

## Where Can I Find Potential Donors?

Friends	Neighbors	Book club	Child's teachers
Family	Former classmates	Coffee shop	Wedding guests
Workplace	Fraternity/Sorority	Personal doctor	Play group
School	Bridge group	Your dentist	Daycare mothers
Senior centers	Bowling league	Vendors	Place of worship
Social media outlets	Clients	Sports teams	Your mechanic
Hair/Nail salon	Fishing buddies	Girl/Boy Scout troop	Support group

## How Do I Ask For A Donation?

### SOCIAL MEDIA

Social media is a good way to reach a lot of people when asking for donations.

- 'Like' the Minnesota Affiliate of Susan G. Komen for the Cure® on Facebook ([www.facebook.com/komenminnesota](http://www.facebook.com/komenminnesota)), or follow us on Twitter (@TCRaceCure) for tips.
- Place a link to your Race fundraising page and thank donors in your Facebook status or tweets.

### E-MAIL

When you register online, you are given a link to your own fundraising page. Send it to potential donors in your address book.

- Collect donations from all of the individuals who prefer to communicate by e-mail.
- Collect donations from donors who prefer to use a credit card.
- Let everyone know that you're participating in the Race and collecting donations to make an impact in the lives of those with breast cancer. This will increase your word-of-mouth donations!
- Ask your friends to forward the e-mail message to their family and friends. This will help you reach your goal!
- Be vocal about why you are participating in the Race. Tell your story!

### POSTAL MAIL

A handwritten note can really catch someone's attention! Tell your story and ask them to send all tax deductible donations directly to you so that you can mail all donations together to Komen Minnesota with a Friends for the Cure® form.

### FACE-TO-FACE

Share your passion and ignite it in others. Every donation you collect makes a difference! Be creative and have fun! Imagine the **impact** you can make!

### REMEMBER!

You're NOT asking for money for yourself! You are raising money to make an impact in the lives of those affected by breast cancer and their families, as well as funding critical breast cancer research.

