

pink  lemonadeproject®  
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# Third-Party Fundraising Event Toolkit



**We Educate  
Empower &  
Support Those  
Affected by  
Breast Cancer**



# About Us

**Pink Lemonade Project**, founded in 2010 by local Drs. Allen and Cassie Gabriel. Its purpose is to educate, empower and support those affected by breast cancer in the Vancouver-Portland metropolitan area. Pink Lemonade Project goes beyond what the healthcare system can offer in terms of emotional, practical, and psychological support.

Historically, Pink Lemonade Project and its programs served the greater Vancouver-Portland metropolitan area. Since the Susan G. Komen Oregon & SW Washington closed, we stepped up and is continuing two of the affiliate's locally-grown programs: the Metastatic Breast Cancer Dinner Series and the Treatment Access Program. With these new programs, Pink Lemonade Project has expanded and serves all of Oregon and SW Washington.

We served 1,754 people and families affected by breast cancer from January-December 2021. A 55% increase in need from the year prior. With this growth, we have strengthened our mission to educate, empower and support those affected by breast cancer by offering the following programs:

• **Pink Peers** • **Revive Retreats** • **Support Groups** • **Zest** • **Pink Practicalities** • **Treatment Access Program** • **Holiday Glow** • **Pink Link** • **Jill's Book Bank** • **Metastatic Breast Cancer Dinner Series**

We continue to educate about our mission, breast health and breast cancer through events like Pink Glow Annual Gala, Girlfriends Walk/Run, Give More 24!, numerous events during Breast Cancer Awareness Month and third party fundraisers.



# Fundraising

## What is a Third Party Event?

A third party event is the raising of funds by a non-affiliated group, individual, business or corporation for Pink Lemonade Project, a non-profit organization. Third party events can range from small to large, providing opportunities to raise awareness and funds for breast health and support services for individuals and families dealing with a breast cancer diagnosis.

**All third party events must be approved in advance by Pink Lemonade Project. This can be done by submitting a Third Party Agreement found on online on the Pink Lemonade Project Fundraising page.** Agreements are evaluated for feasibility and alignment with Pink Lemonade Project's mission, goals and objectives. Agreements should be submitted no less than 4 weeks prior to the fundraising event. *Exceptions to this rule may be granted on a case by case basis by contacting our Third Party Event specialist via email at [events@pinklemonadeproject.org](mailto:events@pinklemonadeproject.org)*

While we may be able to provide guidance for your event, we do not have the personnel to handle administrative tasks and event planning of third party events.



# Fundraising Ideas

## Corporate/Workplace Fundraiser

Ask your employer to sponsor a company-wide fundraising event. Many companies will even match employee contributions. Choose a day or a week to focus on breast cancer awareness and have a **pink-out** day, where employees are allowed to dress in casual in pink attire for a day if they make a minimum contribution.

## Birthday Party Fundraiser

In lieu of gifts, ask your friends, family and co-workers to celebrate your birthday by donating to Pink Lemonade Project. This can be done via Pink Lemonade Project's donation page: <https://www.pinklemonadeproject.org/donate/donation-form/> or by creating a Facebook fundraiser.

## Facebook Fundraiser

You can create a Facebook fundraiser for your birthday or for any special occasion.

1. Click Fundraisers in the left menu of your News Feed.
2. Click the "select nonprofit" button.
3. Select Nonprofit/Charity. – Use the search tool at the top to find 'Pink Lemonade Project'
4. Choose a cover photo and fill in the fundraiser details.
5. Click Create.

## Fitness Club Fundraiser

Partner with your local fitness club to promote breast health. Create a fitness challenge, have a raffle, have a **pink-out** day or class, where all participants wear pink.



# Fundraising Ideas

## Girls Night Fundraiser

Invite over some gal-pals for a night of fun. Enjoy pedicures, face masks and chick-flicks and tasty treats! Request that each guest make a donation to Pink Lemonade project.

## Dinner Party Fundraiser

Host a themed dinner party for your friends and ask for a \$50/person entry donation. Be sure to add a fun pink theme to the evening. Make it a game night, add poker or card games to the festivities. All winnings go to Pink Lemonade Project!

## School Clubs, Sporting Events & Activities

Share your fundraising idea with school administrators to create a special event. Host a bake sale, club or sporting event, battle of the bands, a competition between grade-level, or a car wash.

# Getting Started

## Things to consider prior to completing an online Fundraising Agreement

- Determine the type of event you want to host.
- Select the event name, time and date of your event.
- What is your target fundraising goal?
- How will you collect donations?
- Is it an in-person event or is it virtual?
- If an in-person event, you will need to determine the following:
  - Will you need a Pink Lemonade Project representative to attend the event?
  - Type of attire (casual, formal, theme)?
  - Location of your event.
  - Capacity - how many guests do you anticipate?
- Will you need promotional items for your event?
- How will you invite guests and promote your event?
- Did you review Pink Lemonade Project's fundraising guidelines?

# Third Party Event Guidelines

## What is your responsibility

- Submission of Third Party Agreement for review and approval. *(4 weeks prior to event)*
- All promotional materials must clearly state the percentage of proceeds that will benefit Pink Lemonade Project.
- The use of the Pink Lemonade Project (PLP) logo and name on any promotional materials (e.g., press releases, flyers, invitations, websites, letters, etc.) must be reviewed and approved by a PLP staff member.
- Event organizers are responsible for obtaining all permits and liability waivers especially those for raffles and/or sporting-type events.
- The organizer must obtain appropriate insurance coverage if necessary.
- Pink Lemonade Project is not financially liable for the promotion, planning or execution of third party events.
- Pink Lemonade Project can not guarantee attendance of a Pink Lemonade Project representative at a third-party event fundraiser. Efforts will be made to have someone from PLP represent the organization; however, due to time, staff, and location restrictions, this attendance is not guaranteed.
- For tax reasons, Pink Lemonade Project can only acknowledge direct gifts. If participants of a third-party event would like to be acknowledged by PLP for their donation, they **MUST** donate directly to Pink Lemonade Project.
- **Fundraising proceeds must be provided no later than 45 days following the conclusion of the event or promotion.**



# Third Party Event Promotion

## Promoting with Social Media

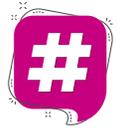
**Tag Pink Lemonade Project when promoting your event.**



Facebook - <https://www.facebook.com/PinkLemonadeProject>



Instagram - [pinklemonadeproject](https://www.instagram.com/pinklemonadeproject)



#pinklemaondeproject, #makinglemonade, #breastcancer,  
#breastcancerawarenessmonth

## Available Marketing Materials

- Programs Trifold - Short description of all PLP support services (available in English and Spanish)
- Breast Health Shower Card (*available in English and Spanish*)
- Pink Lemonade Project Pens

