



# DETERMINATION

## at every step

# FUNDRAISING HANDBOOK

*susan g. komen*  
**3-Day** 

Presented by:  
**BANK OF AMERICA** 



# WELCOME

## Your commitment has begun...

You've joined the hundreds of thousands of people who have raised money for Komen to help end breast cancer. It will be hard, but it's not as hard as breast cancer. And now that you've committed, we're committed to supporting you. Ending breast cancer needs all of us, so thank you for stepping up to the challenge.

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# PROGRESS at every step



## A LETTER FROM THE PRESIDENT

After working decades in the retail world, stepping into the role of president and CEO at Susan G. Komen® has been the most fulfilling experience of my life. I have the privilege of showing up every day knowing we are saving lives from breast cancer.

Like so many at Komen, I came to this work because it's personal. I was diagnosed with triple negative breast cancer in 2007 — a grueling experience even with access to the best care. I survived. My mother, however, was not as fortunate. She died of metastatic breast cancer. That loss lit a fire in me. Not to mention, I have two daughters (and now two incredible grandchildren), and I never want them, or anyone's family, to endure what mine did.

When I was given the opportunity to lead Komen, it felt like an absolute calling. I often joke that my goal is to work myself out of a job. But it's true. I'm in it to win it, and I won't stop until we live in a world where our loved ones no longer die from breast cancer. And despite all our progress over the years, nearly 43,000 people in the U.S. are dying every year from this terrible disease.

Komen has always led with urgency — advancing research, breaking down barriers to care, driving policy change and building a global community of support. Because of this work, people are living longer. Treatments are more targeted. Resources are more accessible. But the fight isn't over; more than 310,000 people will be diagnosed with invasive breast cancer this year and tens of thousands are living with metastatic disease and uncertain futures.

These are the harsh realities that fuel us. We will keep pushing forward for every survivor, every family and every life yet to be saved. And we will continue to honor the power of people like you.

Komen was built on a promise — and that promise is honored every day by people like you who keep showing up. That's why our 3-Day participants are so essential. You don't just raise critical funds. You remind the world that we're in together, which is the only way we will create a world where no one dies from breast cancer.

A handwritten signature in black ink, appearing to read 'Paula Schneider'.

Paula Schneider  
Susan G. Komen President and CEO



### RESEARCH

- **Understand, prevent and treat** metastatic breast cancer.
- **Advance personalized medicine** and tailor treatments and prevention strategies to improve outcomes for all patients.
- **Increase access to and participation in** clinical trials for historically marginalized groups.



### COMMUNITY

- **Provide people with opportunities** to share their passion for the movement and compassion for each other.
- **Support survivors, caregivers** and those living with metastatic breast cancer.
- **Unite people bonded by a common interest** to deliver a greater impact in ending breast cancer.



### CARE

- **Address gaps in access to and utilization** of affordable, high quality health care.
- **Provide information and guidance** to help navigate the care journey.
- **Help with transportation**, childcare and more so patients can focus on treatment.



### ACTION

- **Advocate for more research funding** and protections for patients.
- **Educate health care providers**, policymakers, opinion leaders and the public on the burden of breast cancer.
- **Empower patients and the public** to use their voice to enact lasting change.



# COMMITMENT at every step

# FROM YOUR 3-DAY COACHES

"The magic of the 3-Day doesn't just happen at the event. The magic is the community that is built when training and fundraising with other participants for the 3-Day. The kindness and compassion spread to those participating all year long then create a magical bubble of support for others throughout the 3-Day weekend because everyone has the same goal: to end breast cancer forever."



## Your Fundraising Goal

When you signed up, you committed to raising a certain amount of money for Komen. That might feel like a big commitment. It is. However, 3-Day walkers raise over \$3,000 each, on average. You'll be surprised by how many people want to support you. Plus, donating is an easy way for them to make a difference in the fight against breast cancer. They don't have to walk all those miles—they can just make a donation!

The 3-Day is about doing something bold, something beyond the limits of everyday life. So, think about what amount would be a big challenge for you. Aim high!

Remember, your required fundraising minimum doesn't have to be the finish line. Once you achieve your first goal, raise the bar! If potential donors see you've already met your goal, it may dissuade them from giving.

Often, walkers set their goal based on a personally meaningful milestone. For example, one five-year breast cancer survivor wants to raise \$1K for each year she's had no sign of cancer. Another walker whose mom was diagnosed at 55 wants to raise \$5,500. And someone else who lost two friends, both 44, set her goal to \$4,400 and then will update it to \$8,800 after she surpasses that.

# What's your goal?

# Ask Everyone You Know

# HOW TO ASK

The number one reason why people give is simply because they were asked.

- **Get personal.** Share your own story, not just statistics. Connect with your donors through your personal relationship with them.
- **Set a meaningful goal.**
- **Reach out to everyone.** And we mean everyone! Give everyone the opportunity to make a difference in this fight. Never make a decision for a donor, regardless of their life circumstances. If you have a Facebook account, it's easy! Start your Facebook fundraiser and post regularly. You'll be surprised who donates.
- **Ask for a specific amount!** What you're doing is big; far bigger than yourself. You are not asking for money for yourself; you're asking for funds to help end breast cancer. Asking for a specific amount gives your donor guidance. Remember, they'll never give more than they're comfortable donating! And they'll never give away their last dollar.
- **Show and tell.** Provide information on where the money will go and how it makes an impact on the breast cancer community. You'll find this information at [The3Day.org/Komen](https://The3Day.org/Komen).
- **Ask often.** Don't be shy about reminding your donors. Just because someone doesn't donate right away doesn't mean they don't want to. In fact, most of your donors will need a second or third reminder, especially when you start your fundraising early!
- **Ask everywhere.** Set up a Facebook Fundraiser, host a fundraising event, write letters or ask in person. Use the Komen 3-Day app to send emails or texts, post on social media and deposit donation checks.



**Komen Impact Fact:** Nearly 144,000 people have been served through Komen's Patient Care Center since its launch in 2021.

## RETURNING 3-DAY WALKERS:

**We'd like to challenge you to exceed the amount you raised for your last 3-Day. Set a goal that is 10% higher or \$1,000 higher than last time you walked. You can lift the bar higher and raise even more than before.**

Write out a list of everyone you know. Relatives, friends, neighbors, co-workers and classmates. Your doctor, dry cleaner, babysitter, auto mechanic and boss. Each contact you have throughout the day is a potential conversation you can have about breast cancer and a chance to share your story about how you became involved with the 3-Day

So, start now. Make a list of everyone you know.

These are your potential donors. Don't assume that someone doesn't want to donate. Don't make decisions for people based on their personal circumstances (for example, if you think they can't afford it). You never know what someone's connection to the cause might be. Sometimes the people you expect the least from will surprise you and donate the most.

For each donor, ask yourself, "What is the best way to approach this person?" In our experience, you'll likely raise more with a personal ask. Others love a good party, auction or sale. Some are most active on social media. Some prefer an old-fashioned letter. Consider altering your approach for separate groups of donors.

Donors who may not respond to a form letter or a mass email could be moved to give if they heard your personal story, saw your training walk photos on Facebook and then see your Facebook Fundraiser, or heard about your progress in person at a fundraising event.

