



Third Party Event Information

How to Host a Fundraiser
Benefitting



SUSAN G. KOMEN® | *Our Story*

Susan G. Komen was founded in 1982, as a promise between sisters to end breast cancer forever. Today, Susan G. Komen is the largest breast cancer nonprofit in the world fighting the most common cancer diagnosed in women.

We are more than just a color, and we do more than just raise awareness. Komen is the largest private funder of breast cancer research in the world and provides access to lifesaving breast health services to people across the country and the world through its Affiliate Network.

We are **MORE THAN PINK**♀️. We are a community of people, inspired by one sister's promise, to end breast cancer forever, and we will not stop until we have succeeded.

Our Vision:

A world without breast cancer.

Our Mission:

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Our Goal:

Reduce current number of breast cancer deaths by 50% in the U.S by 2026.



SUSAN G. KOMEN WISCONSIN | Local Impact

With the State Headquarters in Milwaukee, and additional offices in Madison and Wausau, Susan G. Komen® Wisconsin is a statewide resource for individuals who need breast cancer screening, diagnostic and support services.



One-in-eight women will be diagnosed with breast cancer in her lifetime.

There are more than **4,730 Wisconsinites** who are expected to be diagnosed with breast cancer this year alone.

We need your help. It is as simple as that.

Where Your Money Goes

Komen Wisconsin raises funds that enable women to detect and survive breast cancer. Funds raised support a variety of local breast cancer programs, as well as direct financial assistance for those in need of breast cancer screenings, diagnostic tests, and treatment services.

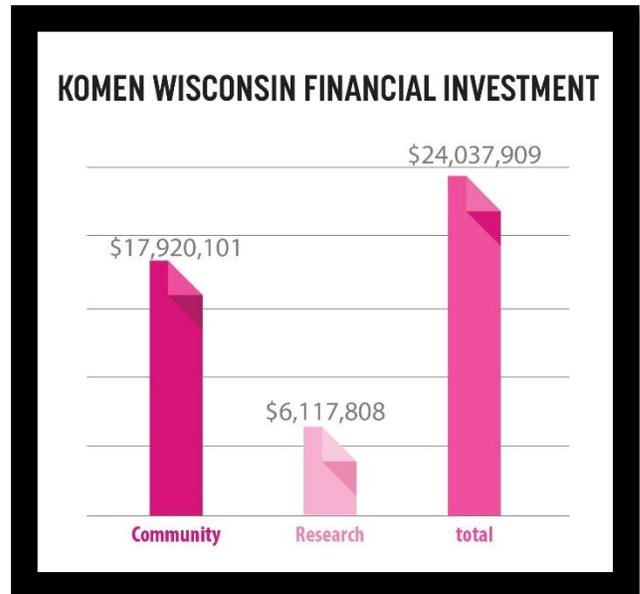
Locally, in Wisconsin, we have invested more than \$17.9 million right here at home and contributed more than \$6 million to research. Despite these efforts, as many as 710 Wisconsin families still lose their loved ones to breast cancer this year.

With your help, we will continue to advocate, provide assistance to clinical trials and fund research to drive down the horrifying number of 710 moms, daughters, sisters and friends who are expected to die from breast cancer this year.

Contact Information

Komen was a pioneer in using pink in the fight against breast cancer. Now that everyone else has caught up – it's time to take the next leap forward. Will you join us?

We would be happy to work with you to create your own event! For more information, contact us at 608.836.1083 or by email at Info@komenwisconsin.org.



THIRD PARTY EVENTS | *Your Impact*

What you say is not enough. It's what you do that makes you a champion in the war against breast cancer. Breast cancer affects everyone.

Each year, a number of schools, businesses and organizations choose to host or hold events that name Susan G. Komen Wisconsin as a beneficiary. Fundraising for Komen Wisconsin has never been easier! You can fundraise through an event like a lemonade stand or workplace fundraiser, or create a personalized web page to honor a friend or celebrate a special occasion.



Get Started

Setting up a Third Party Event is simple!

1. Read the [Third Party Guidelines](#) to answer your questions and give you some background info.
2. Fill out the [Third Party Event Form](#) at least 2 weeks prior to your event, if you are interested.
3. You will be contacted upon approval. Once the form is received, it will be considered for approval by the Komen Wisconsin staff within 3 business days.

How Can Komen Wisconsin Help?

