BCRF
BREAST CANCER RESEARCH FOUNDATION

Fundraising Toolkit

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BCRF BREAST CANCER RESEARCH FOUNDATION

Welcome

Thank you for hosting a fundraiser for the Breast Cancer Research Foundation! Because of our incredible fundraisers' dedication to breast cancer research, BCRF is able to fund more than 250 researchers in 14 countries this year. Your support truly makes a difference for people with breast cancer now and in the future.

Whether you are hosting a bake sale, participating in a local event, collaborating with your colleagues, or doing something else, you are fueling the world's most promising research. We hope this fundraising toolkit will be a valuable resource to start your fundraiser—and make it as impactful as it can be. The BCRF team is available to talk through your ideas and provide support to help make your fundraiser a success.

Thank you for helping us be the end of breast cancer.



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Why BCRF?

Because Research Matters.

Research is improving care, producing better outcomes, and saving lives ***every single day***. That's why it's our sole focus. BCRF research has already impacted millions of women and men worldwide—and we're on the cusp of even more incredible breakthroughs that improve outcomes and end breast cancer for good. Your fundraising helps us make these goals reality. Here are the top three things that set BCRF apart:

We Fund the World's Top Scientists: From discovering the BRCA genes to pioneering groundbreaking treatments, BCRF researchers have been deeply involved in **every major advancement** in breast cancer prevention, treatment, diagnosis, metastasis, and survivorship since our founding in 1993.



Nasreen, living with metastatic breast cancer

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Our Impact Is Unmatched: Not only is BCRF the **largest private funder of breast cancer research in the world**, but we're also the largest private funder of research on metastatic/stage 4 breast cancer, which takes more than 42,000 lives each year and can't be cured. Metastatic breast cancer research comprises more than one-third of BCRF's research portfolio.



We're Number One: BCRF is proud to be the **highest-rated breast cancer research organization** in the U.S.



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Every Dollar Counts

BCRF funding enables the most innovative minds in breast cancer research to pursue their best, boldest, and most out-of-the-box ideas. What does that look like? More time in the lab. More staff. More equipment and tools. More patients enrolled in clinical trials. Each donation, no matter how small or large, makes an impact and gives our researchers the resources they need to approach this disease from every angle.

Here are just a few examples of what your fundraising can support:

$50 = 1 hour of research

$100 = 5 liquid biopsy collection kits for a BCRF-supported clinical trial

$500 = 1 patient's DNA sequencing in a BCRF-supported lab

$1,000 = 1 month of general supplies for a BCRF-supported lab

$2,500 = 1 patient's enrollment in a BCRF-supported clinical trial

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Get Creative

BCRF could not advance our lifesaving mission without the creativity and passion of our thousands of fundraisers across the country. Whether they're going solo or teaming up with friends, family, or coworkers, our fundraisers make supporting research deeply meaningful and fun. And with one in eight women being diagnosed with breast cancer in her lifetime, a BCRF fundraiser is a great way to rally your community around a cause that touches so many people.

Need some inspiration? What comes to mind when you think about what you're passionate about? Is it a hobby or a talent? A favorite workout or activity? You can turn it into a fundraiser! On the next page there are six ideas to find the right fundraiser for you or your group.



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Fun Ways to Fundraise

Get Active: Sign up for a local race or online fitness class.

Embrace Milestones: Ask for donations on your birthday, wedding, or any special anniversaries.

Game for Research: Host a charity stream on Twitch and collect donations via Tiltify or Streamlabs Charity.

Harness Your Hobbies: Share your talents and side hustles for research! Knit, make jewelry, paint, or do something else that you are passionate about.

Host a Gathering: A potluck, backyard BBQ, game night, or other get-together with your family and friends can become a fundraiser.

Tap Into Your Office: Rally your colleagues or employees around our cause and share the impact of research.

Have a different idea in mind?

