



RALLY

FOR THE CURE®

BENEFITING SUSAN G. KOMEN®

FUNDRAISING TOOLKIT



Supporting Susan G. Komen® since 1996.





OUR BOLD GOAL

Thank you for creating a fundraiser for Susan G. Komen®

We are excited you are joining the breast cancer movement by hosting a Rally for the Cure® event. Since 1996, Rally for the Cure and its supporters have helped Susan G. Komen transform the way the world treats and talks about breast cancer. For more than 35 years, Komen has taken a comprehensive approach to fighting this disease, but we still have a lot of work to do and we need your help.

- One in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.
- In 2019, more than 270,000 women and men will be diagnosed with breast cancer in the U.S. alone, and more than 42,000 are expected to die from the disease.
- Access to quality care and disparities in treatment remain problematic.

Susan G. Komen's **BOLD GOAL** is to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.

Since its founding in 1982, Komen has funded more than \$988 million in research and provided more than \$2.2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 60 countries worldwide.

Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer.



WHAT'S INSIDE THE TOOLKIT

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This step-by-step guide will help coach you to create the largest impact possible.

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GETTING STARTED

- STEP 1

Register your event at rallyfortheCure.com.
- STEP 2

Once you register your event, a Susan G. Komen Representative will be in touch within 3-5 business days. You will receive a welcome email with an electronic Rally for the Cure® event handbook, helpful links and a reconciliation form for off-line donations.
- STEP 3

Purchase materials to support your event at ShopKomen.com.

WAYS TO RALLY FOR THE CURE®



FITNESS CHALLENGES

- Pilates
- Yoga
- Swimming
- Intramural Sports



SOCIAL EVENTS

- Games
- Live or silent auctions
- Cocktail parties
- Dance-a-thons
- Dine Out for the Cure



TENNIS



GOLF



BOWLING

Reach your goal by following these easy steps:

- Step 1:** Promote your Rally for the Cure®
- Step 2:** Determine how much you will charge each participant
- Step 3:** Solicit prizes
- Step 4:** Rally for the Cure® set-up
- Step 5:** Post-event Rally for the Cure®

COMMUNICATING YOUR RALLY FOR THE CURE®

Tweet, post and share across your **SOCIAL NETWORK!**

“ My @SusanGKomen event is almost over! Join the fight against #breastcancer and donate today: [Link to fundraising page] ”



“ Support @SusanGKomen by participating in my event! Help us end #breastcancer forever: [Link to fundraising page] ”



“ Ready to help @SusanGKomen find a cure for #breastcancer? Join my event today: [Link to fundraising page] ”

“ Thank you to everyone who donated to my @SusanGKomen event! Because of YOU we're closer to reaching our BOLD Goal of reducing the current number of #breastcancer deaths by 50% by 2026. [Link to fundraising page] ”

“ Thank you for supporting @SusanGKomen and the fight against #breastcancer. [Link to fundraising page] ”



f “ Did you know that 1 in 8 women will be diagnosed with breast cancer in her lifetime? Join me and @SusanGKomen in our fight to end breast cancer forever. Join my Rally for the Cure event today: [Link to fundraising page] ”

“ Thank you to everyone who donated to my Rally for the Cure event benefiting @SusanGKomen. Because of you, we're one step closer to reaching our BOLD Goal of reducing the current number of #breastcancer deaths by 50% in the U.S. by 2026. [Link to fundraising page] ”

“ My @SusanGKomen Rally for the Cure event is almost over! Please join me today and donate to help end breast cancer forever. Every dollar counts! [Link to fundraising page] ”

A LETTER FROM OUR CEO

RESOURCES



To our Rally for the Cure® Ambassadors,

On behalf of all of us here at Susan G. Komen, we **THANK YOU** for hosting a Rally for the Cure® event. Your event is driving research and helping patients and families impacted by breast cancer receive critical resources during their treatment and recovery.

Rally for the Cure events like yours are instrumental in helping to educate women about breast cancer and how they can take charge of their breast health. Thanks to your generosity and that of everyone who has participated in a Rally for the Cure event across the country, we've raised more than \$80 million to help discover research breakthroughs and deliver potentially life-saving resources and care to women and men facing breast cancer today. These funds are key to helping us achieve our BOLD GOAL of reducing the current number of breast cancer deaths by half in the U.S. by 2026.

I want you to know that your support is very personal to me. Not only am I a breast cancer survivor, but I lost my mother to metastatic breast cancer and I have two daughters whom I would do anything to protect from this deadly disease.

We hope you will continue to support Komen's work through Rally for the Cure in the future. Your passion, dedication and generosity are indispensable for our fight to save lives and end breast cancer forever.

Paula Schneider,
President and CEO, Susan G. Komen

RESOURCES

Click on the links below to download:

- [Digital participant sign-up sheet](#)
- [Rally for the Cure® flyer](#)
- [Reconciliation form](#)
- [Sponsorship form](#)
- [In-kind form](#)

NEED MORE SUPPORT?

To speak directly to a Komen representative about your Rally for the Cure®, please contact Le Ta at **972.701.2171** or email **lta@komen.org**.



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5005 LBJ Freeway, Suite 526
Dallas, TX 75244
1.800.327.6811

rallyforthe cure.com
Questions?
rallyforthe cure@komen.org

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