

Fundraise like a *pro*



Tips from Lisa Frank, Survivor and Tour de Pink Co-Founder



- Don't be afraid to ask. A YSC colleague once told me she did not think it was possible to raise the minimum fundraising requirement. I told her to **take out her address book** and print labels as if she were sending holiday cards to mail a personal letter to everyone she knew. YSC has a great checklist to ensure that you [Ask Everyone](#).
- My friend then **wrote about her personal experience** with cancer and sent her story to everyone on the list and raised over \$3,000, surpassing her goal! You can do the same! Share your own personal story - make it moving but upbeat. You want people to feel for you and open up their wallets. YSC has [template letters](#) to help you get started.
- Many of your donors are not aware of **matching donations**. When you ask for donations, add a note having them ask their employer if they can apply for a matching gift. YSC has easy to share [instructions on matching gift donations](#).

- Get Creative! Plan an event, create, bake or purchase something to sell. **Call my friends at Team Tour de Pink** to brainstorm a great fundraising idea at 484-608-6001. YSC provides [101 Fundraising Ideas](#) that will help you find the perfect fundraiser for you!

Lisa says Safety First!

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