ACT WITH LOVE
Fundraising to End Breast Cancer

Fundraiser’s Toolkit

Dr. Susan Love Foundation
drususanlovefoundation
drloveresearch
www.walkwithlove.org
**ABOUT ACT WITH LOVE**

**Act With Love** is Dr. Susan Love Foundation’s fundraising program that gives supporters like you the tools to raise money for innovative and life-changing breast cancer research. Whether your event or campaign raises $10 or $10,000, every Act With Love fundraiser makes a difference in helping us to find the answer that will end breast cancer.

**WHY FUNDRAISE FOR DR. SUSAN LOVE FOUNDATION?**

**LOVE**

**Dr. Susan Love Foundation for Breast Cancer Research** challenges the status quo to end breast cancer and improve the lives of people impacted by it now through education and advocacy. The Foundation drives collaborative, cutting-edge research with nontraditional partners, brings to light the collateral damage of treatment and seeks ways to diminish it, and interprets science to empower patients. Fast, flexible, and project-based, the Foundation actively engages the public in scientific research to ensure that it produces accurate and meaningful results.
The purpose of this toolkit is to offer ideas and guidance for planning your own Act With Love fundraiser, as well as the resources you need to help you organize and execute your event or campaign. There are so many ways you can Act With Love — here are just a few ideas!

**BIRTHDAY & MILESTONE CELEBRATIONS**
Make your birthday, anniversary, retirement, or graduation party extra special by asking guests to make a donation in lieu of gifts. If you are a breast cancer survivor, celebrate your survivorship milestones with a fundraising campaign!

**COMMUNITY EVENTS**
Host a local bake sale, car wash, garage sale, restaurant fundraiser, trivia night, or school activity to raise funds as a community.

**FITNESS CHALLENGES**
Contact your favorite exercise studio and host a charity workout class! You can also organize a 5K, sports competition, step challenge, or exercise marathon.

**VIRTUAL CAMPAIGNS**
Create a Facebook fundraiser, host a virtual game night or online auction, or recruit your friends to participate in a challenge for Breast Cancer Awareness Month.

**SALES & TICKET PROCEEDS**
Donate a portion of proceeds from a boutique, shopping event at a local retail store, art show, or raffle/auction. Coordinate with a local sports team or theater for a donation of ticket sales.

**THE OPTIONS ARE ENDLESS, SO LET’S GET FUNDRAISING!**
ACT WITH LOVE PAST EVENTS

MORALOPPET SKI FOR A CAUSE
Mora, Minnesota

“Since 2016, the Morallopet Ski for the Cause has partnered with the Dr. Susan Love Foundation. Their mission of eradicating breast cancer is a statement that all can truly embrace. It was natural to team with the Foundation to offer a ski event and donate to a great cause all at the same time! 40% of each Morallopet Ski for the Cause registration fee is directly donated to the Foundation, plus additional donations.”

— Susan FW.

LOVE FROM ZETA BETA TAU
College Park, Maryland

“My mother had breast cancer in 2015 so I wanted to raise money for a foundation that did breast cancer research. It was so easy to set up a fundraising page and I was able to get my whole fraternity involved in a cause I care about. I’m glad we could support Dr. Susan Love Foundation because I know they are dedicated to research and are truly making a difference!”

— Ethan M.

Dr. Susan Love helped save my life 10 years ago when I was diagnosed with breast cancer and this journey has come full circle for me a decade later. I was grateful to join forces with ba&sh boutique in Malibu to raise awareness and funds for The Dr. Susan Love Foundation this past holiday season. We can’t wait to do it again... some day we will eradicate this disease from the planet, until then we’ll keep serving, fighting, and protecting those touched by this disease.

— Malibu Dana, Los Angeles
Getting Started

Deciding to host an Act With Love fundraiser is a huge accomplishment in itself – thank you! Getting started can be difficult, but these 5 simple steps will keep you on track.

1. **Develop a Plan**
   Determine what type of fundraiser you want to organize and brainstorm the logistics (i.e. date, time, length of campaign). Flesh out an airtight budget and consider recruiting a volunteer committee if you need additional support with the planning or execution process.

   **Tip:** Be sure to choose a fundraiser that fits the interests, talents, goals, and time availability of everyone involved.

2. **Set a Goal**
   Choose a fundraising goal that makes sense for your chosen Act With Love event or campaign percentage of sales, ticketed events, and straight donations will raise money in very different ways, so consider all factors of your fundraiser before setting this goal.

   **Tip:** Don’t be afraid to set a high goal! Goals should be significant enough to show urgency but still attainable. We love when our Act With Love supporters are able to reach their fundraising goals!