# Tips and Tools

We post regular updates, announcements and links in your Participant Center. Bookmark [The3Day.org](http://The3Day.org) and get in the habit of logging in regularly. It's not just the place to track your fundraising—it's also where you can read the latest 3-Day news, print your donation form and view a calendar of local training walks. It's your portal to pre-event check-in, answers to frequently asked questions, event details, travel information and more.

## Your Personal Page

One of the tools inside your Participant Center is your personal fundraising webpage. Any emails you send from your Participant Center will automatically include the direct link to your personal page. We've already set up this page for you—but you will want to customize it with a photo and your own story, plus a unique link just for you.

It's important for you to personalize the content on this page. Your personal reasons for walking are what will inspire donors to give. All donors who give online will see this webpage, and since most donations to 3-Day participants are made online, you will want to make your page impactful and inspiring.

For quick and easy instructions on how to customize your personal fundraising page, see [page 16](#).

Note: The 3-Day websites made available to you, including the Participant Center and your fundraising page, are offered on the express condition that you accept, without modification, the terms and conditions applicable to the access and use of such websites, including without limitation Komen's Terms of Use, Privacy Policy and Link Agreement, each of which is available for your review at [The3Day.org](http://The3Day.org). Your access to and use of the websites are conditioned upon your continued compliance with these policies.



## 3-Day Facebook Groups

There is an abundance of support and advice available in the 3-Day Facebook groups. Please note that the official 3-Day Facebook groups are for sharing and seeking advice from your fellow participants. They are not for soliciting funds or promoting specific fundraisers. Find your group at [The3Day.org/Facebook](http://The3Day.org/Facebook).

## Komen App

Fundraise on your mobile devices with the Komen app. Use this free app to ask for donations, track fundraising, deposit checks electronically, recruit team members and send thank you messages to your donors. The app allows you to send emails or text messages and syncs up with social media. To find it, search your app store for "Komen" or click [here](#).

## Writing an Effective Letter or Email

One of the most effective ways to begin your fundraising campaign is to send a letter to everyone in your address book. (We'll say "letter" throughout this section, but that could mean an email as well.) Many people receive the bulk of their donations just by writing a letter. The more powerful the letter, the bigger the donation, so it's worth spending the time to write a good one.

Personalize your letter as much as you can. Talk about the 3-Day, explain the event and mention your personal reasons for walking or crewing. See [page 7](#) for more information about how to craft your fundraising "ask."

One way to involve your donors in your effort is to ask them for the name of someone to walk in honor/memory of. You can recognize these people by wearing their names on your event shirt, hat or other gear you will wear during the event.

Connect your donors back to the cause, and to the impact we are making together. Since 2003, the Komen 3-Day has raised more than \$915 million. The funds raised have helped support Komen's mission to save lives from breast cancer, by investing nearly \$1.1 billion in breakthrough research and nearly \$2.5 billion to support people and communities most at risk through programs to provide patient navigation, access to care, financial assistance, education and advocacy.

If you would like to read some sample letters to inspire you, visit [The3Day.org/Fundraising](http://The3Day.org/Fundraising) or check out the email templates in your Participant Center.



**Komen Impact Fact:** Over the past 30 years, 29 new breast cancer-fighting drugs were made possible in part due to Komen research funding.

# FUNDRAISING CHECKLIST:



## Participant Center

- Log in to your Participant Center on [The3Day.org](http://The3Day.org).
- Visit the "Personal Page" area to add your photo and a personal message to your fundraising page.
- Import your email address book into your Participant Center.
- Send an email from your Participant Center to your list of potential donors.
- Add the Komen 3-Day app to your mobile device so you can fundraise from your phone.

## In-Person/Via Phone or Text

- Make a list of everyone you know.
- Make several copies of your personalized donation form ([The3Day.org/DonationForm](http://The3Day.org/DonationForm)) to keep with you at all times or use our mobile app to upload check donations.
- Make copies of 3-Day business cards ([The3Day.org/Fundraising](http://The3Day.org/Fundraising)). Give these to your neighbors, co-workers and people you meet.
- Approach your local donors and mention the 3-Day in conversations you have throughout the day.

## Social Media

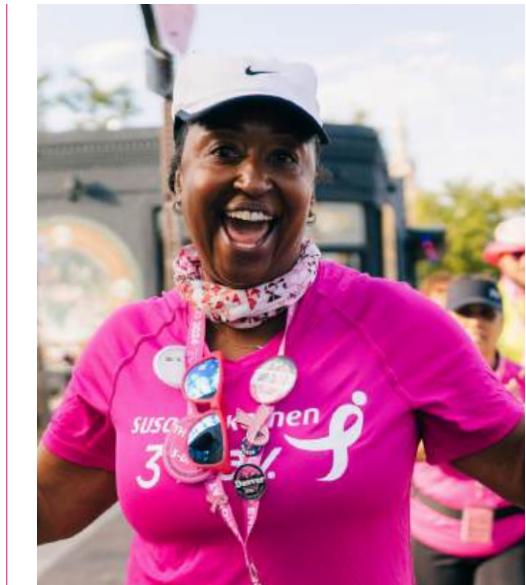
- Set up a Facebook Fundraiser from your 3-Day Participant Center so it's linked directly to your fundraising account. We hear from many walkers that this is the easiest way to fundraise.
- Regularly update your social media feeds to announce and update your fundraising progress to your friends.
- Use one of the logos or images we supply at [The3Day.org/Fundraising](http://The3Day.org/Fundraising) as your Facebook profile photo.

## Get Creative

- Schedule a fundraising event. This can be in-person or virtual!
- Check out [The3Day.org/Fundraising](http://The3Day.org/Fundraising) for other ideas.
- Read the 3-Day blog ([blog.The3Day.org](http://blog.The3Day.org)) for inspiring stories.
- Don't give up! Call your coach at 877-GO-KOMEN if you are feeling stuck. They have been in your shoes before.

## Follow Through

- Follow up with your potential donors. Ask them if their company matches donations and help them navigate the process. ([The3Day.org/Matching](http://The3Day.org/Matching))
- Reach your first fundraising goal.
- Set a new fundraising goal.
- Send thank you notes immediately after each donation and then again after the event. Tag your donors in your social media posts. You can also post on social media throughout the event to get even more donations.
- Send one final email the night before the event to pick up any last-minute donations.



## Fundraising the "3-Day Way"

The golden rule of fundraising is: you raise money when you ask for it. So, ask. And ask big! If you ask someone for \$100, you might get \$100 or you might get \$75. But if you ask someone for \$10, you might get \$10, but you are unlikely to get any more than \$10. You don't lose anything if someone says "no" to your request or gives less than you ask for. But you are losing out on a potential donation if you don't ask in the first place or don't ask for very much. Over the years, tens of thousands of 3-Day walkers have raised hundreds of millions of dollars for breast cancer using this exact same advice. It works.

Once you have a goal, a list of potential donors and an "ask big" attitude, you can begin your fundraising campaign.

## Fundraising the "3-Day Way" consists of three important building blocks:

1. Your personal fundraising webpage.
2. Fundraising Ask: emails, letters, in-person asks, a Facebook Fundraiser and social media updates.
3. Fundraising Activities: parties or an event.

