

# The Pink Ribbon Walk Guide to FUNDRAISING



The Pink Ribbon Walk empowers individuals and communities to increase breast cancer awareness, promote healthy living and raise funds for Action Breast Cancer through a fun and rewarding experience.

We ask all our walkers to raise a minimum of €100 (in addition to their €20 entry fee) as part of their participation in a Pink Ribbon Walk. This is to make sure that we raise as much as possible to support Action Breast Cancer, as well as covering the basic costs of the Walk (which we strive to keep as low as possible).

Action Breast Cancer is a programme of the Irish Cancer Society and is Ireland's leading provider of breast cancer information and support.

Fundraising for the Pink Ribbon Walk may seem like a daunting task but it shouldn't be a burden on any walker. To help you reach your goal, we've put together a series of helpful tips as well as a number of fundraising ideas guaranteed to result not just in funds but also fun!

## THE BASICS

- Start as soon as you get your sponsorship card and give yourself as much time as you can
- Don't feel that you have to go it alone – encourage family, friends and work colleagues to help you reach your goal
- Always carry your sponsorship card with you – you never know who you might meet!
- Planning is key – don't take on more than you can manage and be realistic about the amount of time involved in organising an event
- Where food is involved, please follow good hygiene practices and ensure safe preparation, storage and cooking of food
- Consider your costs – many fundraising ideas incur legitimate costs. Think about how these will be met before you commit to an idea so that you know the amount of money raised is worth the hard work required
- Set up a Facebook or MyCharity.ie page to keep your friends, family and neighbours up to date with events you're organising and how much money you're raising. Also use it to say 'Thank You' to people for their help, support and donations (although be discreet about exact amounts given by individuals)

## AN A-Z OF FUNDRAISING IDEAS

<b>A</b>	<ul style="list-style-type: none"> <li>• An <b>auction</b> of items, talents or promises</li> <li>• Ask a <b>local artist</b> to hold a masterclass and charge for entry</li> </ul>
<b>B</b>	<ul style="list-style-type: none"> <li>• <b>Bag packing</b> in your local supermarket</li> <li>• Host a <b>book sale</b></li> <li>• Invite people to a <b>BBQ</b> and charge for entry</li> <li>• <b>Babysit</b> in return for a donation</li> <li>• Organise a <b>Ball</b> at a local hotel with proceeds towards the Pink Ribbon Walk you're taking part in</li> </ul>
<b>C</b>	<ul style="list-style-type: none"> <li>• Hold a neighbourhood <b>car wash</b></li> <li>• Invite your friends to a <b>coffee morning</b></li> <li>• Bake <b>cakes</b> and treat your colleagues (for a donation!)</li> <li>• <b>'Come Dine With Me'</b> and raise funds with five of your friends</li> <li>• Ask a <b>local café</b> to create a 'Pink Ribbon' goodie such as a pink cupcake and to donate a percentage of the cost</li> <li>• Go to – or hold – a <b>car boot sale</b></li> </ul>
<b>D</b>	<ul style="list-style-type: none"> <li>• Provide a <b>dog walking service</b> and donate your earnings</li> <li>• Organise a <b>dress down – or up - day</b> at work and charge colleagues to wear their casual/smart clothes to work</li> </ul>
<b>E</b>	<ul style="list-style-type: none"> <li>• Hold an <b>exhibition</b> of old/historic photographs or artwork from children (adults) in your neighbourhood</li> <li>• Ask a local artist to hold an <b>exhibition</b> as a fundraiser</li> <li>• Sell unwanted items on <b>e-bay</b> and donate the proceeds</li> </ul>
<b>F</b>	<ul style="list-style-type: none"> <li>• Ask a local <b>fashion shop</b> to hold a fashion evening as a fundraiser or offer individual style consultations in exchange for a donation</li> <li>• Hold a <b>fashion swap</b> event and charge for entry</li> <li>• Collect people's <b>un-used foreign currency</b> (notes) and exchange it at the bank for Euro</li> </ul>
<b>G</b>	<ul style="list-style-type: none"> <li>• Ask for <b>donations instead of gifts</b> for birthdays etc</li> </ul>
<b>H</b>	<ul style="list-style-type: none"> <li>• Organise a <b>guided hill walk</b> and charge people to join the group</li> </ul>
<b>I</b>	<ul style="list-style-type: none"> <li>• Offer an <b>ironing service</b> in exchange for donations</li> </ul>
<b>J</b>	<ul style="list-style-type: none"> <li>• If you're creative why not <b>make your own jewellery</b> and sell it at local craft fairs or farmer's markets?</li> </ul>
<b>K</b>	<ul style="list-style-type: none"> <li>• Why not hold a Karaoke evening and charge people to sing... or to not sing!</li> </ul>
<b>L</b>	<ul style="list-style-type: none"> <li>• Offer a <b>lawn mowing service</b> to family, friends and neighbours in exchange for a donation</li> </ul>
<b>M</b>	<ul style="list-style-type: none"> <li>• If you have lots of musically talented friends, host a <b>music evening</b> and charge for entry</li> </ul>
<b>N</b>	<ul style="list-style-type: none"> <li>• Hold a <b>'Nearly New' sale</b></li> </ul>
<b>O</b>	<ul style="list-style-type: none"> <li>• Hold an <b>'Office Collection Day'</b> to give your colleagues an opportunity to contribute towards Pink Ribbon Walks</li> </ul>

P	<ul style="list-style-type: none"> <li>• Talk to your local pub landlord and see if he/she will let you host a <b>pub quiz</b> and charge for entry</li> <li>• Hold a <b>plant sale</b></li> <li>• Host a <b>summer picnic</b> and charge for entry</li> </ul>
Q	<ul style="list-style-type: none"> <li>• <b>Hold a quiz</b> – charge for entry and ask local companies for a donation of a prize for the winners</li> </ul>
R	<ul style="list-style-type: none"> <li>• Organise a <b>Race Night</b> – greyhound or horse racing and charge for entry</li> <li>• Hold a <b>raffle</b> (make sure you keep it legal)</li> </ul>
S	<ul style="list-style-type: none"> <li>• Gather a few of your friends and organise a <b>street collection</b> (permissions are required)</li> <li>• Organise a <b>swear box</b> for home and the office</li> </ul>
T	<ul style="list-style-type: none"> <li>• Organise a <b>treasure hunt</b> and charge for entry</li> <li>• Hold a <b>table quiz</b></li> <li>• If you know an artist, poet, writer etc, ask them to <b>hold a talk</b> and charge for entry</li> </ul>
U	<ul style="list-style-type: none"> <li>• Hold a sale of <b>unwanted gifts</b></li> </ul>
V	<ul style="list-style-type: none"> <li>• <b>Grow your</b> own vegetables, herbs and/or fruit for sale</li> </ul>
W	<ul style="list-style-type: none"> <li>• We all hate <b>weeding</b>. Why not offer to do it for friends, family and neighbours in exchange for a donation? The same goes for <b>window cleaning</b>!</li> <li>• Ask a local wine store/merchant to host a <b>wine tasting evening</b> as a fundraiser</li> <li>• Ask if your <b>workplace</b> has an employee fundraising programme which you could access for a donation</li> </ul>
Y	<ul style="list-style-type: none"> <li>• Find a <b>Yoga</b> teacher who would be willing to donate some time. Organise classes and charge for places</li> </ul>
Z	<ul style="list-style-type: none"> <li>• Organise a day out to <b>Dublin Zoo</b> and include a donation in the cost of the day</li> </ul>

## And finally...

Don't forget that [advice is always available from the Pink Ribbon Walk team](#).

Oh, and always remember to say 'Thank You!'