

3-DAY NATION FUNDRAISING CHECKLIST

WEEK 1

- ☐ Get the free [Susan G. Komen 3-Day app](#). To connect and participate in the full 3-Day Nation experience, you'll need to have this app on your mobile device.
- ☐ Log in to your Participant Center on [The3Day.org](#).
- ☐ Personalize your fundraising page.
- ☐ Set your fundraising goal. Aim high!
- ☐ Solidify your commitment by making your own \$50 donation.
- ☐ Make a list of everyone you know.
- ☐ Send emails from your Participant Center or the app to everyone in your address book, asking for a \$50 donation. Point to your own donation and ask them to match it.
 - Share your reason for joining the fight to end breast cancer
 - Invite donors to submit names of their loved ones you can walk in honor of
 - Specify your fundraising deadline
 - Don't leave free money on the table. Include a sentence about matching funds. "Ask your employer if they will double your donation with a matching gift! Get more information at [The3Day.org/Matching](#)"

Total = \$500 — You're halfway there!

WEEK 2

- ☐ Ask your boss or at least one business you frequent (e.g., doctor, dentist, auto repair, etc.) for a donation of \$120, which could cover the cost of a life-saving mammogram.
- ☐ Set up a Facebook Fundraiser. Post a challenge and invite ALL of your friends to the event—you're looking to raise \$250 in six days. Update your status every time you get a donation with a big thank you for the donor. Then, as your six-day challenge winds down, post several times a day to remind people to give.

Total = \$870

WEEK 3

- ☐ Ask two co-workers for a \$30 donation
- ☐ Record and post a fundraising video on Facebook and Instagram asking for donations. Make sure to let people know how close you are to your goal and offer to buy coffee for the person who takes you over the top! Target goal is \$100
- ☐ Follow up with your potential donors that have not given yet. Don't be shy; people are busy and sometimes it takes several asks!

Congrats! You've reached your \$1,000 goal in less than one month!

WEEK 4

- ☐ Send Thank you notes and follow-up emails. If you've been training, provide an update and share a story!
- ☐ Level up your Event Kit by raising more! Update the fundraising goal on your page to \$1200 (or more!) and use the final week to make a push for bonus donations. Check out our [101 Fundraising Ideas](#) list for ideas you can put into action.

CONTINUE YOUR FUNDRAISING DURING 3-DAY NATION IN OCTOBER

Oct 2 – Email and/or create a social media post about the 3-Day Nation Opening Ceremony and how you plan to make the experience your own.

Oct 9 – Celebrate the Halfway point by updating donors about your mileage and fundraising progress to date. Share the reason you participate and the story of someone you've met in the 3-Day community.

Oct 17 – Share your recap of the 3-Day Nation and your plans to continue your commitment in 2022!

TIP: Make copies of your [personalized donation form](#) to keep with you at all times.

Don't give up! [Contact your coach](#) if you are feeling stuck.