



# STEPPIN' OUT IN PINK

Gundersen Medical Foundation



# FUNDRAISING TOOLKIT

# HARNESSING THE POWER OF PINK

If you are reading this, it is because you are taking the extra steps to fundraise for **local** breast cancer research, subsidized mammograms, and patient support programs at Gundersen Health System's Norma J. Vinger Center for Breast Cancer. For that, we are grateful beyond measure.

For some people, the idea of making an impact can feel daunting. How can one person even begin to make a real difference? I am here to tell you that you, although one person, can initiate great change. You can inspire so many by simply sharing your passion for this cause with your friends, family, and neighbors. If you harness the power of your personal network combined with your passion for giving, the impact on our community will be sure to follow.

In the pages that follow, you will find information that will arm you with the tools to elevate your fundraising to the next level in 2024. If each one of us takes the small steps outlined in this toolkit, this year will break records!

Not only do you have this toolkit, but you have **me** and the rest of the team at Gundersen Medical Foundation! We are here to answer any questions you have, direct you to helpful resources, and cheer you on every step of the way in your fundraising journey! You are welcome to contact us if you'd like to sit down one-on-one, with your team, or with your organization to help walk you through anything from event registration, fundraising, or promotion.

We are so excited to move forward *together* in our journey towards a future with less breast cancer. Thank you for doing good work with us and for helping us spread the power of pink.

Olivia Moths  
Philanthropy Program Coordinator



**I'M HERE FOR YOU!**

Olivia Moths  
Direct: 608-775-6634  
Mobile (call/text): 608-397-4240  
olmoths@gundersenhealth.org

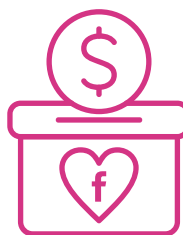
# STEPS TO SUCCESS

## 1 Register for Steppin' Out in Pink

- visit [steppinoutinpink.org](http://steppinoutinpink.org)
- call 608-775-7647
- visit the Gundersen Medical Foundation office

Early Bird  
Registration  
opens  
April 29th!

## 2 Start your Facebook Fundraiser



## 3 Invite people to join or donate to your team



## 4 Teach your team how to complete steps 1-3!



## 5 Pick up your t-shirt and gifts of gratitude\*



## 6 Attend Steppin' Out in Pink!

RIVERSIDE PARK | SATURDAY, SEPT. 14TH  
Visit [steppinoutinpink.org](http://steppinoutinpink.org) for more details!