Resources Komen Wisconsin may be able to provide include:

- Permission to use the Susan G. Komen Wisconsin mark and logo
- Access to educational materials and information
- Access to official Susan G. Komen merchandise through Shopkomen.org
- Awareness of the event through Komen social media
- Representation from Komen Wisconsin at your event (if available)

Using the Komen name or logo

Komen's logo is trademarked, and any use without express written permission is illegal. Use this [Third Party Event Form](#), located on Page 10, to request permission.



Gear Up

Susan G. Komen offers a variety of popular merchandise collections for fundraising and team spirit gear through Boundless. Merchandise can be seen below and ordered at ShopKomen.com, where a minimum of 14% of the purchase price of items sold will be donated to Susan G. Komen.



Customized Shirts



Komen Sunglasses



Komen Eye Decals



Ribbon Stickers



Decals

Running

Komen

For a Successful Event:

- Create a Facebook event. Invite friends, family and colleagues to share on social media. Include event details and your fundraising goals.
- Bring cash to make change for attendees registering on-site the day of the event.
- Tweet/tag Komen Wisconsin in your Facebook and Instagram posts! We'll share them.
- Checks should be made out to Susan G. Komen Wisconsin.
- Thank participants, volunteers, sponsors and donors for helping to eradicate breast cancer! If they know they made a difference, they will be sure to come back next year!



Simple Fundraising Ideas

Create a unique fundraiser that will raise money and awareness for your cause, project, event, or need. Fundraising is not a solo endeavor. You need the help of your friends, family, and community to successfully reach your goal.

Pink Penny Pride

Show “Pink Penny Pride” and compete with other departments, offices or classes to see who can bring in the most pennies.

Healthy Rivalry

Team up with a school, department or business rival the week you go pink to host competitions and see who can raise the most donations.

“Switch with Your Boss” Raffle

Employees purchase raffle tickets and enter to have one of the company’s executives perform their job duties for the afternoon, while they sit back and relax.

Jail the Boss

Another boss-centric idea: place a member of management “under arrest.” Charge employees \$1 to \$5 a minute to keep him or her in jail.

Barbeque

Grab a grill, hamburgers, hot dogs, buns and individual bags of chips and make it a lunchtime to remember. To make things easy on you, you can pre-sell tickets, so you’ll know exactly how many hamburgers and hot dogs to buy.

Closet Clean-Up

Remember all those excess branded coffee mugs, t-shirts, lap top computer bags, etc., that you have sitting in the back closet? Give employees a chance to buy them, with sales benefitting Susan G. Komen Wisconsin.

Fall Football Party

For a donation, employees can wear a jersey, t-shirt or sweatshirt of their favorite football team.

Balloon Darts

Employees can buy a dart for \$1 or \$5 and throw it at a wall of balloons to collect a prize inside the balloon. Prizes could include free lunches, casual days, prime parking spots, gift certificates, etc.

PROMOTING | Sample Marketing Document

Donation Request Letter

Dear Community Supporter:

I am writing on behalf of <<company name>> to request a donation for our fundraiser, <<fundraiser name here>>, which will be held on <<date of event>> at <<location of event>>. Our fundraiser will donate <<percentage, flat rate, etc.>> of the proceeds to Susan G. Komen® Wisconsin.

We look to local businesses to help us in honoring the survivors as well as providing incentives to our event participants. We need prizes and gift certificates of all kinds to help make our event fun and rewarding. As a way to support this event would your business consider making an in-kind donation, perhaps a product or a gift certificate for service or merchandise?

Breast cancer touches too many people in our community. The <<fundraiser name>> is one way we try to fight back. The majority of the money raised each year by Susan G. Komen Wisconsin is returned to our local community to help educate people about the disease and eliminate the barriers to breast cancer screening, diagnostic care, and access to treatment.

Up to seventy-five percent of the funds raised are spent helping more women in the twenty-two counties of Wisconsin have the opportunity to get mammograms, receive earlier diagnosis, and live longer as survivors. The remaining twenty-five percent is directed to Komen Headquarters for groundbreaking research grants and clinical trials in hopes of finding the cure.

Please seriously consider this request and let your neighbors, your customers, and your community know that you are joining them in the fight for a world without breast cancer.

If you would like more information about Komen Wisconsin, or any of the programs they support, please visit www.komenwisconsin.org.

Kind Regards,

<<Your name here>>

PROMOTING | Social Media Messaging

Facebook

Tips for Posting on Facebook



Engage Your Fans: It's important to craft a catchy, conversational post. Use bright colors, catchy graphics and engaging imagery to keep people's interest and attention. By asking questions, soliciting feedback, posting pictures, and asking your readers to share your post, you are far more likely to get friends excited for your event.

