

Fundraising

Susan G. Komen Race for the Cure®

Saturday, June 21



**Thank you for joining the
St. Louis Blues &
FSN Midwest Team!**



Susan G. Komen Race for the Cure®

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like Race for the Cure®, \$1 billion has been invested to fulfill that promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877-GO KOMEN.

About the St. Louis Affiliate of Susan G. Komen for the Cure®

The St. Louis Affiliate of Susan G. Komen for the Cure—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. St. Louis joins more than 100,000 breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen St. Louis Race for the Cure®, the St. Louis Affiliate has invested over \$10 million in local breast health and breast cancer awareness projects in 18 counties in Eastern Missouri and Southwestern Illinois. Up to 75 percent of the net proceeds generated by the Komen St. Louis Affiliate stay in the metropolitan area while the remaining funds raised goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research and educational and scientific programs around the world.

FUNDRAISING

Did you know that more than 66,000 people participate in the Komen St. Louis Race for the Cure®? If every Race participant collects just \$100 in pledges, we would raise more than \$6 million to help in the fight against breast cancer!

Did you know?

- Every \$100 raised will help someone without health insurance receive a much needed mammogram
- A donation of \$250 will pay for 5 clinical breast exams
- \$1,000 will help pay for 1 round of the chemotherapy drug Taxotere
- The average cost of treatment including surgery and chemotherapy is \$50,000

Komen St. Louis Race for the Cure® is more than just an event. It's an event with a promise – to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. The Race has experienced tremendous growth since the first Race in 1999 both in participation and in fundraising.

Getting Started

- Step 1:** Identify your prospects (family, friends, co-workers, your neighborhood cleaner, veterinarian, grocer, pharmacy, doctor, dentist, etc.)
- Step 2:** Select your approach – face to face, e-mails, telephone. Face to face communication will always garner more positive response; however, this type of communication is not always available. If you are using e-mail, be sure to explain exactly what you are doing, why and exactly where the money will go. In addition, be sure to follow up.
- Step 3:** Formulate a goal and suggest the level of donation – Always ask for something specific whether that be a dollar amount, or dollar amount per mile, per minute, etc. Aim high. Don't underestimate donors' generosity.

Utilizing the Pledge Program Page

Utilize the Pledge Program page available to you on the Race for the Cure website. Send an e-mail to everyone you know through the website, encouraging them to support you and donate on your personal web page. Ask for a specific amount when possible, especially from corporate donors. Timing is also important. Ask for donations on payday. Ask vendors at your place of business. (For more information go to Online Fundraising on page 5)

Getting Friends, Family and Co-Workers Involved

Encourage your friends, family and co-workers to join you – have some fun with one of these ideas:

- “Jeans Day” – Seek approval from management for everyone to dress down to promote your event.
- “Lunch and Learn” – Try to get everyone to meet in a central place for a short presentation about the event. Make it fun and entertaining!

- “Event Logo Sale” – Make paper logos and put your picture on them, sell them for \$1 and add that to your donations.
- “Department Challenge” – Challenge other departments to a fundraising competition.
- Garage or Bake Sale - Try to involve others in your neighborhood or at work.

Fundraising Ideas

1. Ask neighborhood businesses to set up a “donation site” where people can leave donations.
2. Hold a themed dinner party and take donations.
3. Ask your fitness facility to get involved. Ask to hold a “themed” class with all proceeds donated to Race for the Cure.
4. Hold a car wash. Ask businesses to donate items. Get your kids involved.
5. Leave “have you seen me walking?” letters on front doors to get donations from neighbors.
6. Tell your co-workers what you are doing. Ask permission to set up a “donation site” at your office.
7. Ask your favorite restaurant if they will hold a fundraiser for you.
8. In lieu of a gift on your birthday or another occasion, ask for donations instead.
9. Delegate. Give 10 pledge forms to 10 friends and ask them to get pledges for you.
10. Customize your Pledge Program page (free on the Race for the Cure website!). Send e-mails to everyone inviting them to visit your site and make a donation. Follow up.
11. Post an e-mail on your company’s announcement bulletin board. Send respondents an e-mail requesting a donation.
12. Ask your HR department at work if they match donations. A Company Matching Form must accompany your Pledge form to be eligible for awards. This simple step may double your contribution.



ONLINE FUNDRAISING

What is a Personal Pledge Program Page?

