

Imagine a World without Breast Cancer

Thank you for your commitment to raise funds to support the fight against breast cancer! With your help and the help of hundreds of other likeminded individuals, the Komen Southwest Michigan Race for the Cure is able to raise money to support local breast cancer programs that provide screening, education and treatment within our 8 county service area – Allegan, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren counties. The money you help raise also goes to support cutting edge research to find the cures for this deadly disease.

The Power of 10!

If every race participant raised at least \$100, we'd have \$300,000 to put to work finding the cures! **Ask 10 people to donate \$10 each – that's all it takes to make a difference.** But don't stop there, if you are inspired to raise more money, we have great prizes for higher fundraising levels.

This Tool Kit is designed to provide you with information to help you be a successful fundraiser for the Race. Included in the tool kit:

- Online Fundraising
- Offline Fundraising
- Fundraising Prize/Rewards program information
- Fundraising Tips
- Sample Appeal Letter/email
- Sample Thank-you letter
- Donation Form for mail-in donations
- Fundraising Form to include when sending in off-line donations

You will need to register for the Race, either online at www.komenswmichigan.org or offline by mailing in your Race registration form and sending in your payment.

Online Fundraising

We encourage you to use our online registration and fundraising system. When you register online you can create your own personalized webpage, you can upload your own photo, write your own message. Once you have set up your personal fundraising webpage you can send emails to friends and family asking them to sponsor you by making a donation. Register for the Race at www.komenswmichigan.org.

When you register, if you are a new participant, you will be asked to create your own user ID and password. Be sure to write this information down, for easy access later. By logging into your *Participant Center* you'll be able to recruit supporters and track your progress.

YOUR GUIDE TO SUCCESSFUL ONLINE FUNDRAISING USING YOUR PARTICIPANT CENTER.

After you have completed your registration, click on the link that takes you to your *Participant Center*. This is your personal Race headquarters. You will be able to set-up and customize your personal fundraising webpage and your team's fundraising page if you are a team captain. You can send emails to family and friends asking for their support and thank them when they make a donation. You will also be able to track your fundraising progress and note who has donated to support you and how much they have donated. Once you have registered and you log-in at a later date using your participant username and password, you will land on your participant center page. Using the menu on the top of your *Participant Center* page follow the steps below to fundraising success!

Step 1: Set up your personal fundraising page

Your Personal page is a web page that your family and friends can go to make a donation that supports your fundraising goal. To customize and update your personal page:

Step 1: Click Personal Page from the options along the top of the page.

Step 2: Add your personal story in the body area of the text editor. You can use your personal page to pay tribute in honor or in memory of someone you know that has been touched by breast cancer. Optional default text is also provided for you to use if you wish.

Step 3: Change the title of your Personal Page by entering a new title in the Title field.

Step 4: Click Preview (near the bottom of the page). A separate browser window opens to display your Personal Page. Make changes if necessary.

Step 5: When finished, click Save. The *Personal Page content was successfully saved* message will display. Tip: Save often so your work is there if you are logged out of the system! To add a personal photo, see Photo section below.

Add a Photo

To make your web page more dynamic, you can upload a photo or even a link to a video clip that visitors to your page can view. Before you upload your image file, you may want to open it in your favorite graphics application and resize or crop the image for the best fit. To avoid distortion, the system also resizes your photo starting with the largest dimension of the height or width to equal the valid measurement. When you upload a .gif file, the system arranges the image in the space provided, which may take up a lot of your page space and push your other information down or display only part of the picture. Remember that the photo image must also be a graphics file format (jpeg, phn, gif, etc.).

To add a Photo (or Image):

Step 1: Click Personal Page from the options along the top of the page

Step 2: Click Photos/Video from the options on the right side of the page

Step 3: To Upload a new image, click Browse. After locating the file on your computer, click on the file and click Open. The name of the file will display in the File Name field.

Step 4: Click Save/Upload. The successful update message and the image will display.

Step 5: You have the option to add a Caption. Click Preview to preview the changes to your page.

Add a Video Clip

Step 1: Click Personal Page from the options along the top of the page

Step 2: Click Photos/Video from the options on the right side of the page

Step 3: To insert a link to a YouTube Video, Click Video and manually enter the video link or copy and paste the path in the YouTube Video URL field and click Save.

Step 4: Click Preview to preview the changes to your page. To change the video, close the prereview page and repeat Step 3 with a new YouTube Video URL link.