3. **Let Us Know**
   Contact us at events@drsusanloveresearch.org and let us know about your Act With Love fundraiser so we can provide resources (marketing materials, swag, etc.) to support you in the planning process.

   **Tip:** If your event requires registration, we can provide a custom website for your fundraiser that will handle all online payments and guest tracking.

4. **Promote Your Fundraiser**
   Promote your fundraiser to your community using digital and print marketing resources. You can use email invites, written letters, social media, local newspaper, or online community calendars.

   **Tip:** If someone has shown interest in your fundraiser, ask if they would be willing to share with their personal community to help spread awareness.

5. **Say Thank You**
   Every single donation makes a difference. Sending thank you letters, notes, emails, or best of all, a personal phone call, to everyone who participated in or supported your fundraiser shows your appreciation and reinforces their goodwill in supporting Dr. Susan Love Foundation.

   **Tip:** Social media is a great tool to share your event and express thanks. Be sure to tag us in any posts!
CREATE AN ONLINE PAGE

We make it easy for you and your Act With Love supporters to donate! With just a few simple steps, you can create a custom website to accept donations and encourage your network to join your fundraising team. If you would like to also accept online event registrations, or you need support with setting up your team page, call us at (310) 828-0060 or email events@drsusanlovefoundation.org for assistance.

CREATE A FUNDRAISING TEAM PAGE

1. Visit give.classy.org/ActWithLove
2. Click “Become a Fundraiser,” then “Create a Team”
3. Provide a team name (i.e. the name of your Act With Love event or campaign)
4. Set a fundraising goal and write a headline for your page (you can edit this anytime)
5. Click “Finish.” You’re all set up!

Once you’ve created your team, you will receive confirmation emails giving you access to both an individual fundraising page and a team fundraising page. As the team captain, only you can edit your team page.

We encourage you to customize your pages by writing a personal story, posting photos, and engaging with new supporters and donors via the “Comment” section.

If you need any support in navigating your Act With Love website, we’re here to help!

JOINING A TEAM

The easiest way to encourage individuals to join your fundraiser is to send them the direct link to your team page, where they can either “Donate” or “Join Team.” Don’t forget to save your page links so you can easily share!
One of the easiest Act With Love opportunities is to create a Facebook Fundraiser. This is a great social media-driven tool that allows individuals to host an online campaign and share with their Facebook network. If a donation-driven fundraiser is what you’re looking for, Facebook makes it easy with these six steps:

1. **Make it Personal**
   
   The most successful online campaigns come from individuals who have a personal relationship with the cause they are supporting. Share why you Act With Love by integrating your story into these posts.

2. **Show Gratitude**
   
   Every donation makes a difference. Whether it’s $1 or $100, a social media shout out to a donor goes a long way!

3. **Share, Share, Share**
   
   Don’t be afraid to post about your fundraiser often – daily, every other day, or weekly reminders will ensure that your friends have a chance to connect to your story and make a donation.

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**FACEBOOK FUNDRAISERS**

**On the left side of your Newsfeed under the “Explore” heading, click “Fundraisers”**

OR visit https://www.facebook.com/fund/DrSusanLoveFoundation/, then skip to steps 4 - 6.

**Under “Raise money for a nonprofit,” click “Select Nonprofit”**

**Find “Dr. Susan Love Foundation for Breast Cancer Research” and select**

**Set a fundraising goal and end date**

**Title your fundraiser and share a personal message of encouragement**

**Choose a cover photo, click “Create,” and begin sharing your fundraiser!**

LET’S GET SOCIAL

Social media is key component of spreading awareness about your fundraiser or event. Encouraging your networks to participate or donate will maximize your fundraising success!

SOCIAL MEDIA POSTS
Visit LINK for downloadable social media graphics and logos.

SOCIAL MEDIA CAPTIONS

SAMPLE 1
I’m starting a fundraiser for Dr. Susan Love Foundation for Breast Cancer Research! Their mission is to end breast cancer through innovative and collaborative research. Please consider donating and sharing this post to help me reach my goal! Donate here: [insert link]

SAMPLE 3
For my birthday, instead of gifts, I’m asking for donations to my fundraiser for Dr. Susan Love Foundation for Breast Cancer Research. This foundation supports and facilitates cutting-edge, collaborative research aimed at finding the cause of breast cancer. To support my fundraiser click here: [insert link]

SAMPLE 2
Supporting breast cancer research means a lot to me, which is why I’ve started a fundraiser for Dr. Susan Love Foundation for Breast Cancer Research. Please help me reach my fundraising goal and bring us one step closing to ending breast cancer! Click here to donate: [insert link]

SAMPLE 4
Women in low-to-middle income countries are 3x more likely to die from breast cancer than women in high income countries. Dr. Susan Love Foundation is facilitating innovative research to put an end to breast cancer for all! Please support my fundraiser for breast cancer research: [insert link]

DON’T FORGET TO TAG US!

