraiser
- Connect Your Fundraiser to Facebook
- Add Donations to Your Fundraiser
- Find and Edit Your URL

FAQ'S

Q: WHAT IS THE SUSAN G. KOMEN FUNDRAISING PROJECTS PROGRAM?

A: The fundraising projects program is a personal fundraising booster! People who register receive a fundraising webpage, breast health information, and much more all geared toward enhancing fundraising efforts. It's easy to register, just go to www.komenkswmo.org and click on the "Fundraise" button at the top right of the screen.

Q: DO I NEED TO REGISTER EVERY YEAR?

A: Yes, we do require registration each year, even if you've created a fundraising project page before. Every year we update our materials and resources to help you.

If you need to re-register, it takes just a few minutes. Go to www.komenkswmo.org, click on the "Fundraise" button at the top right of the screen, and when prompted indicate you are a returning registrant. Your contact information will be automatically filled in to help save you some time.

Q: IS THERE A REGISTRATION FEE?

A: Nope! There is no registration fee to create a fundraising project.

Q: WHO DO I CONTACT IF I HAVE QUESTIONS?

A: If you have any technical questions about creating a fundraising project, you can always

#ENDBreastCancerForever