Step 2: Upload your contact list

To make it easy to send emails to friends and family, you can use the Address Book widget to easily import contact information from another address book application that you use such as Gmail, Yahoo! or Outlook.

Step 1: Click Email from the options along the top of the page

Step 2: Click Import Contacts to access the online import tool

Step 3: Select the Email Application you wish to import contacts from and click Next

Step 4: Enter the appropriate login information and log into your email account selected

Step 5: Follow the directions on the page and click Next. Click the Done button once complete.

To manually add contacts to your Address Book, Click on the Email tab, then click Add a Contact from the navigation on the right side of the page. Click the appropriate fields to enter the name and email address of the person and click Save.

Step 3: Send emails to your friends, family and co-workers.

You have the option to customize and send email messages already available to you, or you can create your own email messages.

Step 1: Click Email from the options along the top of the page

Step 2: Click Contacts from the navigation on the right side of the page. The list of contacts from your address book displays. Select those you wish to address in your email by checking the box next to their name. Once contacts are selected, click Compose Message.

- To email every contact in your address book, click Email All
- To email only contacts that you have not emailed yet, from the Showing drop-down list (below Compose Message,) then select you have never emailed, under Suggested Follow-Up Action
- To email only contacts that have not donated to you, from the Showing drop-down list, select have not donated on your behalf to this event, under Filter by Donor Status

Step 3: To send an email you can either:

- Click on one of the sample email messages available on left side of the page and customize it with your personal story and signature name.
- Or enter your own email message directly into the blank email text space available.

Step 4: To Preview your message, click *Preview* at the bottom of the page. To make changes to the message, click *Edit*.

Step 5: click *Send*. Your message was successfully sent will display on the page.

Did you know you can do these things too?

Start a Blog

Step 1: Click Personal page from the options along the top of the page

Step 2: Click Components from the options on the right side of the page

Step 3: Here you have the ability to enable a personal blog feature by selecting Enable Personal Blog.

Enable a fundraising status thermometer

The Components section of your Personal Page also allows you to enable a fundraising status thermometer and a Fundraising Honor Roll. Select the components you wish to enable, and click Preview to view these features. Then click Save.

Create a personalized web address (vanity URL)

To make your web page easier to find or remember, you can create a shortcut to the Web address URL on your page.

Step 1: Click Personal Page from the options along the top of the page

Step 2: In the Personal Page URL and Settings area, click Edit.

Step 3: Enter text for the personalized Web address. You can use your name, team name or a nickname. To avoid any problems, do not leave any spaces in your customize URL name.

Step 4: Click Save to save your changes. The successful update message and new personalized Web address should display. Note: You can copy the URL and paste it into an email.

Enter Off-line Gifts

Step 1: From the Participant Center Home Page, click Enter a new gift from the navigation area on the right side of the page.

Step 2: Enter the Name, Email Address, Residential Address of the Donor, Gift Amount and Payment Type. Then select a Gift Category. This will most often be Pledge.

Step 3: To Process this Transaction, Click Add. The Gift Entry page will close.

Be sure to follow Race procedure on how to submit offline gifts to the Race office for credit towards your fundraising goal

You may enter your offline pledges onto your personal webpage and when the check comes in to the Komen office it will be entered in your total.

Off-line Fundraising

You can also fundraise “offline” by asking friends, family, neighbors and co-workers to support you by making a donation on your behalf and collecting their donations. A copy of our *Donation Form* is included at the end of this tool-kit. You can make copies of it to pass out to donors who want to mail in their check directly.

Turning in Pledge/Donations

- Have checks made out to Komen SW MI Race for the Cure
- Make sure your name is written in the memo line of the check
- To be eligible for Fundraising Rewards/Prizes, pledge checks MUST be submitted with a completed Fundraising Form (included in this tool kit and also available online)
- Mail completed Fundraising Form and checks (do not mail cash) to:
Komen SW Michigan Race for the Cure
229 E. Michigan Suite 245A
Kalamazoo, MI 49007
- In addition to mailing in your donations, you may bring your completed Fundraising Form with cash and checks to any Packet Pickup – the Packet Pick-up schedule is available online
- You may also turn in donations on Race Day with a completed Fundraising Form
- Please do not combine donation money with Race entry fees
- Although no donation is ever too late to support the cause, donations must be turned in by June 20, 2012 to qualify for Fundraising Prize/Rewards
- Your supporters who donate \$25 or more offline will receive a thank you acknowledgement letter for their donation to be used for tax purposes

Fundraising Prize/Rewards

New for 2012!