For additional advice, call or email your coach.

# Your Next Steps

## Follow Up

Make sure you follow up with everyone on your list of potential donors who have not donated. Often, people may intend to donate but they lost the initial email or need a gentle reminder. Let them know that every dollar counts in the fight against breast cancer and there is still time to donate. Give them an update on your fundraising and training efforts and a reminder about the personal reasons why you walk. Provide a deadline to create urgency around your request. Time and time again, we hear from participants that the follow-up email or letter results in just as many donations, if not more, than the initial letter. People are busy; they need reminders. You should plan on following up with people at least three times. You may worry you are badgering, but you're not. As we like to say, a no isn't a no until you've been told "no!"

Once you have received a donation from someone, let him or her know that their contribution—whatever the amount—is important to you and that you appreciate it.

You can send follow-up and thank you emails easily through your Participant Center.

## Fundraise with Facebook

Link your 3-Day fundraising page directly with Facebook by creating a Facebook Fundraiser. You can easily spread the word, collect donations and track your progress right on Facebook.

All donations collected through your Facebook Fundraiser will go directly to your 3-Day fundraising account and be reflected in your 3-Day fundraising thermometer. This is the easiest and fastest way to raise money. **On average, walkers who use a Facebook fundraiser raise, on average, \$800 more than walkers who do not.**

To set up your Facebook Fundraiser, log in to your Participant Center and you will see instructions and a link right at the top of your Participant Center home page. Then share your Facebook Fundraiser with all your Facebook friends and post about it regularly to spread the word.



## HOSTING A FUNDRAISING EVENT

Throwing a fundraising event is a great way to get everyone together and let the spirit of the 3-Day spread through the room to inspire everyone to give. Many 3-Day walkers have been able to raise \$2,300 or more in just one night with a well-planned fundraising event and a room full of potential donors. Here is some advice to help you put on a successful event:

### Planning the Event

- Pick a date and a venue for your event.** Fundraising events are typically most successful when they take place in a controlled environment. Nightclubs or busy restaurants often don't work as well, unless the event is solely focused around an activity such as Bingo or a live concert, etc. If possible, try to have a computer with internet access on site, so you can show some videos from the 3-Day YouTube channel and your guests can make donations online. (Make sure to log out between donors).
- Make your guest list.** Invite as many people as possible.
- Get the word out.** Send invitations, put flyers up on bulletin boards, advertise in community calendars, create an event on Facebook, etc. Make it clear that the party is about raising money for your participation in the 3-Day. Tell your guests to bring a checkbook or credit card and remind them that donations are tax-deductible.
- Make reminder calls or send reminder texts** to your guest list.
- Prepare for the party.** Make copies of your donation form, plan the food and set up a computer so that everyone can see and hear the presentation. Share your personalized QR code from the Komen app so your donors can scan it with their phones and go directly to your personal page. Have pens on hand for guests who would prefer to write a check and fill out a paper donation form, or deposit them via the Komen app.

### At the Event

- Mingle with your guests until everyone has arrived.** Then, gather the group and play a 3-Day video, or show a slideshow of your 3-Day photos. It will only take a few minutes.
- After the presentation, talk a little about your personal commitment to the 3-Day** and your reasons for participating. Give your guests a suggested donation amount (think big!) so they don't have to spend too much time deciding what to give.
- If your donors prefer to pay by check, they should complete a donation form.** However, encourage folks to donate immediately online.
- Provide a donation form to take home** for those who do not donate at the event.
- Thank everyone for coming and share how much was raised when the evening is over.**

### After the Event

- Mail all donations immediately** to the address on the donation form or deposit them through the mobile app.
- Send thank you notes** to those who donated.
- Follow up with those who could not attend.** Call or direct them to make a donation online at [The3Day.org](http://The3Day.org).
- Keep attendees informed on your training and fundraising progress.** Let them know when you reach important fundraising and training milestones.

### Additional Fundraising Event Tips

- We recommend that you do not sell tickets to the fundraising event or charge at the door,** unless this is the only method you're using to collect funds for your fundraiser. Your guests will listen to the presentation but may not make an additional donation, thinking they've already contributed.
- The focus should be on the fundraising event itself,** not your birthday or a holiday. Be upfront about the purpose of the party. Don't take your guests by surprise.
- Practice your presentation.** Many people get nervous when speaking in front of big groups. A good rehearsal can help you overcome nerves.
- Have a scrapbook, walking log, pictures or any other visuals** to help your donors understand your level of commitment to this event.
- Be creative!** Past walkers have had success with all types of fundraising events.

## CONNECT WITH THE 3-DAY

Connect with the 3-Day on social media all year long on the channels below as well as in our Facebook Groups for each event! Post photos from fundraising events or meetings with your team on Facebook, Instagram and other social media with #The3Day.

The3Day @Komen3Day The3Day  
 @Komen3Day

#THE3DAY #TB3DAY #NE3DAY  
#DFW3DAY #SD3DAY

# Team Up For More Impact

## FROM YOUR 3-DAY COACHES

“Teams are an important element of the 3-Day experience. Prior to the event you’ll have your core group to train with, organize super fundraisers with, coordinate your 3-Day costumes with and basically just get excited with. After the many months of anticipation and the 3-Day is upon you, being part of a team offers many benefits, including a “comfort zone,” companionship while walking and sleeping overnight, motivation, encouragement and an overall sense of camaraderie. And after the event, when you must leave the amazing Pink Bubble, your team will be there to share the hundreds of selfies the group has taken, reminisce about the great memories you’ve made and make plans to do it all again next year!”



Forming or joining a team for the 3-Day is a great way to enhance what is already an incredibly meaningful experience. Teammates can also help each other with fundraising by sharing ideas and holding team fundraising events. The support of teammates makes training more enjoyable (and successful) as it is easier to stay motivated on training walks. Participating on a team also means you’ll get to experience the magic of the 3-Day with your friends and family along the route and at night.

### The Big Myth About Teams

Many people are afraid to team up with friends and family because they’re worried that fundraising will be more difficult, as they share the same pool of potential donors. In fact, the opposite is true. Team members benefit from offering advice and encouragement to each other and have a larger presence in their community, making it easier to raise awareness about breast cancer and the 3-Day.

### Fundraising as a Team

Each team member is responsible for their individual fundraising minimum. However, there are some ways you can split donations among team members to help spread the wealth. Contact your 3-Day coach for more information.

### How to Start a Team or Join a Team

If you want to join someone’s team or start your own, log in to your Participant Center, go to the Profile Tab and select Event Options to find the “Change Team Membership” option.

If you’re starting your own team, make sure you personalize the team page if your Participant Center to tell your story. Then each time a new team member comes on board, make sure they know the name of your team so they can select the “Join a Team” option when they register online. Use can use the 3-Day Friend Finder to find new team members.



### BECOME A TEAM CAPTAIN

If you’ve walked the 3-Day before but haven’t been on a team, consider stepping up and becoming a team captain this year. You have a lot of wisdom and experience you can share with others who may be new to the 3-Day.

If you participated on a team in the past, we hope you’re getting the old gang back together again. Ask each team member to bring one new member to the team. The more the merrier!

