

**Samantha,**
Treated for DCIS
(Diagnosed 2013)

BREAST CANCER RESEARCH FOUNDATION

**2026 PARTNER TOOLKIT**

# PEER-TO-PEER CAMPAIGNS AND EMPLOYEE ENGAGEMENT

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**STEP 1**

## Start Your Fundraiser!

- Choose **Individual** if you want to create a single fundraising page for your company.
- Choose **Team** if you want to create an opportunity for multiple branches, stores, franchises, departments, or employees to fundraise for BCRF together. Each team member will create their own fundraising page, and all individual pages will funnel together in support of the primary company team fundraising page.
- Reach out to your relationship manager if you're interested in pursuing a Team page – we can provide additional resources and best practices.

Start Your Fundraiser for BCRF Here!

**STEP 2**

## Create an Account

- This is how you will log in to manage your account, view donor information, and customize your page.

**STEP 3**

## Enter Your Name (Personal or Company Name)

- Note that this name will be visible on the fundraising page. Feel free to use the company name or the name of any key internal employee leader(s).

STEP 4

## Set a Fundraising Goal and Headline for Your Fundraiser

- **Fundraising goal:** This can be adjusted at any point, so include your initial fundraising goal during this set-up process and you can always update it later.
- **Sample headlines:** Join [Company Name] in raising funds for lifesaving research!
- **Create a simple URL:** For public facing promotion
  - i.e. https://give.bcrf.org/companyname

STEP 5

## Choose a Photo

- This will be visible on your page. You can use your company logo, imagery of your employees, or a picture from past community activations.

STEP 6

## Enter Your Company's Address

- This will not be visible on your page.

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STEP 7

## Customize Your Page

- Congrats! Your page has been created. From here, you can further customize the content and story you want to tell by clicking ‘Manage’ in the top right corner.
- Tell the story of your company’s commitment to BCRF on your page. Include details on your own programs supporting BCRF, such as Shop Pink products or capsule collections, employee engagement programs, and community activations!
- You can also continue to edit and update content throughout the life of this fundraising page. Updates are simple and easy to access once logged in.

STEP 8

## Promote Your Fundraiser and Interact!

- Share your URL with employees and your community.
- Share updates on progress to keep the content fresh.
- Thank donors publicly by commenting on their donation.
- Please reach out to your BCRF relationship manager with any questions or to brainstorm ideas for your Peer-to-Peer Fundraiser!

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# Alternative Online Fundraising Campaign Types

BCRF's fundraising platform, GoFundMe Pro, offers additional fundraising page structures if a peer-to-peer campaign page is not the right fit for your program. If you are interested in learning more about the alternative options available, please contact your BCRF relationship manager.

## Custom Donation Page

- External fundraising initiatives, and capturing one-time donations not connected to an event or campaign
- Collecting general donations and recurring donations year-round from external entities (i.e. business partners, customers, etc.), without a specific fundraising goal or deadline
- **Suggested minimum fundraising expectation for the donation page: $10,000**

## Custom Event Page

- Large-scale company-hosted events with participant registrations and/or sponsorships benefiting BCRF, such as golf outings, races or awareness walks, concerts, corporate gatherings, etc.
- Collecting event registrations and sponsorship purchases that require customizable participant/donor intake questions and email responses
- Multi-faceted events or campaigns that require the ability to include more information or further customize layout beyond the capabilities of the peer-to-peer campaign, such as event time and location details, sponsor recognition space, etc.
- **Suggested minimum fundraising expectation for the event: $50,000**

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# Engaging Employees in Peer-to-Peer Fundraising

Over the past few years, companies' purpose and positive impacts on society have become increasingly important to their employees. When presenting peer-to-peer fundraising opportunities to your employees, consider the following recommendations:

## 1. Communicate Impact Regularly

Share BCRF partnership updates and resources year-round to build familiarity and deepen employee engagement.

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## 2. Seek Input from Stakeholders

Survey employees and internal leaders before launch to increase participation and enthusiasm.

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## 3. Consider a Company Match for Employee Donations

Employees donate more, and more often, when a company offers to match donations.

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## 4. Show Support from Leadership

Have company leaders actively encourage participation and recognize top performers as the campaign progresses.

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# Peer-to-Peer Fundraising Campaign Ideas

## Company Incentives Competitions

Provide employees, teams, stores, etc. the opportunity to unlock individual and group rewards as an incentive to participate in your company's peer-to-peer campaign and reach distinct fundraising goals. Suggested incentives include:

- Exclusive company merchandise – consider creating merchandise that highlights your company's partnership with BCRF on a platform with fundraising and donation capabilities, such as Bonfire or CustomInk.
- Dress down days or time periods
- Provide a catered meal or underwrite a small party at the store and team levels
- Additional employee discounts or company gift cards; early and/or exclusive access to company sales, events, or incoming products; gift cards

## Join the Postcard Project

We created this simple activation to help raise awareness for the one in eight women who will be diagnosed with breast cancer, and to support the researchers working to change outcomes. Through BCRF's Postcard Project, you can create a meaningful moment of reflection, action, and support in your workplace. The concept is simple: participants write postcards (available physically in July and digitally in August) to a loved one or to a breast cancer researcher. Ask your relationship manager if you are interested in bringing the Postcard Project to your employees.