Share the Right Information: Be as concise as possible with the Who, What, When, Where, and Whys, keeping in mind that most readers won't read lengthy paragraphs of text. Best practice is to keep posts in the 190-250 character range.

Sample Facebook Posts

Announce Your Fundraising Event	{Event Name} is fighting back against breast cancer! Students, parents, teachers, and community members are welcomed to join us on {insert day, time} for {insert type of activity}.
Solicit Volunteers and Attendees	Are you looking for a way to get more involved with {your business/school name}? We are currently looking for volunteers for our {insert event} benefitting Susan G. Komen Wisconsin. Send us a Facebook message if you'd like more information!
Recap the Event	Thanks to all who joined us for our {insert event} benefitting Susan G. Komen Wisconsin! Breast cancer touches too many lives in our community, and we were able to fight back with {insert event}. Thank you!

Twitter

Tips for Posting on Twitter



You are limited to 140 characters per message on Twitter. It's a good practice to leave space to allow other users to retweet your message, so aim for making posts no longer than 120 characters. Make sure you use **@KomenWisconsin** or our official hashtags, **#KomenWisconsin**, **#Komen** and **#MoreThanPink** in your tweets.

Sample Twitter Posts

1. {Insert Event Name} benefitting @KomenWisconsin is kicking off on {insert date} at {insert time}. Join us in the fight against breast cancer!
2. Now is the time to make a difference. Join us for on {insert date} at {insert time} for {insert event name}. #MoreThanPink #KomenWisconsin
3. We are stronger together! Who's kept you strong through tough times? Come together on {insert date} at {insert time} for {insert event name}. #MoreThanPink
4. Be someone's sunshine when their skies are grey. Donate to {insert event name} and help individuals fighting breast cancer. #KomenWisconsin #MoreThanPink
5. We are recruiting #volunteers now to help on {insert date} with {insert event name}. Email or message us to sign up! #MoreThanPink

Engage your friends, family and colleagues for more ways to promote your event and Susan G. Komen Wisconsin on social media.

Helpful Links to Share:

www.komenwisconsin.org

<https://www.facebook.com/komenwisconsin>

<https://twitter.com/komenwisconsin>

THIRD PARTY | Event Form

Komen Contact Information

State Office Address:

Susan G. Komen Wisconsin
2025 W. Oklahoma Ave, Suite 116
Milwaukee, WI 53215

Phone: 414-389-4887

Email:

Info@komenwisconsin.org

www.komenwisconsin.org



The Wisconsin Affiliate of Susan G. Komen Foundation is a not-for-profit organization with section 501(c)3 status for tax purposes, and governed by a Board of Trustees.

Donations are tax deductible to the full extent allowed by law.

Tax ID 75-2844639

For Komen Office Use Only

Request Received _____

Proceeds Received \$ _____

Our Vision: A world without breast cancer.

Thank you for your interest in raising awareness and fundraising to end breast cancer. Please complete this form and return it to the Komen Wisconsin Office.

CONTACT INFORMATION

Contact Name:		
Signature:		
*Forwarding this agreement via email is your electronic signature		
Address:		
City:	State:	Zip:
Phone:		
Email:		

EVENT DETAILS

Event Name:		
Organization or Company Name:		
Description of the Event:		
Event Date & Time:		
Event Location:		
City:	State:	Zip:
How will you generate donations?		

HOW DO YOU PROPOSE TO USE THE KOMEN WISCONSIN LOGO?
(i.e. Solicitation letters, invitations, flyers, press releases, point of purchase materials, website, other)

WILL YOU REQUIRE EDUCATION MATERIALS? YES NO
How many? _____

REQUEST FOR A KOMEN VOLUNTEER TO ACCEPT A CHECK PRESENTATION OR SPEAK ON BEHALF OF THE KOMEN WISCONSIN AFFILIATE. YES NO

ADDITIONAL INFORMATION:

THIRD PARTY | Guidelines

1. EXPENSE RATIO: As a responsible steward of public funds, the Komen Foundation believes that a reasonable percentage of the gross revenues from all fundraising activities should be directed to our mission. A third-party event, promotion, or benefit is required to keep expenses under 25% of gross revenue. Exceptions may be made for first-year events and on a case-by-case basis.

2. DISCLOSURE: The public must be informed about the specific dollar amount or percentage that will benefit Komen Wisconsin.