# Recognition & Rewards



### The Commitment Club

Komen was founded on a promise from one sister to another to do everything in her power to help bring an end to breast cancer. At the Komen 3-Day, we honor that kind of commitment. So, to celebrate the commitment of those 3-Day participants who have gone above and beyond in their fundraising efforts over the years, we have created the 3-Day Commitment Club, which has three levels of honor: Silver, Gold and Platinum.

The Commitment Club recognizes those 3-Day fundraisers who keep coming back year after year. To thank them, we offer special perks. Visit [The3Day.org/Commitment](http://The3Day.org/Commitment) to learn more about how to qualify and how you will be recognized.

We value the contribution of every 3-Day participant. Every dollar you raise and every step you take is making an impact on the fight to end breast cancer. We encourage you all to reach for the stars, and we applaud you when you do.

### Fundraising Incentives

Fundraisers are the heartbeat of Komen. Your passion and dedication fuel our mission to end breast cancer.

The Komen Fundraising Incentive Program is our way of showing appreciation for your hard work. You’ll earn points for every dollar you raise (\$1 = 1 point), which you can then redeem through the Komen fundraising incentive portal.



**Komen Impact Fact:** Komen has invested over \$141 million in over 330 research grants and nearly 200 clinical trials focused on addressing breast cancer disparities and inequities.



### SPREAD THE WORD

- Be visible and vocal about your participation.
- Log into your Participant Center and click the link to start a Facebook Fundraiser.
- Update your personal email signature with a link to your participant center. See page 17 for instructions on how to create a shortcut URL to your page.
- Update your status on Facebook and other social media regularly, talk about your training walks, thank your donors, mention your fundraising progress and announce when you are close to/passing/raising your fundraising goal.
- Use the Komen app to download and share your personalized QR code to add to your email signature.
- Check out [The3Day.org/Fundraising](http://The3Day.org/Fundraising) for printable tools, like 3-Day business cards you can personalize and pass out or posters you can put up at work.
- Talk about what you’re doing! Not every conversation has to be a request for a donation, but the more your friends and colleagues see how much time and energy you are putting into your 3-Day preparations, the more they will be inspired to give.
- Link to the 3-Day blog ([blog.The3Day.org](http://blog.The3Day.org)) on your personal blog or Facebook account.
- Send emails, texts and social media posts from your phone using the Komen 3-Day app.