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# Peer-to-Peer Fundraising Campaign Ideas

## Host a Steps Challenge

Set a company-wide goal of total steps ran or walked achieved during your campaign, with a suggested donation for participants to “sign up” and encouragement to raise additional funds. Recommended platforms include:

- Charity Miles – integrates with BCRF’s fundraising platform to seamlessly raise funds through logged activities
- StepUp
- World Walking
- Wellbeing+

## Join a Local Race, Walk, or Fitness Challenge

Participants register for an existing race, walk, or other fitness challenge or group activity in your area, with the opportunity to fundraise in conjunction with the event with your peer-to-peer campaign. Recommended resources for finding local events include:

- Spartan Race
- Eventbrite
- Active
- Running in the USA

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# Breast Cancer & BCRF Partnership Quiz for Employees

Test your employees' knowledge of breast cancer and your partnership with BCRF with an interactive quiz. This easy and quick touchpoint can be embedded in your employee communications or events to increase engagement and spread important information about the cause. Here's how you can get started:

**STEP 1**

## Create a New Google Form

- You must have a Google account to access Google Forms.
- Please feel free to host the quiz on a different platform or in an alternate format.

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**STEP 2**

## Input Title & Quiz Questions

- Use the toolbar to the right to add questions, imagery, question flow, and more. Changes are automatically saved in your Google Drive.
- See below for sample quiz questions and answers, or work with your relationship manager to come up with alternative questions.

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# Test Your Breast Cancer Knowledge

**1. Breast cancer is the most common cancer in women worldwide.**

- ◯ True
- ◯ False

**2. Which of the following can decrease your risk of breast cancer?**

- ◯ Exercising regularly
- ◯ Maintaining a healthy diet and weight
- ◯ Limiting alcohol consumption and not smoking
- ◯ All of the above

**3. Approximately how many breast cancer survivors are there currently in the U.S.?**

- ◯ 600,000
- ◯ 4 million
- ◯ 10 million
- ◯ 13 million

**4. Breast cancer screening recommendations should follow a personalized plan based on your individual risk factors, as determined by your doctor.**

- ◯ True
- ◯ False

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**5. What donation amount fuels one hour of BCRF-funded research?**

- ◯ $25
- ◯ $50
- ◯ $100
- ◯ $250

**6. How many hours of breast cancer research has [PARTNER] funded through its partnership with BCRF?**

- ◯ _
- ◯ _
- ◯ _
- ◯ _

**7. What year did [PARTNER] begin its partnership with BCRF?**

- ◯ _
- ◯ _
- ◯ _
- ◯ _

**8. Only older people are affected by breast cancer.**

- ◯ True
- ◯ False

**9. How can [PARTNER] employees get involved with this year's campaign?**

- ◯ Create an online fundraiser
- ◯ Promote BCRF and [PARTNER]'s campaign on social media
- ◯ Shop Pink for your loved ones and for yourself this October
- ◯ All of the above

**10. Which of the following ways might you support a loved one with breast cancer?**

- ◯ Listen without always feeling that you have to respond
- ◯ Offer to run errands, pick up groceries, or drop off a meal
- ◯ Make treatment more comfortable with a care package
- ◯ All of the above

**STEP 3**

## Preview Quiz and Test

- Click the "Preview" option in the top right toolbar to test the quiz as a respondent. This will not be recorded as a quiz response.
- After previewing, you can return to the edit screen to make any changes needed.

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**STEP 4**

## Share

- Once edits are complete, hit "Send" to view options for sharing the quiz with your audience. You can choose to share via link, email, or HTML embed.
- Once the quiz is sent out, you can view the results at any time in the "Responses" tab.

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## ANSWER KEY

**1. True**
Breast cancer is the most frequently diagnosed cancer globally among women, with an estimated 2.3 million new cases each year. In the U.S. alone, an estimated 316,950 women and 2,800 men were diagnosed with breast cancer in 2025.

**2. Engaging in all of these behaviors can decrease breast cancer risk.**
Some factors that shape your personal breast cancer risk are completely out of your control and can't be changed—such as age, genetics, breast density, etc. However, other risk factors are associated with certain lifestyle choices and can be modified. Changing these behaviors can play a role in reducing your breast cancer risk, and also improve your overall health.

**3. 4 Million**

**4. True**

**5. $50**

**6. Thanks to the generosity of its associates, guests, and valued business partners, to date, [PARTNER] has raised XX in support of BCRF and fueled (total raised/50) hours of research led by the best and brightest scientists and doctors across the globe.**

**7. [Depends on partner].**

**8. False**
When it comes to age, breast cancer does not discriminate. While breast cancer incidence in younger women is still low, the breast cancer incidence rate in women under 50 has risen faster (about 1.4 percent each year between 2012–2022) than in women over 50 (about 1 percent each year). The disproportionate increase in cancer incidence in women, particularly younger women, places the disease at the center of women's health across all age groups.

**9. All of the above**

**10. All of the above**
Remember: Every person's experience with breast cancer is different. Ask what you can do to help before assuming.