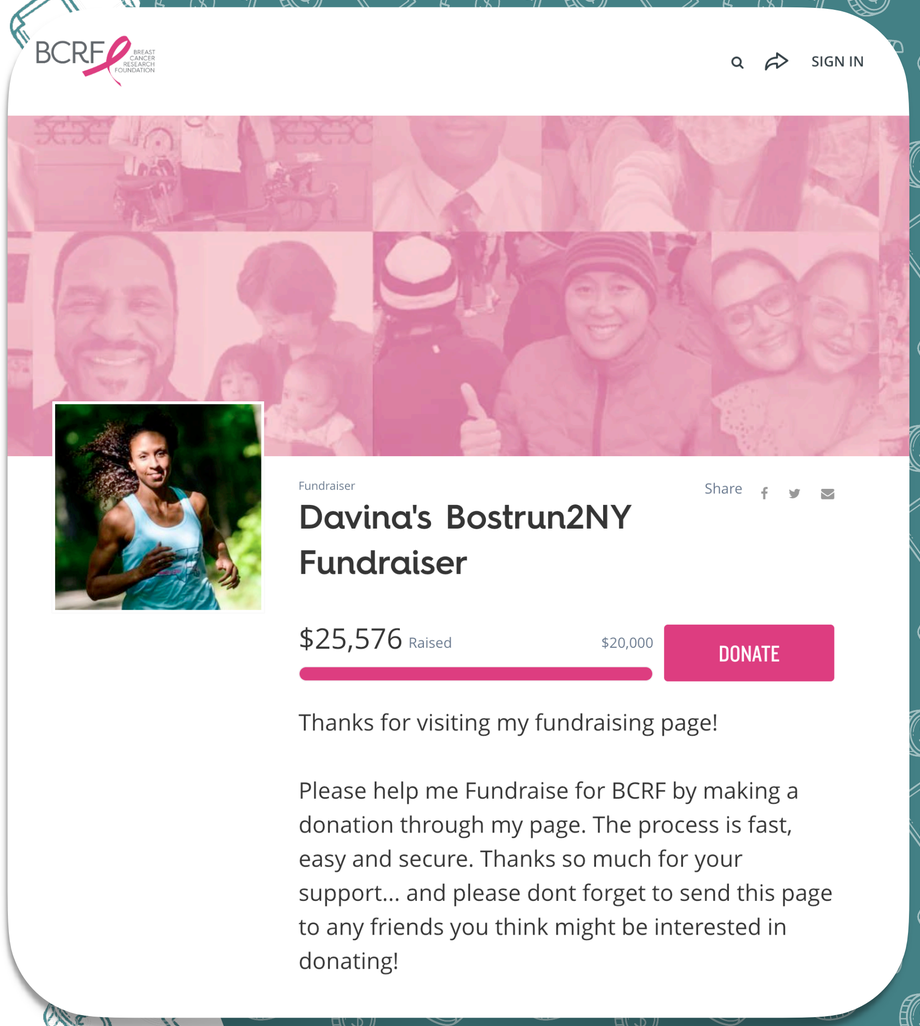
Great! Find something that interests you.

Getting Started: Tools to Know

BCRF is happy to offer all its fundraisers a free online fundraising tool to collect donations and track their impact! Whether you host your event in person or virtually, creating an online fundraising page is convenient, customizable, and secure. Family, friends and colleagues can support your efforts wherever they are, and you can see what you've raised in real time.

Use these three quick steps to start your online fundraiser:

1. **Create** an online fundraising page through https://give.bcrf.org. Set a fundraising goal.
2. **Personalize your page**. Add pictures and describe who or what inspired you to fundraise for BCRF.
3. **Spread the word**. Share your personalized fundraising page link with your friends and family.



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Handling Cash and Checks

If you're given checks or cash from friends and family, you have a few options.

For cash, Venmo/Cash App gifts, and checks made out to you personally:

The fastest way to get them to BCRF is to make a donation for the total amount with your credit or debit card to your fundraising page, if you have one, or at https://give.bcrf.org/. BCRF also accepts Venmo, PayPal, Apple Pay, and other mobile wallets.

