



Third-Party Fundraising Event Toolkit



We Educate
Empower &
Support Those
Affected by
Breast Cancer

About Us

Pink Lemonade Project, (PLP) educates, empowers, and supports all communities affected by breast cancer in SW Washington and Oregon. Pink Lemonade was founded in 2010 as a nonprofit organization which provides a continuum of care - education, screening, financial assistance, and emotional, psychological, and community support. Our goal is to increase the survival rate and improve the quality of life for the breast cancer community and their families.

Today, 1 in 7 women in the Northwest will be diagnosed with breast cancer in her lifetime, and 1% of men will breast cancer too. In addition, 10-15% of cases are related to family history, 20-30% may experience a recurrence, and 42,000-48,000 women will die each year. Breast cancer is a leading cause of death of women. And it disproportionately affects women of color.

The need for breast health and breast cancer programs / services continues to grow each year. Susan G. Komen Oregon and SW Washington and the American Cancer Society no longer offer local programs and services, leaving Pink Lemonade Project to fill the gaps.

We served 2,572 people and families affected by breast cancer in 2022.

A 46% increase in need from the year prior. With this growth, we offer a full continuum of support with the following programs:

• Pink Peer Mentors • Revive Retreats • Support Groups • Mammograms • Financial Assistance - Pink Practicalities; Treatment Access Program; and Holiday Glow • Pink Link Education • Jill's Book Bank • Metastatic Breast Cancer Series

We also offer events like the Pink Glow! Gala, Girlfriends Walk/Run, and events during Breast Cancer Awareness Month.



Fundraising

What is a Third-Party Event?

A third-party event is the raising of funds by a school or faith group, sports team, 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 along the breast cancer journey.

All third-party events must be approved in advance by Pink Lemonade Project. This can be done by submitting a Third-Party Agreement found 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 hachim@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. Ask them to donate to your fundraising page!

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

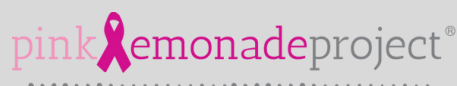
Host a themed dinner party for your friends and ask for a \$50/person entry donation. Be sure to add a fun pink theme to the evening. Make it a game night, add poker or card games to the festivities. All winnings go to Pink Lemonade Project!

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.

Product or Service Discount / Raffle

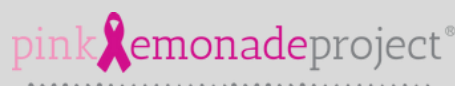
Do you provide a widely desired service or product? Why not host a day, two days or a week discount and raise funds. Or host a raffle? Set your price and let the sales take off. Your clients love it; we appreciate the partnership; and people affected by breast cancer become loyal clients too.



Getting Started

Things to consider prior to completing an online Fundraising Agreement

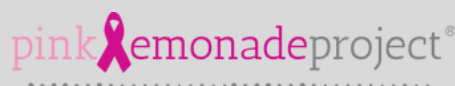
- ☐ Determine the type of event you want to host.
- ☐ Select the event name, time and date of your event.
- ☐ What is your target fundraising goal?
- ☐ How will you collect donations?
- ☐ Is it an in-person event or is it virtual?
- ☐ If an in-person event, you will need to determine the following:
 - 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 cannot 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

Promotions 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

- ♦ Pink Lemonade Project Brochure (*available in six languages*)
- ♦ Breast Health Shower Card (*available in six languages*)
- ♦ Pink Lemonade Project Pens (*other items if available*)