\*Participants who raise over \$100 are eligible for gifts of gratitude

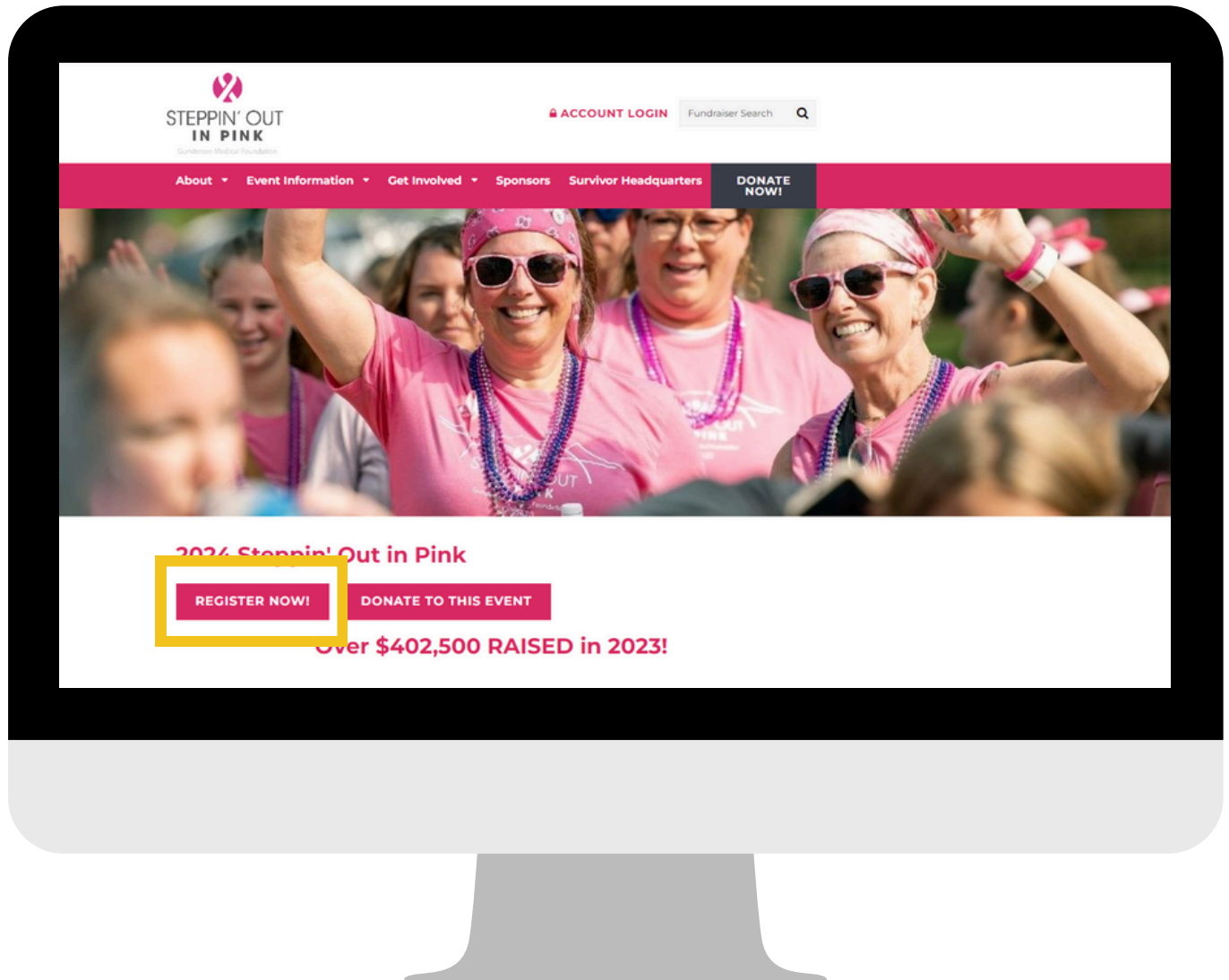
# REGISTER

YOUR TEAM

Head to **steppinoutinpink.org**  
and click on **Register Now**.



**Heads up:** throughout the toolkit, we will refer to this as the fundraising portal or the Donor Drive site.




Follow the registration prompts all the way through and complete your registration. You can register for up to **ten** walkers at a time.

## LOGGING IN:

If you registered online for Steppin' Out in Pink in 2022 or 2023 (or any CMNH events), click **Login to your account**. Clicking here will also allow you to reset your password.

**Get Started**

 **HAVE YOU REGISTERED FOR A GUNDERSEN MEDICAL FOUNDATION EVENT?**  
[Login to your account](#) to prefill the fields below with your information.

**Name \***

**Email Address \***   
[Privacy](#)  
Please enter a valid email address.

**Create Password \***   
Password requirements: 6-25 characters, no spaces.

**CONTINUE TO NEXT STEP** [Cancel](#)

## OR...

If this is your first time registering for Steppin' Out online OR you haven't participated since 2021, **create an account**.

# STEP by STEP

## SET UP YOUR FACEBOOK FUNDRAISER

After you login, you will be prompted through a series of set-up options. One of them is to create a Facebook Fundraiser!



 IMPORTANT: if you activate a Facebook fundraiser directly through Facebook, it will **not** sync to your fundraising portal!



Setting up a Facebook Fundraiser from your Donor Drive account allows you to **easily** and **passively** ask your social network for their support with the click of a button!

