



Community Fundraising Toolkit Tanner Mammogram Assistance Fund



The power to make a difference
is in everyone's hands.





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Thank you for supporting Tanner Foundation's Mammogram Assistance Fund! The fund helps with the cost of mammograms for area women who could not otherwise afford it.

Why Raise Hope?

Mammograms are considered the first line of defense in the detection of breast cancer, yet many women in our community go without an annual mammogram because they fear they can't afford it.

You have the power to make a difference!

HOW

— TO —

RAISE HOPE

On the next few pages you'll find easy steps for creating a successful fundraising event!

Questions? Contact us at:



TEL: 770-812-GIFT (4438)
EMAIL: Foundation@Tanner.org



Let's Get Started

7 Steps for a Successful Fundraiser:

1

Choose a Fundraiser

Raising money for a cause you care about can be fun if you invite friends to do something you enjoy. On [page 3-4](#), you'll find some ideas and inspiration.

2

Set Your Fundraising Goal

Approximately \$100 can provide a mammogram for a woman who otherwise could not afford one. How many lives would you like to impact?

3

Gather Support

Gather friends, family and co-workers to be part of your fundraiser. Consider those who may have a special connection to breast cancer.

4

Create a Plan

Work out the date, location and planning needed for your fundraiser. Consider who can help you and develop a list of the steps and materials needed.

5

Spread the Word

Let people know about your fundraiser and how they can help. Use social media to help spread the word. [See page 5-6 for tips.](#)

6

Track Your Progress

Follow the guidelines on [page 7](#), and track your progress with the forms on [page 8-9](#), to make sure that everyone who makes a donation can receive acknowledgment from Tanner Foundation.

7

Send Your Contribution to Tanner Foundation

Send donations with a Donation Submission Form ([page 8](#)) and Donation Tracking Form ([page 9](#)). Thank you acknowledgments will be sent once we receive donations.

Checks can be made payable to **Tanner Medical Foundation.**

Mail to:

Tanner Foundation
P. O. Box 695
Carrollton, GA 30112



Choose a Fundraiser

Raising money for a cause you care about can be fun if you invite friends and incorporate something you enjoy doing. Here are some ideas for your event:



Fundraising Ideas for Friends and Neighbors

Girls' Night

Host a girls' night with manicures, pedicures and other spa-day features.

Dog Wash

Invite the public to come get their pooch polished up.

Haircut Party

Ask local hair dressers if they'd be willing to host and donate proceeds to your cause. You can invite your friends or anyone you want to get a haircut and support your cause.

Pink Party

Gather friends for an afternoon tea party or luncheon to raise money for your cause.

Dinner en blanc

An elegant pop-up dinner where everyone wears only white. To lower expenses, make it a potluck picnic at a beautiful park.

Other ideas:

- Clothing swap
- Community garage sale
- Host a "Guys-in-Pink" Car Wash
- Bake Sale
- Popsicle stand
- Cornhole tournament
- Neighborhood street party



Fundraising Ideas for Businesses and Organizations

Businesses and other organizations can also offer a fun time while raising money for an important cause.

Spirit Day/Night

Donate a portion of your profits on a given day to help fund mammograms.

Trivia Night

Host a trivia night at a local restaurant or tavern and have participants pay to play.

Dress Down Day

Offer employees a dress down day for a small donation.

World Record Attempt Party

Give guests a list of “highly attainable world records” to attempt to break at your event.

Game Night

Rent arcade machines or old Atari or Nintendo games for a throwback game night.

Office Penny Wars

Set up two teams with buckets, and challenge them to collect the most pennies.

Themed Office Lunch Party

Pick a cause, pick a theme, and get your co-workers or officemates to meet up for a charity lunch.

VIP Parking Sale

Auction off exclusive parking rights to the spot for a year and see the donations come rolling in. You could even add a sign with the winner's name to make it officially theirs.

Other ideas:

- Workout class fundraiser
- Chili cook-off
- Pumpkin carving contest





SPREAD THE WORD

Spread the Word

Letting people know about your fundraiser allows them an opportunity to support it! If it's a community-wide event, you can place fliers and posters in your places of work, play, school and worship. If it's a small gathering, you can send invites/e-vites to friends and family.

