



DR. SUSAN LOVE FOUNDATION

——— for breast cancer research ———



ACT

with Love

FUNDRAISER'S TOOLKIT

Dr. Susan Love Foundation 

drsusanlovefoundation 

drloveresearch 

Dr. Susan Love Foundation for Breast Cancer Research 

www.drsusanloveresearch.org 

ABOUT *Act with Love*

Act With Love is Dr. Susan Love Foundation for Breast Cancer Research's fundraising program that gives supporters like you the tools to raise money in support of 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 an end to breast cancer.

Susan Love, MD, MBA
Founder & Chief Visionary Officer



why fundraise for the foundation?



Dr. Susan Love Research Foundation for Breast Cancer Research challenges the status quo to end breast cancer and improve the lives of those impacted, through collaborative research, education, and advocacy.

The Foundation translates complex concepts regarding the science of breast cancer into easy-to-understand information to inform, engage and empower patients, caregivers, and the public at large. Through its online and interactive educational resources and materials, the Foundation heightens understanding of the latest advances in breast cancer cause, detection, prevention and treatment and fosters participation in much-needed research and advocacy. The Foundation does this through the Love Research Army program, formerly known as the Army of Women, ImPatient Science™ materials, educational and informative Webinars, and inspiring novel research by organizing our signature biennial International Symposium of the Human Breast which awards pilot grants.

As a highly regarded science-based organization, the Foundation conducts and collaborates on state-of-the-art research within the scientific community, setting the stage for future medical breakthroughs – and the eradication of the disease.

FUNDRAISING *ideas*

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's no limit to the 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, consider celebrating 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. It's a great way to involve your friends and neighbors in support of ending breast cancer!



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. Anything that gets your heart pumping is a great opportunity to fundraise!

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. 2020 showed us that the world (and fundraising!) is right at our fingertips



sales & ticket proceeds

Donate a portion of proceeds from a boutique, shopping event at a local retail store, art show, or raffle. Coordinate with a local sports team or theater for a donation of ticket sales. People can have an amazing experience — while supporting research!

past fundraiser LOVE FROM ZETA BETA TAU



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 Miller, Foundation Supporter

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 (as needed) 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, 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!

past fundraiser

MORALOPPET SKI FOR A CAUSE



Since 2016, the Moraloppet 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 Moraloppet Ski for the Cause registration fee is directly donated to the Foundation, plus additional donations."

— Susan FW., Foundation Supporter

ONLINE *fundraising*

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, don't hesitate to call us at (310) 828-0060 or email us directly at events@drsusanlovefoundation.org for assistance.

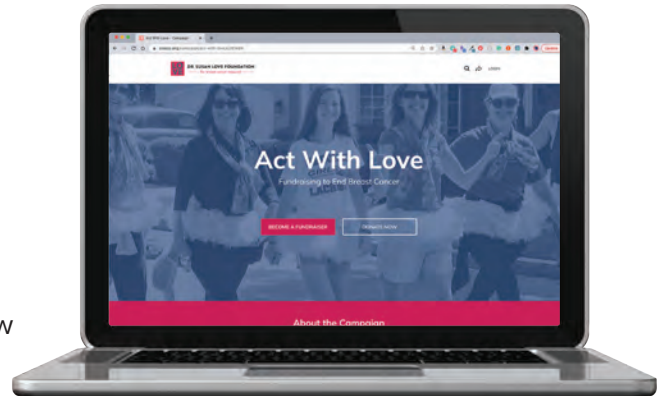
create a fundraising team page



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 a confirmation emails giving you access to both an individual and team fundraising pages. 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 links to share!

past fundraiser **WALK 3TO9 LOS ANGELES**



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 Kackert, Foundation Supporter and 2022 Board Member

FACEBOOK *fundraising*



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. 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.
2. Under "Raise money for a nonprofit," click "Select Nonprofit"
3. Find "Dr. Susan Love Foundation for Breast Cancer Research" and select
4. Set a fundraising goal and end date
5. Title your fundraiser and share a personal message of encouragement
6. Choose a cover photo, click "Create," and begin sharing your fundraiser!

make the most of your facebook fundraiser

MAKE IT PERSONAL

The most successful online campaigns come from individuals with a personal relationship to the cause they are supporting. Share why you Act With Love by integrating your story into your posts.



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!



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.



let's get social **WE CAN HELP!**

Social media is a key component of spreading awareness about your fundraiser or event. Encouraging your networks to participate or donate will maximize your fundraising success! We know not everyone has a marketing team at their disposal — but when you **Act With Love**, you do!

DOWNLOAD SOCIAL GRAPHICS

I NEED CUSTOM GRAPHICS!



DON'T FORGET TO TAG US IN YOUR SOCIAL MEDIA SO WE CAN SHARE IT TOO!

DONATE *confidently*



THE TOP-RANKED
BREAST CANCER
RESEARCH
ORGANIZATION
IN THE UNITED STATES



Headquartered in Los Angeles, **Dr. Susan Love Foundation for Breast Cancer Research** drives collaborative, cutting-edge research partnering with institutions. 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 and a Guidestar Gold Seal of Transparency, putting it on the top of all charities in terms of fiscal performance, accountability, and transparency.

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.

To learn more about our research, visit www.drsusanloveresearch.org/research.



The Guadalajara Research Team and Foundation CEO

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, TAX ID #77-0009065.

Donations are tax-deductible as allowed by law.



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 F., Foundation Supporter

FAQS *what you need to know*

We've compiled this short list of frequently asked questions, but if your question isn't on this list, please feel free to reach out and we would be happy to help you!



Will my donors/attendees receive receipts for their donations?



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.



Can someone from Dr. Susan Love Foundation attend or help me plan my event?



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.*



Do I need to notify Dr. Susan Love Foundation about my event or campaign?



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.](#)



What is the best way to contact Dr. Susan Love Foundation for support with my Act With Love fundraiser?



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.

thank you **FOR MAKING A DIFFERENCE**



Our research achievements change everything. It will take collaboration, innovation, and visionary thinking, but we are more determined and well-equipped than ever to end breast cancer. Your donation helps make our research possible. Thank you for your continued support.

— Susan Love, MD, MBA