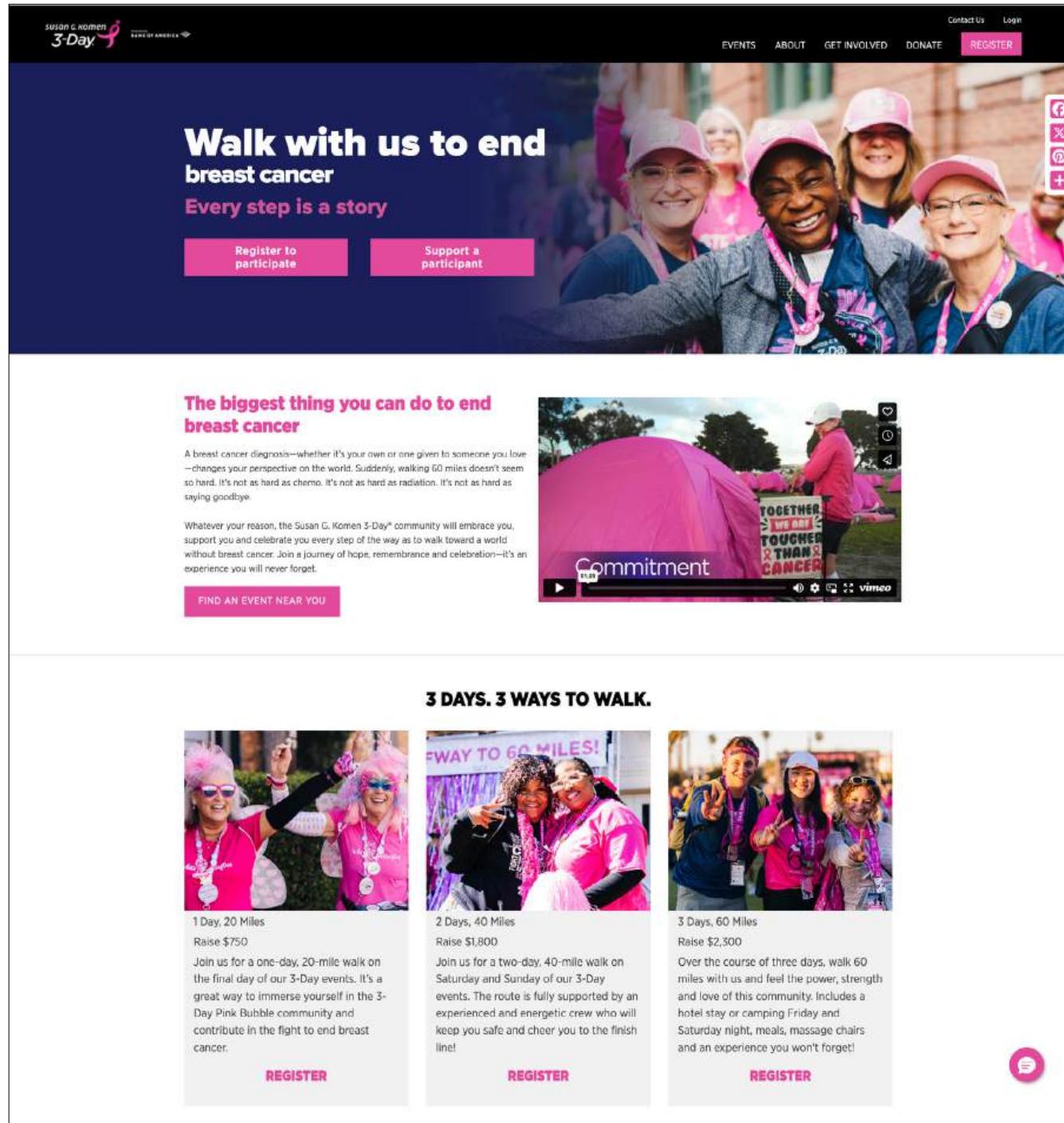


# Navigating Our Website

The3Day.org

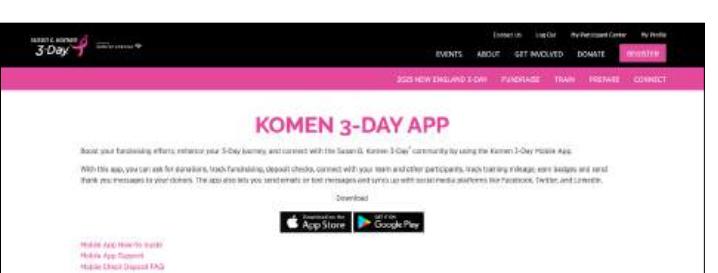
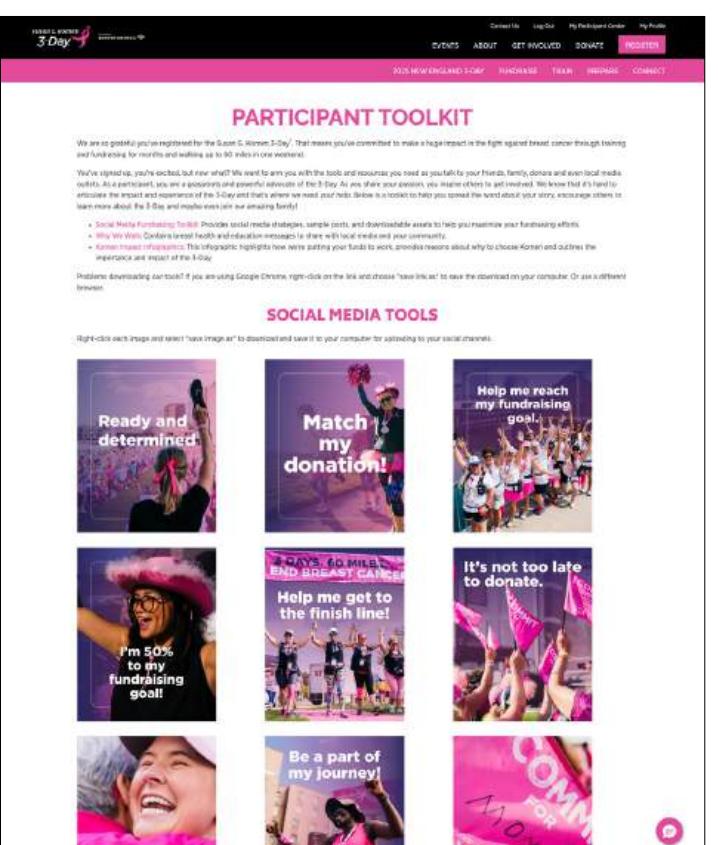
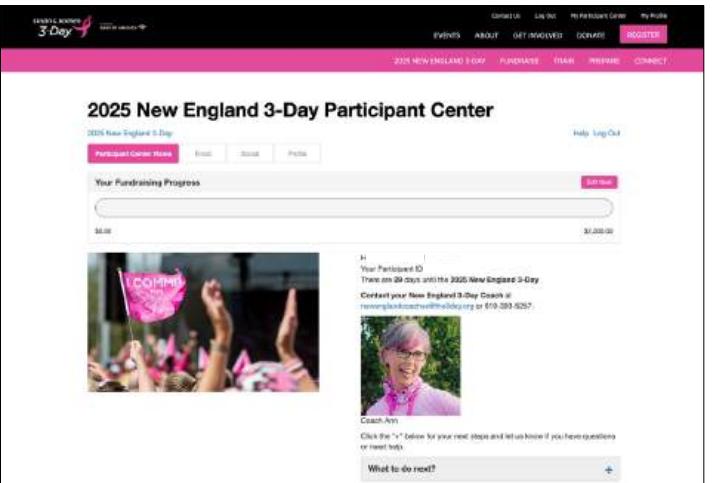
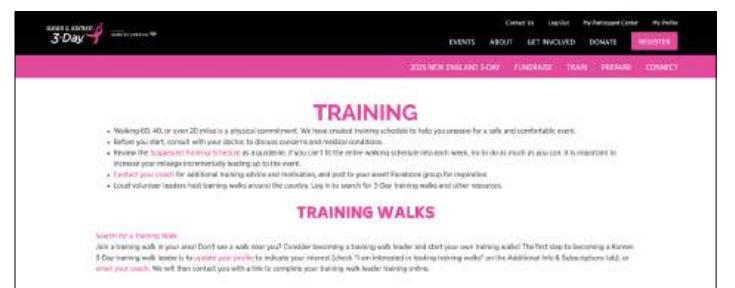
## Participant Center Login

Participant Center login is the portal to your Participant Center, your go-to area for fundraising and training resources, FAQs, online check-in, the events and meetings calendar and more. Logging in here should be your first step every time you come to our website to find the information you need.



## Get to know our website, The3Day.org

You'll be spending a lot of time there, talking to other 3-Day participants, tracking your fundraising, sending out emails and getting all the information you need to be fully prepared for the event.



# Participant Center How-to-Guide

Your Komen 3-Day Participant Center is the hub for all your fundraising and event preparations. Log in at [The3Day.org](https://The3Day.org) and you'll be taken directly there. There are three areas you should get familiar with:

## Navigation

1. The navigation bar, where you'll see links to lots of information and resources.
2. The center of the page, with timely announcements and helpful links.
3. The top navigation bar, with links to send emails, post on social and update your profile. Keep reading below for instructions on how to use these tools.

## Email and Contacts

### To compose a message:

1. Go to the Email tab.
2. Select a template from the Template drop down menu.
3. You can then personalize the subject line or body content as you wish.
4. The system will save your draft in the Drafts folder every 30 seconds, so if you navigate away to the Contacts section to add your email recipients, you can find your email back in the Drafts folder.
5. When you are finished writing your email, you can choose to Save as Template, Preview the email or Send.

## Progress Section

Check your chart of when and how your fundraising has progressed. The Progress section of your Participant Center lists all your donations in a table with the donor, amount, any personal note from the donor and the date of the donation.

If there is an envelope icon in the Actions column, you can select that to send a thank you email to that donor.

From the Progress page you can download a list of your donors.

## Set Up a Facebook Fundraiser

Click this box to link your personal fundraising page to Facebook.

## Personal Page

Personal Page URL:  
[https://www.the3day.org/site/TR/2025/20253Day/18368728&pg=personal&fr\\_id=2322](https://www.the3day.org/site/TR/2025/20253Day/18368728&pg=personal&fr_id=2322)

URL Settings

Title  
Join me in the fight against breast cancer.

Body

Please support me as I commit to an incredible challenge. The Susan G. Komen 3-Day is a 60-mile walk over the course of three days. It will be hard, but it's not as hard as breast cancer. It's not as hard as chemo. It's not as hard as getting bad news at your latest scan. It's not as hard as saying goodbye. And that's why I know I have to do this. That's why I'm walking and why I'm raising money – to end breast cancer forever.

Edit Content

Photos/Video

Update Media



3

## Personal Page

**1. URL Settings:** From this link you can create your own short, friendly, personalized URL. Emails you send from your Participant Center will automatically include a link directly back to your Komen 3-Day fundraising page; however, the personalized URL is great to use in social media, email signatures, flyers, business cards, etc.

In your Profile (Event Options), you can choose whether your personal page is public or private. Caution: If you make your page private, donors will not find you in the search results on our website. They will only be able to find your page if you provide them with the URL directly or send an email from your Participant Center. Save your changes.

**2. Change the Content on Your Personal Page:** Edit the page title and body content. Save often.

While your page is fully functional as-is, personalizing your page with your story is an effective way to motivate donors. Your donors want to know why this cause is important to you.

**3. Change the Photo:** Select Update Media to change the photo or post a video (you can have a photo or video, but not both). Then click the Browse button to find your personal photo file on your computer. Then click Save/Upload. Add a caption under the photo, then click Save/Upload to save your caption.

## Important Note: Saving Your Work

In addition to saving your content regularly within your Participant Center, backing up your content is always recommended. We advise you to send copies of your Participant Center content, including photos and customized emails, to your own email address, or copy and paste the text, photo or other content into a Word document and save it on your computer for your future reference, if needed.