For checks made out to our organization:

For checks made payable to the "Breast Cancer Research Foundation," place in an envelope with a note that includes your fundraiser name and mail it to the address below:

Breast Cancer Research Foundation
28 West 44th Street, Suite 609
New York, NY 10036



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Share Your Why

Storytelling not only inspires others to share their own experiences, but it is also a powerful catalyst for action. When you give the “why” behind your fundraiser, you can inspire gifts and encourage your supporters to unite around your goal. Here are a few tips for harnessing the power of storytelling while you fundraise.

Personalization

Whether you’ve been diagnosed with breast cancer, supported a loved one through treatment, or lost someone to the disease, when you open up about your personal connection to breast cancer, you help your network understand why fundraising for breast cancer research is so urgent and important. Consider writing a little bit about what your experience with breast cancer was like—or how seeing a loved one be diagnosed impacted you. Personalize your fundraising page with photos of you or the person you’ve chosen to honor.



Tracey Baptiste, diagnosed in 2011, with her daughter

Have writer's block?

Try filling in this BCRF prompt to communicate the power of our mission:

Research is the reason...

I'm here to see my kids grow up.

I can run this half marathon.

my mom could see me get married.

I'm giving back to BCRF.



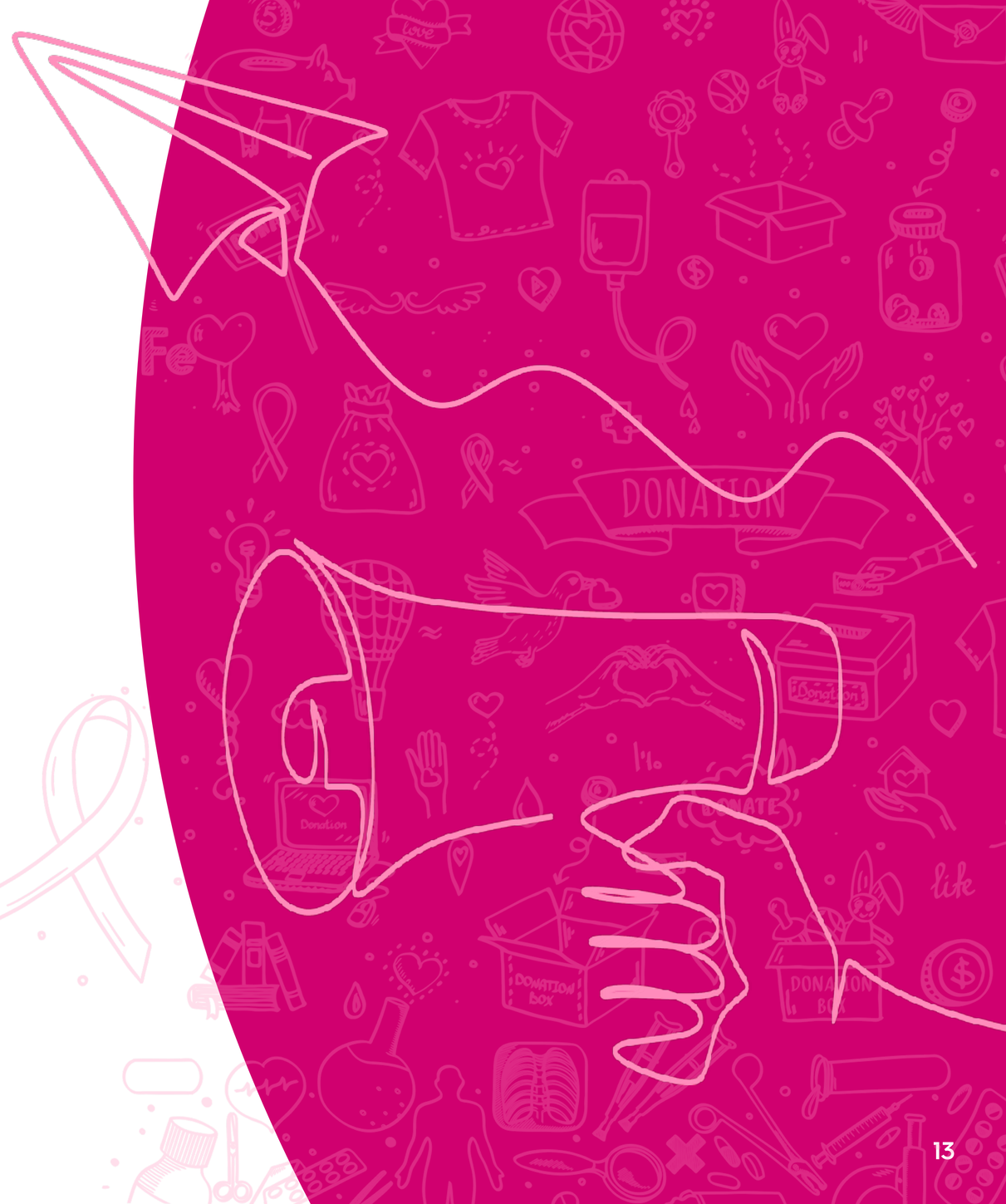
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Provide Updates