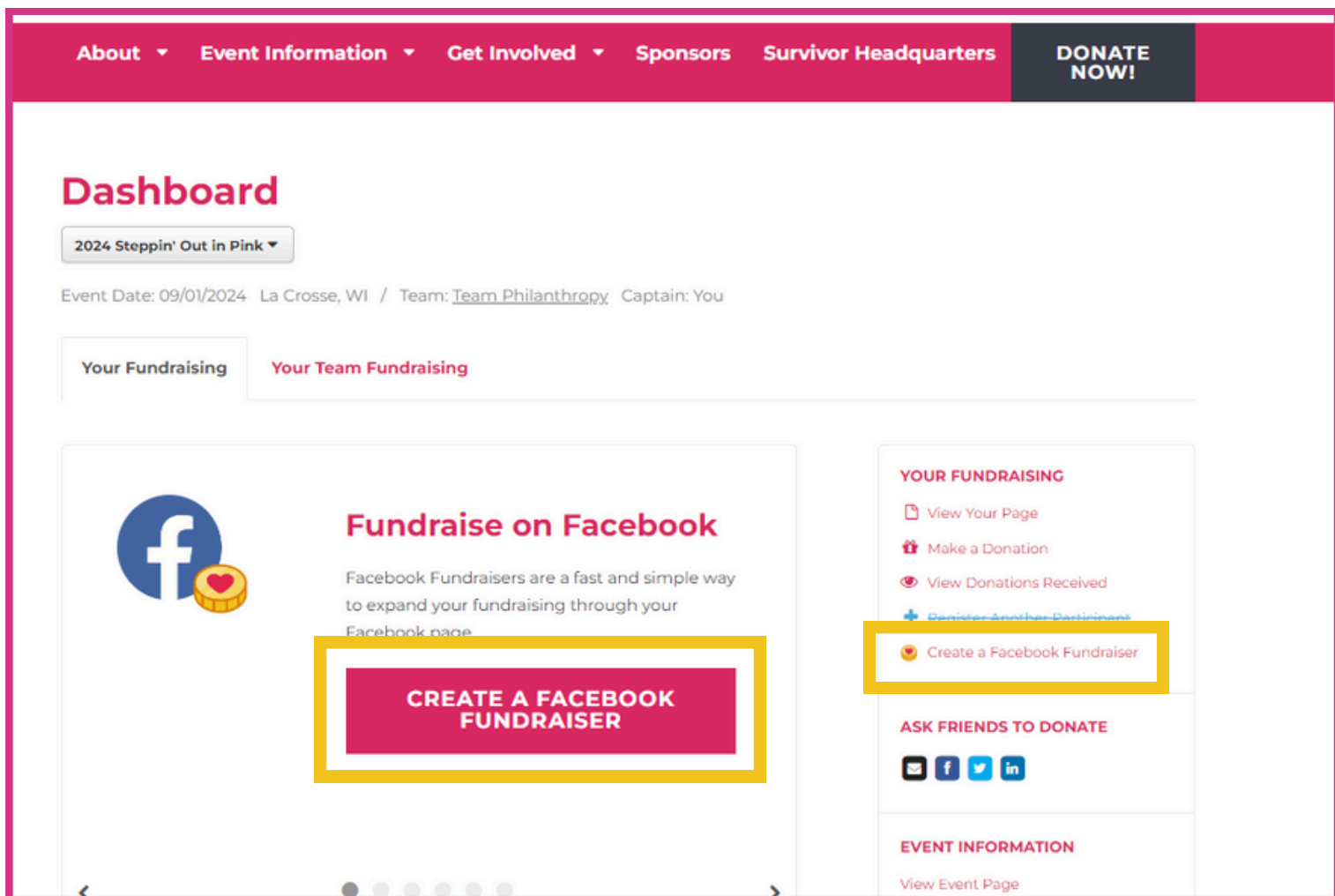
*Did You Know?*

The average Facebook fundraiser raises **at least \$150!**

# WANT TO SET UP YOUR FACEBOOK FUNDRAISER LATER?

If you wish to set up your Facebook Fundraiser later, you can do so in your Fundraising Portal at any time.

