



FITFEST 2015 FUNDRAISING TIPS

To participate in FitFest, you commit to fundraising in support of Bright Pink's life-saving breast and ovarian health programs. Here are some tips to help you reach and exceed your goals. Remember, we'll be with you every step of the way!

1. **Make it personal:** A personal ask goes a lot further than a generic one. Think about why you are passionate about Bright Pink and share your story with your family, friends and coworkers.
2. **Set a bright example:** Making your own donation communicates to potential donors how special Bright Pink is to you and how serious you are about achieving your fundraising goal.
3. **Take it to social media:** Swap out your Facebook cover photo and profile picture with our downloadable FitFest images and include a link to your fundraising page. And don't forget to update your friends on your fundraising progress and thank your donors for their incredible support.
4. **Double your impact:** Encourage donors to look into matching gift programs through their workplace.
5. **Think outside of the box:** Host a charity dinner party, organize a jeans day at work, or encourage your friends to "swap their drink for Bright Pink" and donate the cost of one week's worth of Starbucks to your fundraising efforts. The possibilities are endless!
6. **Make your own challenge:** Consider matching donations for a week to show your supporters just how much this event means to you.
7. **Divide and conquer:** On a team? You're all in this together! Plan a fundraising event and invite everyone you know!
8. **Don't be afraid to ask:** You'll be surprised how quickly donations will start coming in once you start asking.
9. **Leave no stone unturned:** Think outside of your immediate circle. Broadcast your FitFest participation to everyone, including family, friends, colleagues, neighbors, your favorite local business—everyone!
10. **Be thankful:** Thank your supports. And then, thank them again! Give them shout-outs on social media and send hand written thank you notes. A personal note goes a long way!

AWARENESS IN ACTION™