How many breast-cancer-fighting dollars will you raise? When setting your goal, don’t forget to take expenses into account. For example, let’s say you plan to host a neighborhood movie night and would like to raise $300. You might estimate your expenses at $50, which will cover popcorn, soda, candy, and the movie. Try working with local businesses to underwrite the expenses. Ask your local American Cancer Society staff partner for donation forms on Making Strides Against Breast Cancer letterhead to help with these requests.

You’ll also want to calculate how many people will need to attend in order to raise $300. If, for instance, you charge $10 per person and have an underwriter to cover your expenses, you only need 30 attendees to reach your $300 goal.

Don’t forget about the Pacesetters Club! When setting your team fundraising goal, consider aiming for the Pacesetters Club level of $2,500. Visit MakingStridesWalk.org/pacesetter for more information about the program.

Now, it’s time to plan your Making Strides Against Breast Cancer team fundraiser! Use the helpful planning worksheet on the next page.
Before you begin, ask your local American Cancer Society staff partner about local and state laws that might affect your fundraiser.

Get the word out about your fundraiser on social media, email, and in person.

Thank everyone who attended and helped with the fundraiser, especially your team members.

Meet with your team after the fundraiser to evaluate what worked well and what you might do differently in the future.