Log in to your **Dashboard** and click **Create a Facebook Fundraiser**



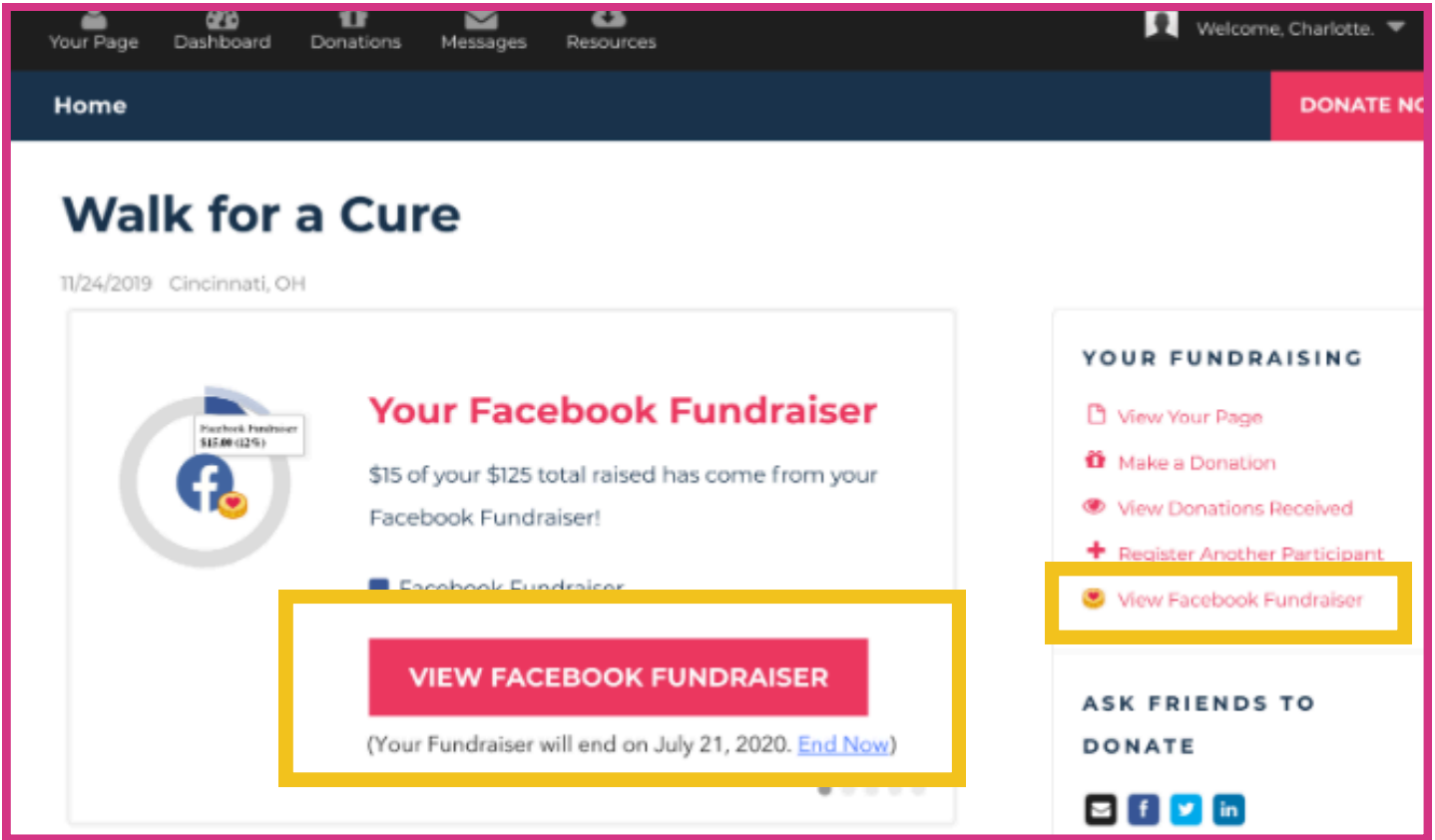
# Just think...

What if we ALL asked our Facebook friends to donate **\$5**? Imagine the *impact!*



