



LIVING BEYOND  
BREAST CANCER

# Fundraising Guide



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# About LBBC

Living Beyond Breast Cancer is a national nonprofit organization that seeks to create a world that understands there is more than one way to have breast cancer. To fulfill its mission of providing trusted information and a community of support, we offer on-demand emotional, practical, and evidence-based content that is meaningful to those newly diagnosed, in treatment, post-treatment, and living with metastatic disease.



## You Make It Possible

There is no better way to honor the memory or the resilience of a loved one than to use your talent and passion to raise awareness and funds for Living Beyond Breast Cancer! Thank you for being an important part of our community.



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# Make an Impact

Your commitment to our mission is invaluable, as it ensures we continue providing our vital programs and services to those impacted by breast cancer.

## How Your Dollars Make a Difference

LBBC provides trusted information on the latest medical updates, practical tips for living with breast cancer, and resources on self-care including nutrition, exercise, and meditation to over 600,000 people each year.

Peer support and fellowship to nearly 750 people on our Breast Cancer Helpline and 3,500 in our closed Facebook groups.

Financial assistance grants for those in treatment and facing financial difficulty for basic needs such as rent and utilities. Since the beginning of the program in 2006 we have awarded over \$2,500,000 in grants.



84 cents to every dollar raised directly supports our programs and services. For 16 consecutive years, LBBC has earned a 4-star rating from Charity Navigator, the highest possible ranking for financial health and accountability.

## Breast Cancer Facts

- 1 in 8 women will be affected by breast cancer in their lifetime
- Breast cancer is not a single disease, but a group of diseases.
- There are different stages and types of breast cancer that each requires different treatments. Metastatic, or stage IV for example, is when the disease spreads to other areas of the body outside of the breast.
- Those living with a breast cancer diagnosis face unique health concerns when it comes to other illnesses.
- In 2022, an estimated 287,850 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 51,400 new cases of non-invasive breast cancer.

# Tips for Getting Started

1.

## Tell Your Story

What matters to you, matters to your friends and family. The most important thing you can add to your fundraising request is your reason for why you are supporting Living Beyond Breast Cancer.

2.

## Inspire Action

Set a goal for your fundraiser and get it off to a good start. Show your personal commitment to the cause and be the first to make a donation. This will likely inspire others to get involved.

4.

## Social Media

Thank your donors by tagging them in posts, share your posts to your stories, and get your friends to interact with your posts. This will boost your fundraiser's visibility and spread your message further. Don't forget to make it public!

3.

## Reach Out

Identify prospects and send personal messages to your inner circle to build momentum. This ask should always include your story! You never know who in your network has been impacted by breast cancer.

5.

## Consistency is Key

We receive many messages each day; it's hard to keep track of what's important. Be sure to follow up with anyone who hasn't responded. Chances are they intended on getting around to it!

6.

## Thank Your Donors

Thanking your donors is the most important part of fundraising. Make sure that your donors know how much you appreciate their support!

# Fundraise with JustGiving

Your personal JustGiving fundraising page has everything you need to fundraise for LBBC. Use the platform to tell your fundraiser's story, share it with friends and collect funds all in one place.



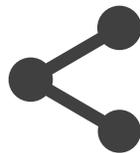
Create a JustGiving account and link your fundraiser to Living Beyond Breast Cancer's "Support Me and LBBC" Campaign. Doing this helps you and LBBC keep track of your fundraiser's progress.



Customize your fundraising page on JustGiving by adding a personal story, photos, and event information for event-based fundraisers.



Set a \$ goal! If you reach your goal, JustGiving allows you to increase your goal amount.



Share your fundraiser. Your JustGiving fundraiser comes with a personalized QR code and social media links that make it easy to share with friends and family online.

<https://www.justgiving.com/livingbeyondbreastcancer>

# Fundraiser Ideas

## DIY FUNDRAISER

Do you love hosting dinner parties, baking tasty treats, or climbing mountains? Give your passion a purpose by turning it into a fundraising event for Living Beyond Breast Cancer! The possibilities are endless and it's even easier now that you can build your own online campaign with our fundraising tool, JustGiving.

### DIY Examples

- Get active with a walkathon, 5K run, or dance party.
- If you know someone who can, ask them to donate their time to host a yoga, kickboxing, or cycling class!
- Eat, drink, and enjoy good company with a barbeque, potluck, ice cream social, or happy hour.
- Perhaps a local band might be interested in donating their time to liven up the party!
- Create some friendly competition with a trivia or games night!
- Keep it low key with a movie night or a bon-fire (or both!).

At these events, we recommend setting a suggested donation to attend.

- You can collect cash and make one large donation in that amount.
- Any checks should be made out to Living Beyond Breast Cancer and mailed.
- Use this free online tool to let your friends and family donate online!
  - <https://justgiving.com/campaign/LivingBeyondBC>

# Fundraiser Ideas

## SELL YOUR STUFF

Purge the things you don't need, but with a twist. Hold a yard sale instead of donating your old things and donate the money to Living Beyond Breast Cancer!

At these events, we recommend We recommend collecting the money and donating it all on everyone's behalf.

### Examples

- Get crafty: create some handmade gifts to sell like candles, crocheted or knitted blankets, jewelry, soaps, body scrubs, or notecards.
- Homemade treats hit the spot and the possibilities are endless! Sell food like baked goods, ice cream, flavored popcorn, Chex mix, churro almonds, or chocolate covered anything!
- Raffle off a basket with a combination of these things!

## SOCIAL MEDIA

Use social media to donate your birthday, celebrate your favorite holiday, or join in on the efforts to spread awareness during Breast Cancer Awareness Month!

You can use Instagram or Facebook to create a personal fundraiser. It's easy to use and nothing is required of you to transfer the funds to LBBC.

### Examples

- Get creative using design tools like Canva to capture the attention of your friends and followers.
- Design thank you posts to your donors, cover images, or even a profile picture filter.



**LIVING BEYOND  
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Thank you for supporting Living Beyond Breast Cancer! We're here to support you on your fundraising journey. Reach out if you have any questions, or to simply brainstorm fundraising ideas.

**LBBC Development Team**

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