A personal Pledge Program page is an online promotional tool for your use when asking your friends and family to join your Team or sponsor you by making a donation. Once you sign up for the Race online, by default, you will have a personal Pledge Program page created for you. You have the option of personalizing this page by going to your participant center (My Race Center). You will be able to import images, and customize text and the style/color layout of the page.

By default I have a personal page; do I have to change it?

Once you sign up for the Race online, by default, you will have a personal Pledge Program page created for you. A compelling personal Pledge Program page attracts and engages supporters. While you can spread the word using customized e-mail solicitations, your personal campaign page can be your own creative expression of your commitment to the cause. Customize your page by selecting the layout and style that work best for you. Utilize the elements of text, photo and status indicators to their fullest advantage.

How do I change my personal fundraising goal?

First, you will need to login to your Race Center page. On the bottom right side of the Race Center home page is the location to modify your personal fundraising goal. Enter your new goal and submit the changes.

How can I see who has donated to me?

Login to the site using your Username and Password. Go to your Participant Center and click the "my progress" tab; this will allow you to view your donor list and any amounts having been donated.

How can I see who is on my Team?

Login to the site using your Username and Password. Go to your Participant Center and click the "Team Progress" tab; this will allow you to view your Team roster and the amounts raised by each Team Member.

What is the difference between making my personal page private or public?

By default, a personal page is Public, meaning your name will appear in the participant search list, and anyone accessing the site will be able to support you. Setting your personal page to Private means your name will not appear in the participant search list, and only people you personally invite will be able to support you.

FREQUENTLY ASKED QUESTIONS (General Race Questions)

What is the Komen Race for the Cure®?

The Komen Race for the Cure® Series is the largest series of 5K runs/fitness walks in the world. Of the net proceeds raised locally from the Komen St. Louis Race for the Cure®, a minimum of 25% goes to national breast cancer research and up to 75% stays in St. Louis to help organizations provide breast cancer education, screening and treatment programs.

When and Where is the 2008 Komen St. Louis Race for the Cure®?

Saturday, June 21, 2008 in Downtown St. Louis. Registration opens at 6:30 a.m. and the 5K Run begins at 9:00 a.m.

What is the Komen Race for the Cure® distance?

You may participate as a runner or a walker in the 5K Run/Walk (3.1 miles) or the 1-Mile Walk that will begin after the 5K Race/Walk begins.

Will I receive confirmation of my entry?

If you register online, you will receive an e-mail confirmation. If you register by mail, no confirmation will be sent.

How do I get my Komen Race for the Cure® t-shirt and bib if I have registered as a Team participant?

Team participants will need to pick up their t-shirts from their Team Captains. Anyone registering as Sleep in for the Cure will receive their packet after the race.

What is the Registration Deadline for Team Participants?

Paper registration forms must be returned to your Team Captain, then entered online by the Team Captain by June 2, 2008 or mailed in as a Team and postmarked by May 23, 2008. Online Team Member registration deadline is noon on June 2, 2008.

What happens if it rains on Race Day?

The Susan G. Komen for the Cure St. Louis Race for the Cure® occurs rain or shine. However, we reserve the right to cancel the Komen St. Louis Race for the Cure® in extreme circumstances. If the Komen St. Louis Race for the Cure® is cancelled, no refunds will be issued. Instead, your entry fee and donations and pledges will be used as a donation to the Komen St. Louis Affiliate.

Where do I park on Race Day?

Parking is available on many of the city streets that are not located in the immediate vicinity of the Race Site. Garage and parking lot parking is available on a limited first-come basis. All parking fees and liability are the responsibility of the participant. For more information, visit www.komenstlouis.org. Metrolink will also be running additional trains on Race Day.

Are entry fees tax deductible?

The \$25 and \$35 entry fees are not tax deductible. Any donation above the registration amount, or any donation made without registering for a race event, is tax deductible.

Will I receive a receipt for my donation?

You will receive a receipt for donations of \$250 or more. The IRS accepts a cancelled check as a receipt for donations up to \$250.

Can I turn in my pledges on Race Day?

Print your online Race Center Pledge Program report, make sure your name is on it, and include your cash and check pledges. If you did not register online, please use the printed pledge form or download a pledge form and include cash and check pledges. Turn in your Pledge envelope at the Pledge tent on Race Day.