Note: These directions apply to all items that involve saving.



# All About Donations



The fastest, easiest way for your donors to support you is by making a donation online at [The3Day.org](http://The3Day.org) or via your Facebook Fundraiser. Online and Facebook donations, as well as donations made over the phone at 877-GO-KOMEN and check donations deposited electronically with our mobile app post to your account immediately.

## Donation Payment Plans

The payment plan option is a great tool to use when encouraging your donors to give big! If someone can donate \$50 to you this month, see if they are willing to donate \$50 a month for the next four months. By taking advantage of the monthly recurring payment option, you have the potential to turn a \$50 donation into a \$200 donation.

To make a monthly recurring donation, the donor must donate online at [The3Day.org](http://The3Day.org) and select the number of payments (two, three or four monthly payments of \$25 or more) or donate over the phone at 877-GO-KOMEN. Unfortunately, donations sent in via mail cannot be made recurring.

## Matching Gifts

Many donors work for companies with matching gift programs and can double the impact of their donation by asking for a matching gift from their employer. To determine if one of your donors works for a company with a matching gift program, you can either ask the donor to check with their employer or go to [The3Day.org/Matching](http://The3Day.org/Matching) and use our search tool to look up the name of the company. If the company is in our database, select it and you will see specific instructions for that company's matching gifts process. Different organizations have different requirements and procedures, so please look up each company individually.

We ask that our 3-Day participants allow 4-6 weeks for the matching gift to post to their 3-Day fundraising account; however, this timeline can vary by company.

**Online donations can be made via credit card in one lump sum, or across monthly payments (maximum of four).** A great benefit of online and phone donations is that your donor will have the option to add his/her name or a short dedication to the Honor Roll on your personal page, the donations will post to your account almost instantly and the donor will receive an email receipt immediately.

All donations submitted to the 3-Day are non-transferable and non-refundable. That means that once a donation is posted to a participant's account it cannot be moved to another participant's account for any reason, regardless of whether or not you're able to participate in the event. Additionally, donations cannot be refunded.

If you are unable to participate, your donations will go directly to the cause as if you had participated, and we hope your donors will appreciate supporting Komen regardless of your participation in the actual event.

# Mailed Donations

Mailed donations can take up to two weeks from the date the donation is mailed to appear in your account. In order to make sure that the funds are not delayed, please follow this checklist or deposit your checks directly using the Komen 3-Day app.

- Electronically deposit checks: Instead of mailing your checks, you can use the 3-Day mobile app to electronically deposit checks. The mobile check deposit feature allows you to scan checks using your smartphone and electronically send the images for deposit. Download the 3-Day mobile app to deposit checks to your 3-Day fundraising account instantly.
- Check payments: Each check needs to be stapled to its own donation form. Our bank is unable to split checks, so please do not send more than one check per form or multiple forms per check.
- Mailed Checks: Checks sent in the same envelope will not always post at the same time. If one check posts and another one hasn't, please allow two weeks for all checks to post.
- Writing checks: All checks should be made out to "Susan G. Komen 3-Day." Add your name and Participant ID# in the "Memo" area of the check in case it becomes separated from the donation form.
- Mailing donations: All donations should be mailed to the address listed on the donation form. Please do not mail donations to the 3-Day office.
- Mail service: Donations should only be mailed via the U.S. Postal Service. Please do not send via FedEx, UPS or other courier service.

- Collecting cash donations? Remember: You can't deposit a donor's cash or check into your personal account and then make a donation on their behalf. If you do, the tax receipt will be in your name—not theirs.

Here's the right way to do it:  
Take the cash they gave you, get a cashier's check or a money order for that amount, and attach it to a 3-Day donation form filled out with your donor's information. That way, they'll get the proper tax receipt!

**Note:** Contributions to Susan G. Komen are tax-deductible to the fullest extent permitted by law. Donors should check with their personal tax advisor regarding the deductibility of their gift. All donations are non-refundable and non-transferable. That means that once a donation is posted to a participant's account it cannot be moved to another participant's account for any reason, regardless of whether or not you're able to participate in the event. Additionally, donations cannot be refunded.

- Donation forms: All donation forms must include your name and Participant ID# pre-printed on the form. You can print copies of your donation form from your Participant Center. Donors can print your donation form from your personal fundraising page.
- Tracking: Our bank processes thousands of donations each month. If donors are sending their contributions directly to you, we strongly suggest that you keep a list tracking the names, donation amounts and check numbers for each donation you receive. In the unlikely event that the bank makes an error with one of your donations, this information will be helpful in resolving the problem.
- Receipts: If your donor gives an email address, they will receive an email receipt once the donation has posted. Any donors who give \$250 or more and do not provide an email address will be mailed a receipt for tax purposes in January of the following year.
- Donor information on your Honor Roll: It is not possible for a donor to add a dedication or note of encouragement when mailing in a donation. However, we are happy to add a name or dedication after the mailed donation posts—just give us a call at 877-GO-KOMEN.



# Donations Q&A

## Do I have to raise \$2,300 to walk?

### What is the deadline for submitting donations?

In order to walk in the 3-Day, your fundraising account must have at least \$2,300, 2-Day walkers must have \$1,800 and 1-Day walkers must have \$750 by the first day of the event. If you do not participate in the event, you are not responsible for the fundraising requirement.

For events with hotel lodging (New England, Dallas/Fort Worth, Tampa): you must complete your fundraising requirement approximately six weeks before your event to select your roommate and receive a hotel assignment. For these events, 3-Day walkers may choose to make a delayed donation via credit card. Your card will only be charged if you participate in the 3-Day and only for the difference between your fundraising total (as of the Monday after the 3-Day) and your fundraising requirement.

For the San Diego 3-Day: If you haven't raised at least \$2,300 by the first day of the event, you will not be able to participate.

## If I set a fundraising goal higher than the minimum requirement, am I required to raise that amount in order to participate?

No. While we encourage you to set your personal goal high, you can still walk in the 3-Day as long as you reach the required minimum for your participation type.

## Why is there a fundraising minimum?

The primary goal of the 3-Day is to raise funds to help eradicate breast cancer. This is more than just a symbolic journey or an athletic challenge—it's a way to support Komen. The net proceeds raised by the 3-Day help Komen build a world free of breast cancer through research, community, care and action. The funds raised have helped support Komen's mission to save lives from breast cancer by investing more than \$1 billion in breakthrough research and nearly \$2.5 billion to support people and communities most at risk through programs to provide patient navigation, access to care, financial assistance, education and advocacy.



## Cash Fundraising

Many walkers do a lot of their fundraising through events or other activities where they are collecting cash from donors. Take a moment to read the questions above, as well as the instructions for mailed donations on page 19 to make sure you are submitting donations in a way that will get them credited to your fundraising account quickly and accurately.

For general and financial information about the 3-Day, visit [The3Day.org](http://The3Day.org) or call 877-GO-KOMEN.

## How do I get printed copies of my donation form?

You can print copies of your donation form at [The3Day.org/DonationForm](http://The3Day.org/DonationForm). Donors can print your donation form from your personal fundraising page.

## If I am a member of a team, can we split the fundraising?

Each team member must meet their required fundraising minimum by the first day of the event in order to walk. We cannot move donations between participant accounts once the donation has been made.

