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!