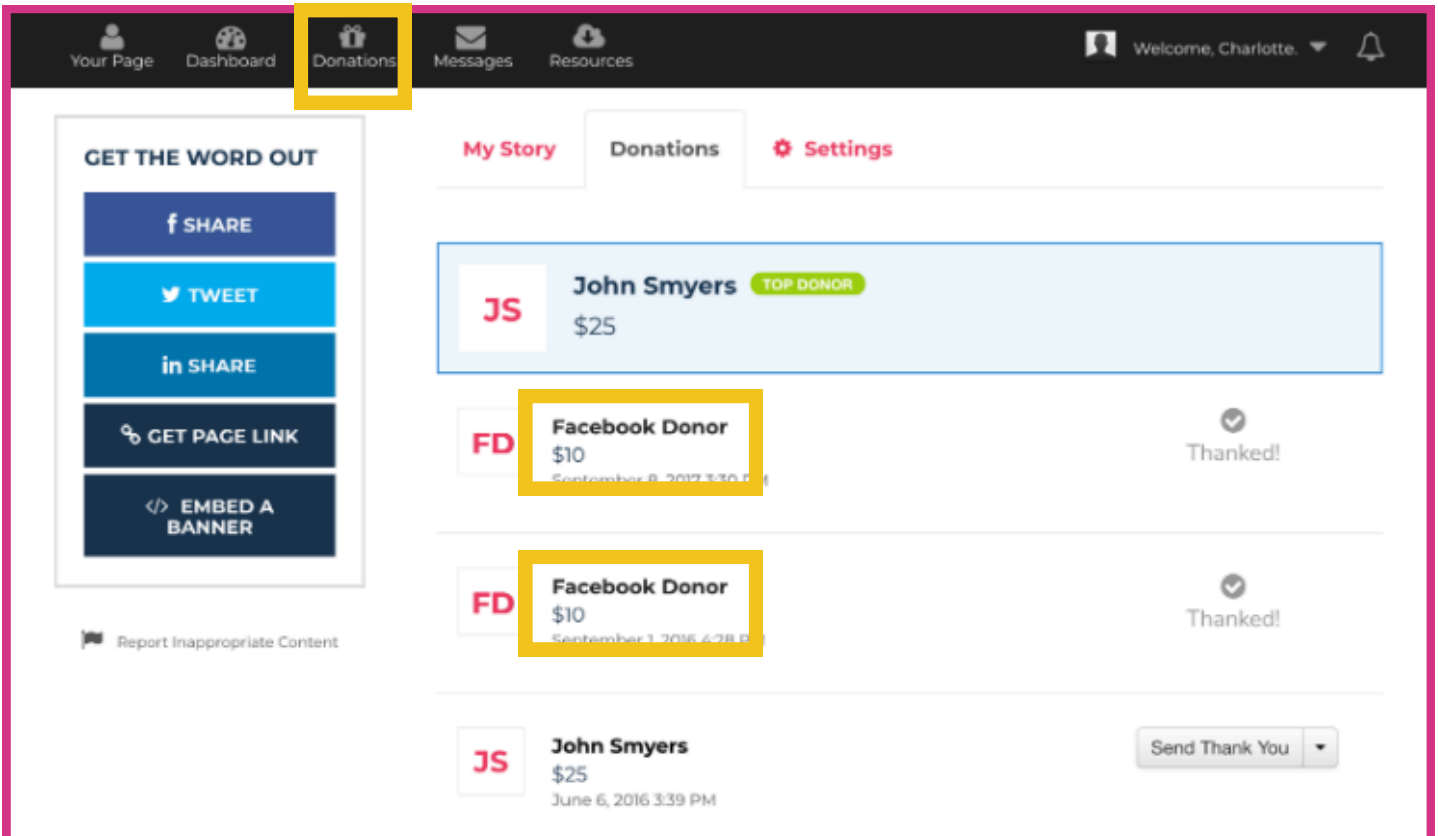
## VIEW YOUR FACEBOOK FUNDRAISER PROGRESS:

You can track how much you've raised on your **Dashboard**.



## VIEW YOUR FACEBOOK DONATIONS:

- When you receive a donation to your Facebook Fundraiser, it will immediately sync to your fundraising account in DonorDrive.
- Click on the **Donations** tab to view your full list of donations.