## How can I track my donations?

You can view your donation report on your 3-Day Participant Center, via the Personal Donations section. Encourage your donors to give online, since donations are processed much more quickly that way.

## How long will it take for a check to post to my Participant Center once I have mailed it?

After you mail your donation to the address on the donation form, please allow two weeks for your donation to post. Please note that each donation is processed individually at the bank, so even if you send a group of donations in one envelope, they may post to your account at different times.

Alternatively, you can electronically deposit checks instantly using the mobile check deposit feature in the 3-Day mobile app.

## How long will it take for a donation made online to post to my account?

There are many benefits to making donations online—one is that the donation will post almost immediately to your account. If a donation made online does not post within 24 hours, call your coach at 877-GO-KOMEN.

## How do I deposit checks electronically?

Download the 3-Day mobile app to deposit checks instantly. The mobile check deposit feature allows you to scan checks using your smart phone, and electronically send the images for deposit. The checks will post to your 3-Day fundraising account immediately.



## If I cannot participate in the event, will my donors be refunded? Can I give the donations I've already raised to another walker?

No. All donations submitted to the 3-Day are non-transferable and non-refundable. That means that once a donation is posted to a participant's account, it cannot be moved to another participant's account. Additionally, donations cannot be refunded.

## If I raise more than my fundraising minimum, may I give some of my donations to another walker?

No. All donations submitted to the 3-Day are non-transferable and non-refundable. That means that once a donation is posted to a participant's account, it cannot be moved to another participant's account, regardless of whether or not you're able to participate in the event. If you have check donations that have not yet been submitted to the 3-Day, you may reattach them to donation forms for another walker who needs the funds and send them to the address on the form. It is not sufficient to cross out the name and Participant ID# on a donation form and replace it with another participant's information. A new individualized form for the walker who should receive credit must be attached to the donation check. Be sure to let the donor know that their donation has been shared with another participant.

## Are all donations tax-deductible? Is my registration fee tax-deductible?

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law. Donors with questions about the tax-deductibility of their donation should check with their personal tax advisor. Your registration fee is not tax-deductible.

## How can friends or family members living in other countries donate? Will their donation be tax-deductible?

We can only accept international (including Canadian) donations online via credit card. We cannot accept international donations via money order or mailed check. Donations made to the 3-Day may not qualify for tax deductions in the donor's home country. Please check with a tax professional for country-specific laws.

## What should I do if a donor gives me cash?

Take the cash they gave you, get a cashier's check or a money order for that amount, and attach it to a 3-Day donation form filled out with your donor's information. That way, they'll get the proper tax receipt.

## What should I do if a donor gives me goods or services?

Businesses may offer to provide in-kind donations (gifts of goods or services) rather than monetary donations. You can use these donations to help fundraise. For example, a restaurant may provide an in-kind donation of food, which you could then use to cater your fundraising event. However, please note that in-kind donations may not be tax-deductible for the donor. Komen's tax ID number should not be used by participants to obtain in-kind donations because the donation is being made directly to the participant and not to Komen or the 3-Day event itself.



**Komen Impact Fact:** Through Komen's investment in research in the last year, 1,093 are people participating in Komen-led research like ShareForCures®.

# Fundraising Protocol

The fundraising minimum allows the 3-Day to raise as much money as possible for breast cancer research, education and community outreach programs. The 3-Day provides tools and suggested techniques to help you achieve your fundraising goals. When implementing any of these techniques or pursuing alternate methods of fundraising, it is imperative that you adhere to the following guidelines: the Susan G. Komen 3-Day will not be responsible for any fundraising activities or the content of any promotional materials (including the content of your Komen 3-Day fundraising page) of its participants but reserves the right in the sole discretion of Komen to require participants to immediately terminate any fundraising activity, or the use of any promotional material (including the content of your 3-Day fundraising page), that is considered objectionable for any reason. Participants may not collect donations while on the 3-Day event, either on the route, at pit stops or at camp.

- The 3-Day will not be responsible for any fundraising activities or the content of any promotional materials (including the content of your 3-Day fundraising page) of its participants but reserves the right in the sole discretion of Komen, to require participants to immediately terminate any fundraising activity or the use of any promotional material (including the content of your 3-Day fundraising page), that is considered objectionable for any reason.
- All donations solicited for the 3-Day must be collected through an official donation channel:
  - Online at [The3Day.org](http://The3Day.org) or through a Facebook Fundraiser connected to your 3-Day fundraising account.
  - Over the phone at 877-GO-KOMEN.
  - Deposited electronically using the 3-Day mobile app.
  - Mailed with an official 3-Day donation form.
- Do not direct donations to any other collection site (such as PayPal or your personal bank account). This ensures that all donations can be credited appropriately to your 3-Day fundraising account to benefit Komen and that donors receive receipts for tax purposes.
- Participants may not collect or solicit donations while at the 3-Day event, either on the route, at pit stops or at camp.
- Do not hold or accumulate donor funds for any purpose.
- Please be sure that all 3-Day fundraising materials are in good taste, not misleading and do not violate any 3-Day guideline or requirement.
- States and local communities have laws governing many fundraising activities, including raffles, garage sales, leafleting, auctions and other promotional activities. Compliance with applicable laws is the responsibility of each participant, and the 3-Day cannot render legal or tax advice on these matters. Please check with your local authorities before fundraising in these ways.