Keep supporters in the loop by sharing your fundraising goal and any progress you've made. If you started an online fundraising page through BCRF, you can use the Updates feature to share milestones and thank you messages.

Spread the Word

There are many ways to promote your story and fundraiser, too. Posting on social media is a great way to get your fundraiser out to a lot of people at once. Direct phone calls, texts, and emails are an impactful way to speak on a personal level about why this cause is meaningful to you.



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Resources

Here are some materials for you to use leading up to and during your fundraiser to help communicate why supporting breast cancer research is so important and why you chose to fundraise for BCRF.

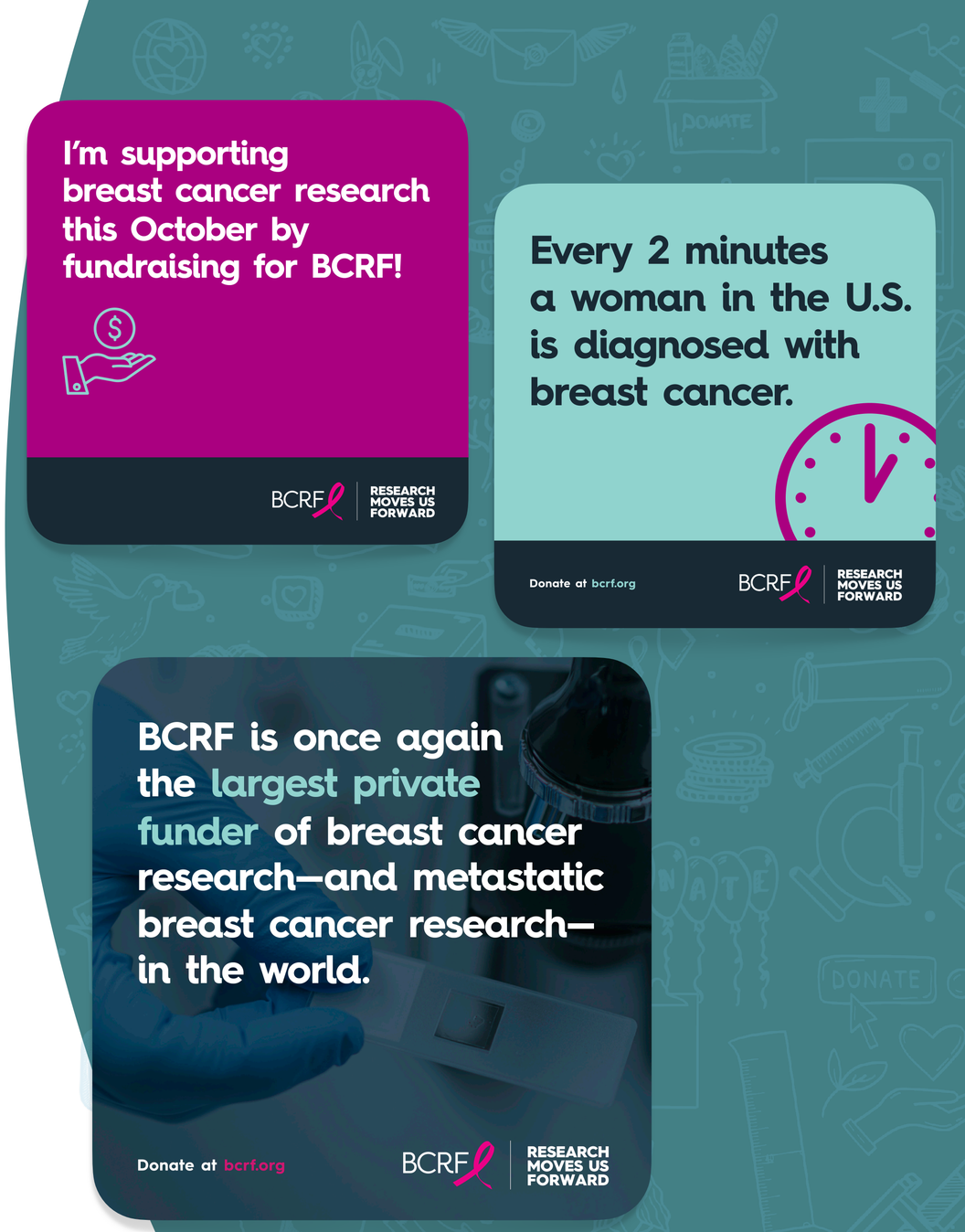
Social Media

We've created a social media toolkit that includes information about BCRF, breast cancer statistics and the impact research has. We welcome you to use any of the assets, captions, and tools within this toolkit—or get creative and share why you support breast cancer research and BCRF using the hashtags #ResearchIsTheReason, #ResearchMovesUsForward, #BeTheEnd.

Access the toolkit here:

https://socialpresskit.com/bcrf

Password: research



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Email Template

Dear **[NAME],**

I'm excited to share that I have started a fundraiser in support of the Breast Cancer Research Foundation (BCRF).

[SHARE YOUR PERSONAL CONNECTION TO BREAST CANCER AND WHY YOU WERE INSPIRED TO SUPPORT THE CAUSE.]

I chose to raise money for BCRF because of their sole mission: to fund breast cancer research, which is critical to improving outcomes and saving lives. This year, BCRF is the largest private funder of breast cancer research – and metastatic breast cancer research – worldwide, and they are the highest-rated breast cancer research organization in the country. I hope you will consider joining me in supporting BCRF. Any donation amount makes an impact and is deeply appreciated. **[PROVIDE INSTRUCTIONS ON WHERE TO DONATE; INCLUDE YOUR LINK IF YOU STARTED A FUNDRAISING PAGE.]**