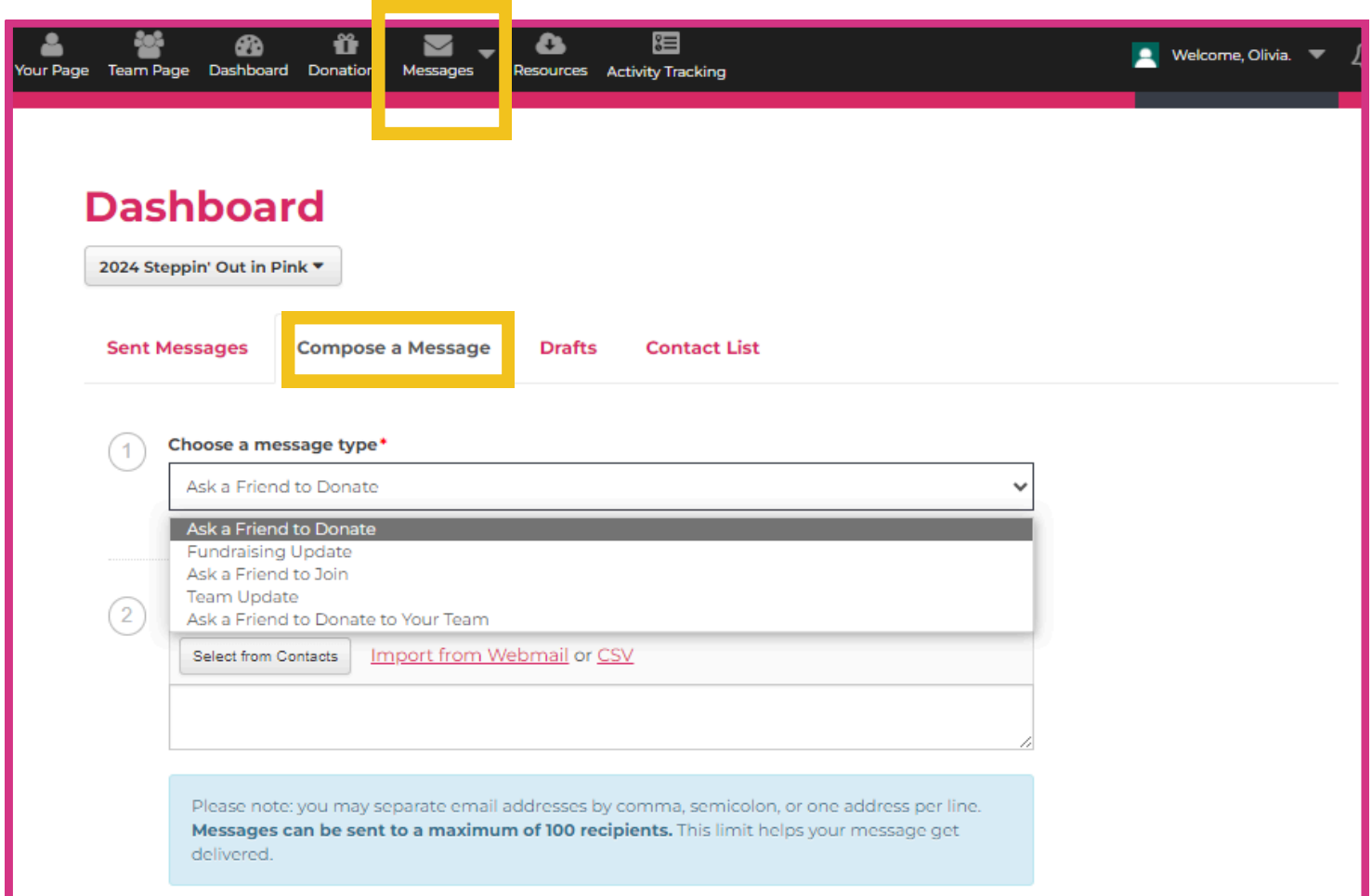




# INVITE

## FRIENDS & FAMILY

- The **Messages** tab allows you to send messages to your friends and family by uploading a contact list through webmail, CSV file, and enter email addresses directly in the Recipients text box.
- Create new messages and invitations under the **Compose a Message** tab. You may have different message options depending your participant role (individual, team member, or team captain). These messages are completely customizable so you can convey the message



The screenshot shows a web application interface for sending messages. The top navigation bar includes 'Your Page', 'Team Page', 'Dashboard', 'Donation', 'Messages', 'Resources', and 'Activity Tracking'. The 'Messages' tab is highlighted with a yellow box. Below the navigation bar, the 'Dashboard' section is visible, with a dropdown menu for '2024 Steppin' Out in Pink'. The 'Compose a Message' tab is also highlighted with a yellow box. A dropdown menu is open, showing options for message types: 'Ask a Friend to Donate', 'Fundraising Update', 'Ask a Friend to Join', 'Team Update', and 'Ask a Friend to Donate to Your Team'. Below the dropdown menu, there are buttons for 'Select from Contacts' and 'Import from Webmail or CSV'. A note at the bottom states: 'Please note: you may separate email addresses by comma, semicolon, or one address per line. Messages can be sent to a maximum of 100 recipients. This limit helps your message get delivered.'