3. SALES PROMOTIONS: If a third-party sells an item as a fundraiser for Komen Wisconsin, the item sold must be non-controversial in nature. Additionally:

- The public must be told the specific dollar amount from the sale of each item that goes to Komen Wisconsin. For example, "\$5.00 per pin."
- If a certain percentage of the sale of an item or ticket goes to the affiliate, the public must be told the specific percentage that benefits Komen Wisconsin.

The affiliate cannot be a beneficiary of funds raised solely through the sale of alcohol which will be consumed at the event.

4. USE OF NAME/LOGO: A third-party must request written permission to use Komen's name and/or logo, and completion of the Third Party Event Application will constitute as such request. Permission to use the organization's name and logo will usually be granted for third-party fundraisers that guarantee a contribution of \$1,000 or more, subject to approval.

Third parties may not transfer this privilege to their own customers, members, or other entities that are associated with the primary organization or individual. All references to the Foundation in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should say:

- Susan G. Komen® Wisconsin (for the first reference)
- Komen® Wisconsin (for the second reference)
- Komen Wisconsin (this is acceptable for subsequent references)

For all events or sales that anticipate net income of less than \$500, the affiliate encourages the organization, individual, or entity to use language such as "all proceeds will benefit breast cancer research, education, screening, and treatment in Wisconsin."

5. REVIEW OF MATERIALS: All promotional material related to an event bearing the Komen and/or Komen Wisconsin name or logo must be reviewed and approved by the Affiliate prior to being printed, distributed, or publicized in any way. This includes, but is not limited to, invitations, press releases, fliers, newspaper articles, radio or television public service announcements, etc.

6. ADMINISTRATION AND VOLUNTEERS: Komen Wisconsin is not able to handle any administrative aspects of a third-party activity. While we are able to give you guidance about your event, we simply do not have the resources to handle administrative tasks like invitation distribution, compiling RSVPs, and/or selling tickets. Likewise, recruitment and training of volunteers is the responsibility of the organizer.

7. PUBLICITY: Organizers of the third-party fundraiser should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget. Komen Wisconsin may be able to promote the event in the following ways:

- Inclusion in affiliate's quarterly e-newsletter sent to target audiences if timeframe is compatible with established e-newsletter distribution
- Event/promotion listed on affiliate website's events page

- Event/promotion listing, summary, and photos on the affiliate Facebook page, <http://www.facebook.com/KomenWisconsin>

Komen Wisconsin does not distribute press releases about third-party fundraisers.

8. IRS REGULATIONS: Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and Komen Wisconsin can provide some information and guidance.

9. INSURANCE: Events held at specific locations will be required to obtain the necessary permits and insurance. If insurance is required for your event or sale, at a minimum, the third party fundraiser must present proof of comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00) which covers liability for bodily injury, property damage, or death arising out of the third party event or sale. At the discretion of Komen Wisconsin, you may be required to name the following as Additional Insured on your policy solely with respect to the sale or event:

Susan G. Komen®
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

AND

Susan G. Komen® Wisconsin
2025 W Oklahoma Avenue, Suite 116
Milwaukee, WI 53215

The event or sale will not be approved until the required insurance documents are received by Komen Wisconsin office.

10. WAIVERS: For sporting events, another requirement is a signed waiver/release from each participant no later than 30 days prior to the event. Once you receive approval for your activity, Komen staff can provide you with the necessary wording to include in the participant release or supply a sample standard waiver.

11. CHECKS: All checks for donations and/or participation need to be made out to the organization that is holding the event and not to Susan G. Komen or Komen Wisconsin. These checks should then be deposited by the organization or individual and one check or money order, along with individual donor documentation, should be made out to Komen Wisconsin. Checks may be sent to:

Komen Wisconsin
2025 W Oklahoma Avenue, Suite 116
Milwaukee, WI 53215

12. FINAL ACCOUNTING: Proceeds and a brief accounting must be provided within 60 days of the conclusion of the special event or promotion. Please send only one check made out to Komen Wisconsin.

13: ACKNOWLEDGEMENTS: As a matter of course, Komen Wisconsin will send a letter of acknowledgement to the host individual or organization. Letters to individual donors and participants should be prepared and distributed by the organizer. Affiliate staff can provide samples of such letters.

14: MATERIALS AND AFFILIATE PRESENCE AT EVENT: Komen Wisconsin will be pleased to provide breast health materials in numbers that are appropriately in proportion to the expected number of participants. Additionally, upon request and based upon availability, the affiliate can set up and staff an information table or small booth. Komen Wisconsin does not currently sell Komen merchandise and does not have these items available at the office. Additional educational materials and branded merchandise can be purchased via the ShopKomen website.