So you’re thinking of holding a bake sale to have some fun and raise money for the Canadian Breast Cancer Foundation? Read on to discover some tips and tools to help make it easy to organize and host your event.

For over 25 years, the Canadian Breast Cancer Foundation has been at the forefront of a nation-wide movement to raise awareness and mobilize action on breast cancer. Today, the Foundation is the leading organization in Canada dedicated to creating a future without breast cancer. Since 1986, from coast to coast, we have invested close to $300 million to fund vital research and community health grants that have led progress in breast cancer prevention, diagnosis, treatment and care. With the support of donors and partners like you, we continue to make an impact for Canadians affected by breast cancer. We would like to extend our thanks for your passion and dedication to the breast cancer cause.

Inside this tool kit you will find:

- Party Tips ................................................................. 3
- Fundraising Tips ...................................................... 4
- Bottle Wrapper .......................................................... 5
- Labels ............................................................................. 6
- Invitation ....................................................................... 8
- Place Cards ................................................................. 9
- Toppers ......................................................................... 10
- Cupcake Wrapper ....................................................... 14
- Coasters ....................................................................... 15
- Thank You Cards ........................................................ 16
- Tags .............................................................................. 17
- Pennants ....................................................................... 18
PARTY TIPS

SET A GOAL AND PURPOSE FOR THE EVENT:
Decide what the goal of the event is. Remember, to set an ambitious, yet realistic goal for the event because organizing a successful event takes a lot of hard work and planning.

DECIDE ON AN EVENT AND A FUN THEME:
Start early! Pick your date and create a work back schedule to be sure you cover all of the information on this document. Remember to make it fun and simple.

PLAN YOUR BUDGET:
There will likely be costs associated with your event; such as venue fees, food, and possible prizes. Keep your event goal in mind and keep it simple. Think about the overall atmosphere you would like to portray. You can also try to ask for donations to help cover the costs of the event. Feel free to ask your friends and family if they have any contacts to help you. You can use the CIBC Run for the Cure endorsement letter to reach out to corporations for discounts, gift certificates, or gifts in kind.

PLAN YOUR EVENT:
Lay out a program and try to have a few people share their story; a team captain, event organizer, or a survivor. You could use also use photos or videos at the event. Tell the story of why you got involved, why the breast cancer cause is important to you and how it has impacted your life.

DEVELOP A PROMOTIONS PLAN:
Create a plan for how you will promote and advertise your event through emails, phone calls, in person, print or social media. Remember to send thank you emails or cards to those who donated or volunteered at your event.

EVENT DAY:
Yay! The big day has arrived. Now, check with your volunteers to ensure your last minute details are confirmed for the event – venue, set up, food, decorations, and take-down. Make sure you take all materials you need for the night including small thank you gifts for your volunteers. Remember to have fun and celebrate your success that night by THANKING everyone involved.
FUNDRAISING TIPS

ASKING DONORS: Ask 5 close friends and or Family members:
• Legal guardians
• Siblings / cousins
• Family members (aunt/uncle/grandparents)
• Best friend / family friends
• Co-workers / classmates

Send 5 emails from your Participant Centre & ask 5 acquaintances/colleagues for a donation.

DONOR RECOGNITION: Personally thank donors by phone or in -person. Face to face stewardship is always appreciated. Keep your donors up to date on your progress (if you are short a few hundred dollars, these donors can either pitch in – or help get the word out).

GUESS THE?: Competitors guess how many candies in the jar, a cake’s weight, etc. The closest answer wins.

GUEST SPEAKER: Invite a guest speaker and sell admission tickets.

RAFFLE/SILENT AUCTION: Boost funds with a raffle or a silent auction. Be sure to check out municipal regulations.

BALLOON POP: Place a bunch of numbers inside balloons and blow them up. Place them around the room and let guests buy a balloon. Pop the balloon and check what their number is and see if they won a prize.

DONATIONS JAR: Always have a decorated see-through donations jar present at a party. People will often give up some loose change even if they have already donated. Make sure that it is clear so that your guests can see that others are donating.
Bottle wrapper
Large Labels
Please join me at my CIBC Run for the Cure party! I’m holding an event in support of the Canadian Breast Cancer Foundation and I would be honoured if you would join me.

Location: ______________________

Date: ________________________

Time: ________________________

Canadian Breast Cancer Foundation
CIBC Run for the Cure
Place cards (folded in half)
Cupcake Wraps
Not all breast cancer risk factors are equal: some are not modifiable, like your genes, while others can be changed, like physical activity. Find out about the other changes you can make in your life to reduce your risk by visiting cbcf.org.

Stay informed: breast cancer affects 1 in 9 Canadian women during their lifetime, and continues to be the most common cancer in Canadian women. What can you do to reduce your risk? cbcf.org

Earlier detection saves lives: advances in breast screening and technology and quality standards have helped save women’s lives and increased breast cancer survival rates. Make an informed choice and learn about the benefits and limitations of screening at cbcf.org.

Being breast aware means knowing how your breasts normally look and feel. Recognizing what normal breast changes look like is important too: your breasts develop throughout your life. To find out more about what normal changes are, check out cbcf.org.
Breast cancer isn’t just a women’s disease. While less than one per cent of all breast cancers occur in men, it does happen and it’s important to be breast aware.

What signs can you look for?

Visit cbcf.org to learn about earlier detection and risk factors.

Stay informed: breast cancer affects 1 in 9 Canadian women during their lifetime, and continues to be the most common cancer in Canadian women.

What can you do to reduce your risk?

Not all breast cancer risk factors are equal: some are not modifiable, like your genes, while others can be changed, like physical activity. Find out more about the other changes you can make in your life to reduce your risk by visiting cbcf.org.

The Canadian Breast Cancer Foundation encourages you to learn about your breast health, risk, risk reduction, and the benefits and limits of screening.
Small Labels
Mini Cupcake Toppers

YUM

Who are you running for?

YUM

Who are you running for?
Mini Cupcake Toppers