Thank you for helping to be the end of breast cancer.

[YOUR NAME]



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Documents

BCRF At A Glance

BCRF BREAST CANCER RESEARCH FOUNDATION

The Breast Cancer Research Foundation is a nonprofit organization committed to ending breast cancer.

Breast cancer is a complex disease with no simple solution. Every diagnosis is unique and puts lives at risk. We must stop breast cancer in its tracks, and research is the answer.

Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in a wide range of research—from prevention to metastasis—because each area of investigation informs another, propelling us toward the solutions we urgently need.

We convene and connect the best minds in science—giving them the opportunity to pursue their most innovative ideas. Our combination of investment and cross-disciplinary collaboration accelerates the entire field and builds momentum for new discoveries. BCRF-funded investigators have been behind every major breakthrough in breast cancer research, and the field is moving faster than ever. We can't stop now.

With you, and the entire BCRF community, we are fueling the world's most promising research. Join us—together, we will bring the end of breast cancer into focus. **Learn more and get involved at BCRF.org.**



Fast facts
In the U.S.

1 in 8
WOMEN WILL BE DIAGNOSED WITH BREAST CANCER

MORE THAN
43,000
AMERICANS DIE FROM BREAST CANCER EACH YEAR

THERE ARE OVER
4
MILLION
SURVIVORS TODAY

Highest Rated
BREAST CANCER RESEARCH ORGANIZATION IN THE U.S.
A

VISIT BCRF.ORG



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Thank you for helping to be the end of breast cancer.

If you have any questions or would like to speak with someone about starting a fundraiser, please contact us at fundraising@bcrf.org or 646-497-2600.



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