- Komen reserves the right, in its sole discretion, to require participants to immediately terminate any action, activity or representation, including those that are considered confusing or misleading to potential donors, other participants or the public generally or those that Komen, in its sole discretion, determines to be undesirable or objectionable.
- Without limiting the general guideline in the previous bullet point, your fundraising activities may not include:
  - Arrangements with any alcoholic beverage company, tobacco company or other company, retail store or restaurant in which the contribution is generated solely through alcohol or tobacco sales.
  - Arrangements with any medical care provider or pharmaceutical company where the donation is triggered from the purchase of a medication.
  - The sale of any firearm, weapon or other high-risk product.
  - Arrangements with companies, or the sale of products, that would bring disrepute to Komen (e.g., companies that produce sexually explicit products or adult entertainment, such as pornographic movies, publications, adult toys or websites).
  - Events held in venues or establishments of an inappropriate or suggestive nature (e.g., gentlemen's clubs) or events with an inappropriate or suggestive theme (e.g., wet T-shirt contests, mud wrestling).
- Komen is the legal owner of many logos, phrases, names and trademarks that are related to breast cancer awareness and the search for the cure for breast cancer, including the 3-Day® name, the 3-Day logo, the Susan G. Komen® name, the Susan G. Komen logo, the Susan G. Komen Running Ribbon and Race for the Cure®. By fundraising for the 3-Day, you acknowledge Komen's ownership of the foregoing logos, phrases, names and trademarks, and agree not to contest or assist others to contest the ownership and validity of them, and further agree you will not, without written license from Komen, use any logo, phrase, name or trademark that is the property of Komen or confusingly similar to any logo, phrase, name or trademark that is the property of Komen.
- Any use (whether or not authorized) of any logo, phrase, name or trademark that is the property of Komen, including the use of the special 3-Day participant logos, and any goodwill associated therewith, shall inure to the benefit of Komen. You may not use or reproduce any logo, phrase, name or mark that is the property of Komen for any purpose (fundraising or otherwise) without written permission from Komen, except you may use the special 3-Day participant logos as long as such use is in accordance with these guidelines.
- As a walker or crew member, you do have Komen's permission to use the special 3-Day participant logos. Use of these special logos is provided for the appropriate personal use of 3-Day participants only. These logos may not be used on any merchandise meant for sale. Examples of appropriate uses of these logos are: on your personal website or social networking page, in fundraising letters or emails, on T-shirts or on appropriately sized banners for your personal use or for your team. The special 3-Day participant logos are the ONLY logos Komen authorizes you to use in connection with your participation in the 3-Day. Any use of any other logo, phrase, name or mark of Komen or the 3-Day, including the Komen Running Ribbon, is strictly prohibited. Komen reserves the right, in its sole discretion, to refuse participation to anyone at any time before or during a 3-Day event, including without limitation on the basis of such participant's unauthorized use of any Komen or 3-Day logo, phrase, name or mark (or any logo, phrase, name or mark that may be considered confusing or misleading to potential donors, other participants or the public generally).
- Komen reserves the right, in its sole discretion, to require participants to immediately terminate any unauthorized, inappropriate or objectionable use of any Komen or 3-Day logo, phrase, name or mark (including the special 3-Day participant logos) or any logo, phrase, name or mark that may be considered confusing or misleading to potential donors, other participants or the public generally.
- Photographs and video of any 3-Day event may be reproduced for personal use only. Any media intended for sale (e.g., books, DVDs, photo albums, etc.) that includes images of or content from the 3-Day must be approved by Komen prior to sale or distribution.
- Komen reserves the right, in its sole discretion, to refuse participation to anyone at any time before or during a 3-Day event, including without limitation on the basis of such participant's unauthorized, inappropriate or objectionable fundraising activity, promotional material (including the content of your 3-Day fundraising page) or use of any logo, phrase, name or mark.



**Komen Impact Fact:** This year, Komen awarded nearly \$11 million in research grants to improve the lives of patients through better treatments for advanced and metastatic disease, improvements in health outcomes and advancements in precision medicine. These 25 grants support groundbreaking studies at 17 prestigious research institutions around the world.\*

\*Research numbers as of 4/28/2025

# How The Net Proceeds Are Invested



Since 1982, Komen has contributed to many of the advances made in the fight against breast cancer. We've transformed how the world treats and talks about this disease and have helped turn millions of breast cancer patients into breast cancer survivors. We are proud of our contribution to some very real victories:

**More research:** Komen has touched many advances in breast cancer research, including discoveries such as tilmanocept (known as Lymphoseek), molecular breast imaging, ultrasound tomography and a new breast cancer predisposition gene (RECQL).

**More support for patients:** Komen's Patient Care Center is staffed by navigators who provide free, direct support to thousands of people each year including emotional support, access to screening and diagnostic services, financial assistance, local resource referrals, clinical trials information and breast health information.

**More access:** Komen's Center for Public Policy is advocating for policies to remove barriers to needed screening, diagnosis and treatment services.

**More hope:** Improvements in early detection and treatment contributed to a 44% decline in the breast cancer death rate in the U.S. from 1989-2022.

**More survivors:** There are more than 4 million breast cancer survivors and people living with metastatic breast cancer in the U.S. today!

If you are participating in a Race for the Cure or More Than Pink Walk this year, let us know! Check the box in your profile and you'll get a Race for the Cure or More Than Pink Walk Participant icon on your personal fundraising webpage to show your continued involvement with Komen.

# Your Dollars Make a Difference

Since 2003, the Komen 3-Day has raised more than \$915 million—which Komen has used to save lives and make huge strides in breast cancer research.

The funds raised have helped fuel Komen's mission to save lives from breast cancer, by investing nearly \$1.1 billion in breakthrough research and nearly \$2.5 billion to support people and communities most at risk through programs to provide patient navigation, access to screening and diagnostic tests, financial assistance, education and advocacy.

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen organization and the beginning of a global movement. What was started with \$200 and a shoebox full of names has now grown into the world's largest nonprofit source of funding in the fight against breast cancer outside of the U.S. government.

Komen is the leading breast cancer organization and as the trusted health care guide for breast cancer, Komen is dedicated to supporting the breast cancer community by accelerating research, expanding our impact on public policies through advocacy, providing direct patient services that address the economic, medical, social and emotional (psychosocial) impact of a breast cancer diagnosis, and advancing health equity for all dealing with breast cancer.

## About Breast Cancer

Many of you are all too familiar with this disease. But for those of you who would like to learn a little more, to inform yourself and your donors, here are some sobering facts about breast cancer in the United States:

- Breast cancer is the most common cancer among women in the U.S., accounting for 32% of newly diagnosed cancers
- About every 2 minutes, 1 case of breast cancer is diagnosed in the U.S.
- In 2025, about 317,000 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S. and 2,800 cases are expected in men.
- In 2025, nearly 43,000 women and men in the U.S. are expected to die from breast cancer.
- Breast cancer mortality is about 40% higher in Black women in the U.S. than in white women.
- It's estimated there were more than 168,000 women living with metastatic breast cancer in the U.S. in 2020 (most recent data available).

These statistics will not change until we find the cures. We do what we can—we walk. Thank you for doing your part.



For more information about Komen, breast health or breast cancer, visit [komen.org](http://komen.org) or contact the Komen Patient Care Center Helpline at 877 GO KOMEN (877-465-6636) or [helpline@komen.org](mailto:helpline@komen.org).

**This is truly the greatest distance you can go in the fight against breast cancer**—up to 60 inspirational miles of laughter and tears, three heroic days of celebration and determination. When you join the ranks of 3-Day walkers, you're becoming part of something much bigger than a simple stroll down a stretch of road. You're part of the movement that's putting an end to breast cancer.

# CONTACT THE 3-DAY

FIND YOUR 3-DAY LOCATION BELOW FOR CONTACT INFORMATION

## Dallas/Fort Worth 3-Day

877-GO-KOMEN

[dfwcoaches@the3day.org](mailto:dfwcoaches@the3day.org)

## Tampa Bay 3-Day

877-GO-KOMEN

[tampabaycoaches@the3day.org](mailto:tampabaycoaches@the3day.org)

## New England 3-Day

877-GO-KOMEN

[newenglandcoaches@the3day.org](mailto:newenglandcoaches@the3day.org)

## San Diego 3-Day

877-GO-KOMEN

[sandiegocoaches@the3day.org](mailto:sandiegocoaches@the3day.org)

The 3-Day coaches are your fundraising advisors, training mentors, cheerleaders, confidantes and all-around sherpas on your 3-Day journey. They've been in your shoes—as walkers, crew members, survivors and co-survivors — and are here to answer your questions, celebrate your successes and share advice on how to reach your fundraising and training goals.

**Our office hours are 10 a.m. – 5 p.m. CT.**

Please add our email address to your online address book, so our emails don't accidentally end up in your junk email folder. If you don't have email, give us a call at **877-GO-KOMEN** to let us know so you don't miss out on any important information.

**Thank you! We look forward to talking to you soon!**

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