KNOW YOUR FACTS

Your social media posts may have more meaning if they include facts like these:

- Tanner's Mammogram Assistance Fund provides mammograms to local women who could not otherwise afford them, helping to find breast cancer early and impacting lives for women and their loved ones throughout our community.
- In just the past five years, more than 1,000 women have received the benefits of early detection and peace of mind from mammograms that they could not otherwise afford
- 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.
- Breast cancer is the second-leading cause of cancer death among women.
- On average, every two minutes a woman is diagnosed with breast cancer and one woman will die of breast cancer every 13 minutes.
- Early diagnosis makes a tremendous difference in successful treatment, and mammograms are the best screening option to find breast cancer in its earliest stages.



Social Media

Sharing your fundraiser on social media can help inform a wide audience in a short amount of time. Asking friends to share helps reach an even larger group. Tag Tanner Foundation on social media so that we can see what you are doing and celebrate with you!

Social Media Tips

SAMPLE POSTS

Use one of these sample social media posts or get creative with your own!

Sample #1

1 in 8 women in the U.S. will develop breast cancer. I'm teaming up with #TannerFoundation to help women who can't afford a mammogram. Join me by *(add your fundraiser details)*.

Sample #2

Join me and #TannerFoundation in the fight against breast cancer. Donate to my *(fundraiser details)* to raise funds for Tanner Foundation's Mammogram Assistance fund.

SOCIAL MEDIA GRAPHICS

Download and share one of the graphics at [\[web site address\]](#) or create your own!



Share with Us

Send photos and videos of your fundraiser to Foundation@Tanner.org and show us your great work. Tell us about your event and share your story with us. You could even be featured on the Tanner Foundation website!





Community Partner Fundraising Guidelines

Tanner Foundation is extremely grateful to everyone who donates to support our mission. Patients throughout our community benefit from your efforts. ***Thank you!***

To ensure that all federal guidelines are followed related to cause-related marketing activities using a not-for-profit charity's name in conjunction with a for-profit activity, any use of Tanner Health System or Tanner Foundation logos or program names **must be approved in advance**.

Tanner Foundation or Tanner Health System Name, Logo

- All messaging should be clear that your event is raising funds to benefit Tanner Foundation, and is not an event organized by Tanner Foundation. A suggested way of promoting is: “proceeds to benefit Tanner Foundation’s Mammogram Assistance Fund.”
- You must have pre-approval to use the Tanner Foundation or Tanner Health System name or logo on any promotional materials. Email Foundation@Tanner.org to request approval.

Costs, Budgets and Liability

- Fundraising activities where 100% of the proceeds are donated to Tanner Foundation are easier to organize and manage. However, if that is not possible, we recommend 70% of all donations should go to Tanner Foundation, with costs at 30% or lower.
- All costs—like renting space, catering, decoration, etc.—must be covered by the organizer.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance, and for complying with any state or local gaming rules and other legal requirements or special conditions for raffles, drawings, etc.
- The organizer agrees to hold Tanner Foundation and Tanner Health System harmless from all claims and liabilities in any way related to the event.

Donation Collection and Acknowledgment

- The organizer must make sure all donations are accounted for and submitted to Tanner Foundation.
- Tanner Foundation accepts donations by cash, check, money order or credit card.
- All checks and money orders are payable to Tanner Medical Foundation.
- As the organizer, please remember to thank everyone who helped make your event a success—the donors, the volunteers, the venue and sponsors.





Community Partner Donation Submission Form

Thank you for raising funds for Tanner's **Mammogram Assistance Fund** to help ensure more women in our community have access to mammograms. Please send this form, the donation tracking form and funds raised within 21 days of your event to:

Tanner Foundation
P. O. Box 695, Carrollton, GA 30112
Attn: Community Partners

TEL: 770-812-GIFT (4438)
EMAIL: Foundation@Tanner.org

COMMUNITY PARTNER INFORMATION

Group/Business/School Name: _____
Volunteer Name(s): _____
Address: _____
City, State, Zip: _____
Phone: _____ Email: _____

EVENT INFORMATION

Description of Fundraising Activity (Please attach an additional sheet if necessary.)

FUNDS ATTACHED

Cash/Check/Money Order Donations (tracking form attached):\$_____ Checks
payable to **Tanner Medical Foundation**.

Total Amount Raised: \$_____

Are you willing to be contacted to share stories about your event? _____

****Please track donors on the Donation Tracking Form (page 9)****





Community Partner Donation Tracking Form: Mammogram Assistance

Checks payable to **Tanner Medical Foundation**.

Name	Address (Street, City, State, Zip)	Amount	Check One	
			Cash	Check
		TOTAL:		

(Add a second page if needed.)

