



IMPACT. MAKE ONE.

This year, we're encouraging all of our participants to get involved in "The Power of 10" initiative for the 2010 Komen Madison Race for the Cure®.

If each participant asks 10 people to donate at least \$10 each, each Race participant will raise \$100. If each of the expected 13,000 Race participants raised \$100, we would have \$1.3 million to fight breast cancer right here in Dane County. Imagine the number of lives we could touch.



THESE QUICK AND EASY TIPS WILL GET YOU CLOSER TO YOUR GOAL:

- Keep it simple. Ask 100 people to donate \$10 each.
- Be creative and take the pressure off by making it fun. Make a spinning wheel with different denominations on it or put a bunch of slips of paper in a box and have your friends pick out a slip. Whatever denomination is on the slip is the amount that the person donates.
- Start a blog or weekly email and make sure your friends forward it to their friends and co-workers.
- Include kids in your effort. Many kids are excited about doing their part. Start a neighborhood penny drive, or partner with your local neighborhood center to decorate post cards or flyers to send to friends and family members.
- Know where the money goes. Seventy-five per cent of the money raised at Race for the Cure stays in Dane County to help fund treatment, screening and education. 25 per cent goes to the national Susan G. Komen for the Cure Grants Program to fund research.
- Use social media to spread the word. Besides using Twitter, Facebook, or Linked In, try embedding a video in an email request or create a Google map of your donors.
- Make your 'ask' personal. Tell people the reason why you've decided to join the fight against breast cancer.
- THANK your supporters. Create personal thank you emails or mail out handwritten notes.
- Remember to ask your employer if a gift matching program exists, and how you can participate.

TIPS TO HELP MAKE COLLECTING DONATIONS EASIER:

- Use all of the electronic tools provided with your personal webpage.
- Encourage donations via the Race website by credit card.
- For those not able or willing to donate online, collect checks made payable to "Komen Madison Race for the Cure."
- Cash and check donations raised offline can be tracked through the Race website.
- If you get stuck, contact us for help: pledge@komenmadison.org