We are introducing our new on-line Fundraising Reward Program where you can earn some great prizes that you get to choose when you raise funds for Komen Southwest Michigan. Check out the prizes at each level and start fundraising to enjoy a great reward! If you've never tried it before - don't hesitate - it's easy! Rewards start at the \$250 level and get better and better the more money that you raise. Rewards

include Komen merchandise, Apple I-pod Nano, Portable DVD player, Cuisinart Appliances, and many more. Log on to <http://komen.summitmg.com/komen/link.asp?chapter=SWM> to find an item you might like to earn.

Pink Honor Roll

Each year, thousands of people participate in the Komen Southwest Michigan Race for the Cure® and raise money to fund research, education, screening and treatment. But among all of these, only a select 50 will emerge as members of the Race's prestigious Pink Honor Roll.

The Pink Honor Roll was created to encourage and recognize the efforts of the top 50 fund raisers each year. In 2011, Pink Honor Roll members collectively raised more than \$45,000 through their fundraising efforts, with individual members generating \$530- \$2,025 each!

Members of this exclusive club are rewarded and thanked at a VIP Reception and have their names emblazoned on a special-edition Pink Honor Roll t- shirt for next year's Race. Pink Honor Roll honorees are invited to enjoy lunch on Race Day at the Promise Café and are recognized throughout the year on the Komen Southwest Michigan website.

FUNDRAISING TIPS

People support people! Make it personal. Tell them the reason you are participating and raising funds for the Komen Southwest Michigan Race for the Cure! Let your potential donor know that Susan G. Komen for the Cure is the leader in the global breast cancer movement. Share with them the great things that the Southwest Michigan Affiliate is doing in our 8 county service area with the funds raised through the Race.

1. Create an email and letter writing campaign. A sample letter is included in this tool kit.
2. Ask your friends, family, neighbors, and/ or co-workers to support you
3. Post a notice with your Fundraising Form at work in a visible place
4. Hold a garage sale, arts and crafts sale, bake sale, used books and CD and DVD sale with the proceeds going to your fundraising efforts
5. Put out a coin jar and ask co-workers to donate spare change
6. Host a dinner party or wine tasting party in exchange for donations
7. Be creative!

10 STEPS TO RAISE \$500

1.	Show your commitment and contribute to yourself	\$25
2.	Ask your spouse/parent/family members to match your donation	\$75
3.	Ask your co-workers to donate (5 co-workers for \$5)	\$25
4.	Ask a vendor/supplier from your company	\$50
5.	Ask 5 friends to sponsor you for \$5 each	\$25
6.	Ask everyone in a club/organization (10 people for \$10)	\$100
7.	Send out a letter to your holiday card mailing list	\$100
8.	Ask businesses that you visit often for a donation	\$40
9.	Ask someone who has asked you for a donation	\$10
10.	Ask your boss for a company contribution	\$50
	<hr/>	
	TOTAL	\$500

HERE ARE SOME ADDITIONAL TIPS TO HELP MAKE COLLECTING DONATIONS EASIER

- Anyone is a potential donor.
- Ask people that you have daily contact with or who you've established a relationship with in one way or another — parents, friends, classmates, co-workers, neighbors, grocer, banker, mechanic, lawyer, dry cleaner, fellow parishioners, etc.
- Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.
- Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.
- Tell your potential donors why you're walking for Komen.
- Collect your donations up front so you don't have to ask for them a second time.
- Ask at least 1 person per day to make a donation.
- Aim high — ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10. Base the amount you're asking for on your prospects' ability to give.
- Carry your Donation Forms with you at all times so you can be sure to give one to your donor supporters

Sample Pledge/Donation Letter/Email

Dear (insert name),

I am excited to tell you about a commitment I have made. On May 20, 2012, I will join more than 3,000 Race for the Cure participants helping to fight breast cancer. As the world's leading breast cancer organization, Susan G. Komen for the Cure® is committed to ending breast cancer forever.

I'm participating in the Race for all the mothers, daughters, sisters, grandmothers and friends in my life. One in eight women will be diagnosed with breast cancer. More than 40,000 women will die from breast cancer this year alone. It is likely you know someone who has been diagnosed with breast cancer - someone in your life's circle who has heard the words, "You have breast cancer."

Won't you join me in my efforts to fight breast cancer by supporting me with a donation?