Dr. Susan Love Foundation
drsusanlovefoundation
drloveresearch
www.walkwithlove.org

SUGGESTED HASHTAGS

#ActWithLove
#EndBreastCancer
#breastcancer
#bcsm
#supportresearch
REACHING OUT

We encourage you to write letters and/or emails to friends and family letting them know about your Act With Love Fundraiser. This toolkit is full of useful information that can help you craft an informative and personal letter, but we’ve provided the below sample for your convenience.

Subject: Join My Fundraiser for Breast Cancer Research

Hi Friends and Family,

I’ve started a fundraiser for Dr. Susan Love Foundation for Breast Cancer Research and I need your help! This foundation spearheads innovative and collaborative research aimed at finding the cause of breast cancer. I’ve joined their mission to end breast cancer and I hope you will too! If you want to learn more about the foundation and their research initiatives click here: www.drsusanloveresearch.org.

Between now and [insert end date], I will be asking my friends and family to donate in support of my fundraising goal of [insert goal]! Any amount helps me get one step closer. [insert any relevant information about your event]

As Dr. Susan Love says, “This is the beginning of the end of breast cancer.” Let’s rally behind her and the breakthrough research that will finally end breast cancer!

Thank you,
[Your name]

FEATURED FUNDRAISER

WALK 3TO9 | LOS ANGELES, CA

Finding the right Foundation to support was critical to the Walk 3to9 participants; a Foundation that not only led the field in breast cancer research, but a Foundation that had the respect and support from the breast cancer community. The Dr. Susan Love Foundation exceeded all of our criteria, and has been a fantastic collaborator.

Even for those not walking (those who donate and volunteer their time at the event), knowing that they’re supporting such an important cause that touches everyone in some way, they feel compelled to join the Walk 3to9 community.

— Jaki, Walk 3to9
Headquartered in Los Angeles, Dr. Susan Love Foundation for Breast Cancer Research drives collaborative, cutting-edge research partnering with institutions including USC, UCLA, Houston Methodist, Johns Hopkins, and CalTech/JPL.

With **82 cents of every dollar** going directly to research and patient-centered programs, the Foundation is the **only breast cancer research organization in the nation** to earn a four-star Charity Navigator rating, putting it on the top of all charities in terms of fiscal performance, accountability, and transparency.

*It is important to me to support causes that focus on research with priorities set by one of the best strategic thinkers in the field. When I make a gift to the Foundation, I know it’s going to directly fund innovative and critical research for breast cancer.*

*Penelope, Foundation Supporter*

**INVEST WELL**

When you host an Act With Love fundraiser, the money you raise supports our **collaborative, cutting-edge research** focused on improving the lives of people impacted by this disease. Many of the projects the Foundation undertakes are designed to increase our understanding of the human breast and what enables malignancy to occur, with the ultimate goal of developing methods to prevent it in the first place.

To learn more about our research, visit [www.drsusanloveresearch.org/research](http://www.drsusanloveresearch.org/research).

*The Dr. Susan Love Foundation for Breast Cancer Research is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code, TAXID #77-0009065. Donations are tax-deductible as allowed by law.*
Q: Will my donors/attendees receive receipts for their donations?
A: Individuals who make their donations online (eg. Facebook, Classy website) will be automatically emailed a receipt. All check and cash donations must be made directly to the Foundation to qualify for a tax receipt.

Q: Can someone from Dr. Susan Love Foundation attend or help me plan my event?
A: If a staff member* is available, we are happy to support any local events (ie. Los Angeles area) in person. While we may provide guidance and suggestions for your event, Act With Love organizers are solely responsible for the administrative and organizational tasks associated with planning the event or campaign. This includes event expenses; sponsor solicitation; obtaining permits and insurance coverage; and compliance with all federal, state, and local charitable fundraising laws.

* Please note that Dr. Susan Love is not available to attend Act With Love events.

Q: Do I need to notify Dr. Susan Love Foundation about my event or campaign?
A: Yes! The Foundation must review and approve all promotional materials that include our logo or name prior to production and distribution including, but not limited to: press releases, invitations, brochures, letters and flyers. Branding guidelines must be adhered to at all times. Click here to access our brand kit.

Q: What is the best way to contact Dr. Susan Love Foundation for support with my Act With Love fundraiser?
A: You may contact us by email at events@drsusanlovefoundation.org or by phone at (310) 828-0060. We are open Monday through Friday, 9AM - 5PM PST.