## SENDING YOUR MESSAGE



- Select your recipients by either Importing from webmail, uploading a CSV File, or typing email addresses directly in the text box.
- Update your email subject (if needed)
- Update your email content (if needed)
- Send your message! This message will now be found in your **Sent Messages** tab

3 **Subject\***

Support Olivia Moths in the 2024 Steppin' Out in Pink event

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4 **Message\***

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Hello friend! I'm participating in Steppin' Out in Pink and I need your help! I'm trying to raise *[enter your fundraising goal here]* before event day and every dollar counts. Can you take a few moments and make a donation? It's quick and easy and all donations are tax-deductible.

I greatly appreciate any support that you can give for this worthy cause!

Thank you!

Characters : 363

We'll include fundraising page links in your message.

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**SEND MESSAGE**   Save Draft   Send Test Message to Myself

# COLLABORATE

## WITH YOUR TEAM

Now that you know your way around your fundraising portal, check in with your team and make sure they're ready to do the same!

Help them register, encourage them to start their Facebook fundraiser, and make sure they know how they can use the DonorDrive platform to invite *more* people to donate and join your team!

Want to take your impact one step further? Set up a mini-fundraiser (or a mega-fundraiser if you're feeling adventurous) to increase your team donations. More on that in the next section!



# PUT THE FUN IN FUNDRAISING

Since 2006, teams have been finding creative and fun ways to raise money for local breast cancer initiatives.

You can hold fundraisers at work, church, school, or in your neighborhood!

Not sure what kind of fundraiser to host? We have compiled a list of some things our participants have done in the past!

## FUNdraising ideas:

- Pie-in-the-face contest
- Golf tournament
- Game night
- Paint and sip class
- Book swap
- Garage sale
- Lemonade stand
- Bake sale
- Garden tour
- Community concert
- Car wash
- Chili cook-off
- 50/50 raffle\*
- Concession stand at a sporting event
- Pancake breakfast
- Bingo night\*
- Dunk tank
- Cornhole tournament



\*Make sure that you are prepared to follow all charitable gambling guidelines! Connect with us if you have any questions and we can help!

# ALWAYS REMEMBER TO SAY THANK YOU

A little “thank you” goes a long way!

Some statistics suggest that donors who are personally thanked for their gift within 48 hours are up to **400 times more** likely to give a second time than those weren’t thanked!

You can quickly and easily send a “Thank you” to your donors directly from your **Donations** page!

GET THE WORD OUT

- f SHARE
- TWEET
- in SHARE
- GET PAGE LINK
- EMBED A BANNER

Report Inappropriate Content

My Story Donations Settings

JS John Smyers TOP DONOR \$25

FD Facebook Donor \$10 September 8, 2017 3:30 PM Thanked!

FD Facebook Donor \$10 September 1, 2016 4:28 PM Thanked!

JS John Smyers \$25 June 6, 2016 3:39 PM Send Thank You

When you send a “thank you” message through your portal, it will be marked as “thanked” to keep you organized!

# MARK YOUR CALENDAR



Last day to register with early bird rate!



Pink Night at the LaCrosse Steam game

Watch survivor advocate throw first pitch, get pink swag, and more! \$1 from each ticket goes back to SOIP.



PINK POP-UP at The Charmant! Get your t-shirt early and enjoy a pink cocktail!



GHS PINK DAY!

T-shirt pickup, merchandise, discounted registration, and Sugar Mama cookie sale!



T-Shirt Pick-up Day 1  
Gundersen Hotel & Suites  
1520 Clinic Ct, La Crosse  
7:30 am - 5:30 pm



T-Shirt Pick-up Day 2  
Gundersen Support Services Building  
3190 Gundersen Dr, Onalaska  
7:30 am - 5:30 pm



Virtual walk **BEGINS!**  
Encourage your long-distance team members to start moving and track their steps in their fundraising portal!



Registration increases to \$30!



STEPPIN' OUT IN PINK 2024