My goal is to raise \$ ___ this year. Please help me reach that goal with your donation. Online donations are simple, and the site is secure. You can go to my fundraising page and make a tax-deductible donation online at (insert your personal fundraising website address). You will receive an online acknowledgement for your donation.

If you prefer to make your donation by check, please make your check out to Komen Race for the Cure, put my name in the memo line and mail to me at: (your address)

You will receive a thank you letter and acknowledgement of your tax-deductible donation. If your company has a matching gift program, you may be able to increase the power of your donation by obtaining the appropriate form from your Human Resources Department, filling it out and sending it along with your check. I will submit it to Komen for processing.

The deadline to have my donations collected is _____.

Thank you in advance for your support. Please contact me if you have any questions about the Komen Race for the Cure or visit the website at www.komenswmichigan.org. I can be reached at (insert your phone number or email address).

Sincerely,

(your name)

Thanking your Supporters

Be sure to thank each and every individual that supports your fundraising efforts! Let them know how much you appreciate their support!

Dear _____:

Thank you for supporting me in my efforts to raise funds for the Komen Southwest Michigan Race for the Cure[®]. Your personal involvement, through your donation, in Susan G. Komen for the Cure[®]'s promise to save lives and end breast cancer forever is powerful! A minimum of 25% of the net income from the Race goes toward the Susan G. Komen National Research Grant Programs, supporting cutting edge research to find the cure. The remaining 75% of net proceeds stays right here in Southwest Michigan to help the medically uninsured receive breast health education, screening and treatment services.

Donating to the cause is one way to help. Another way is to learn simple things you can do to take charge of your own breast health. For example, did you know that your doctor can help you learn about your personal breast cancer risk? You should also talk to your family to learn about your family's health history. You can learn more about what to do to protect yourself at www.iamthecure.org.

Once again, thank you for your generous donation, and for joining with me in the fight against breast cancer.

Sincerely,
(your name)



DONATION FORM

2012 Komen Southwest Michigan Race for the Cure®

Participant you are sponsoring: _____

Team Name (if applicable): _____

The Komen Southwest Michigan Race for the Cure® raises significant funds and awareness for the fight against breast cancer, celebrating breast cancer survivorship and honoring those who have lost their battle with the disease. 75% of the net funds raised at the Komen Southwest Michigan Race for the Cure® stay right here in Southwest Michigan to fund local breast cancer screening, education and treatment programs. The remaining 25% of money raised at the Race goes directly to fund national breast cancer research.

Please Make Your Check Payable to: Komen SW Michigan

Please note: Many companies offer employees a matching gift benefit that increases your gift to Komen. If your company has a **Matching Gift program** please obtain the proper matching gift form from your company. Send in your completed matching gift form to the Southwest Michigan Affiliate of Susan G. Komen for the Cure, 229 E. Michigan Suite 245A, Kalamazoo, MI 49007 for processing.

Donation Amount: _____

Donor's Name: _____

Email Address: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

All donations are tax deductible.

Please mail this form along with your check to:

Southwest Michigan Affiliate
Susan G. Komen for the Cure
229 E. Michigan Suite 245A
Kalamazoo, MI 49007

THANK YOU FOR YOUR SUPPORT!

2012 Komen Southwest Michigan Race for the Cure® Fundraising Form

For your offline donations, use this form to record your donors' information. Your donors should make their check out to Komen SW Michigan Race for the Cure and include your name on the memo line. **Mail checks (don't send cash) to: Komen Southwest Michigan Race for the Cure, 229 E. Michigan Ave. Suite 245A, Kalamazoo, MI 49007.** Be sure to include this fundraising form with the information filled out. You may also drop off donations at our office 9:00 am to 4:00 pm weekdays, at a Packet Pickup the week before the Race, or on Race Day. **Please note: to qualify for team awards, donations must be turned in or mailed by May 7, 2012. To qualify for individual prize/rewards, donations must be turned in by June 20, 2012.**

Please print the information and include this form with your donations. We will acknowledge donations of \$25 or more to donors. Cash donors will not receive acknowledgement unless the information is complete. Correct email address saves us postage.

Your Name _____ Team Affiliation (if any) _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ E-Mail _____

Name: _____
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For Race Day Accounting Purposes Only	
Pledge Volunteer Name _____	Anonymous Cash Donation _____
Number of Checks _____ Amount of Cash _____	Envelope Total _____