

Guide

Third-Party Event Coordinator



Dear Friend,

Thank you for your interest in hosting a third-party event to benefit Breast Cancer Network of Strength™. Third-party events are a wonderful way to show your support for all those touched by breast cancer. Funds raised are used to support the many programs and services offered free of charge to those who can't wait for tomorrow's cure. Although run independently from Network of Strength staff, third-party events increase awareness of Breast Cancer Network of Strength, a major component in helping support those touched by this disease. Network of Strength encourages and appreciates the development of third-party events and provides minimal guidance and resources when requested.

As a potential third-party event coordinator, you will find information in this guide about Network of Strength and ways to get started organizing a third-party event. Again, thank you for your efforts.

~Breast Cancer Network of Strength

Did You Know?

- At the center of our mission is YourShoes 24/7 Breast Cancer Support Center, which includes the country's **only 24/7 toll-free hotline** staffed exclusively by trained peer counselors who are **breast cancer survivors**.
- YourShoes peer counselors **do not give medical advice**, but they do provide immediate emotional relief by giving breast cancer information and support.
- Interpreters are available 24/7 in **more than 150 languages** when you call YourShoes.
- For support via e-mail, send us your questions and concerns at **www.networkofstrength.org/yourshoes**.
- To learn about all our programs and services, please visit **www.networkofstrength.org**.

Thank you so much for helping me when I needed you.

~Jackie (Chicago, Ill.)

History of Breast Cancer Network of Strength

Breast Cancer Network of Strength, formerly Y-ME National Breast Cancer Organization, was founded over a kitchen table in 1978 by the late Ann Marcou and Mimi Kaplan, two breast cancer patients who sought to provide support for fellow breast cancer patients and their loved ones. From these humble beginnings, Network of Strength has transformed into a national organization that has helped revolutionize the way breast cancer patients access information and make decisions about their healthcare. Today, Network of Strength is a premier resource for breast cancer information and services, all provided completely free of charge.



Mimi Kaplan (left) is pictured with Ann Marcou shortly after co-founding Y-ME.

I really appreciate your organization. Having a breast cancer survivor available by phone 24 hours a day is such a blessing. Thank you for all you do.
~Deni (Scottsboro, Ala.)



Pictures at left: Each year, the In-Store Marketing Institute includes a fundraising component to coincide with the last day of its annual conference. Net revenue is typically more than \$100,000 to support Network of Strength.

Benefits of Hosting a Third-Party Event for Network of Strength

- Demonstrating your support of Network of Strength's mission
- Inviting your friends, family, colleagues and community to support your passion for empowering those touched by breast cancer
- Being a leader in your community
- Making a difference: Nearly 80% of every dollar raised directly benefits the free programs and services provided by Network of Strength

National and Local Offices

Network of Strength has a growing network of local affiliates that provide services such as:

- Support groups
- Earlier detection and teen workshops
- Wigs and prostheses for women with limited resources
- Advocacy on breast cancer related policies

We will help you find the office near you or will work directly with you if we do not have an office in your community.

Facts about Breast Cancer

- There are 2.4 million women living in the U.S. who have been diagnosed and treated for breast cancer. There are another 1 million women living with breast cancer who have not yet been diagnosed.
- Every woman is at risk for breast cancer, and that risk increases with age. Ninety-five percent of breast cancer diagnoses occur in women age 40 and older.
- Seventy percent of breast cancers occur in women who have no family history of the disease.
- More than 80 percent of breast lumps are benign (not cancerous).

What does this mean to you? As a third-party event coordinator, you can help educate those you know and introduce them to Network of Strength, a trusted breast cancer health resource for 30 years.

The above statistics provided by *Cancer Facts & Figures 2008*, American Cancer Society.



Third-party event coordinators are by far the most creative fundraisers for Network of Strength. Here are a few ideas to get you started:

- Dinner parties
- Restaurant openings
- School fundraisers
- Office parties
- Golf tournaments
- Bake sales
- Fitness challenges
- Silent/live auctions
- Mini-Walks
- Casual days
- Sorority/Fraternity events



Thank you very much for the information you sent me. I feel as though I can be more supportive to my mother with her disease.
~Jay (Marion, Ind.)

In support of Network of Strength's Mother's Day events, Network of Strength teams create third-party events to raise dollars that support fundraising team efforts. Ask your Network of Strength contact for ideas, and take a look at this great example:



The Women's Group of Northwestern in Chicago raised nearly \$60,000 in support of Network of Strength's Race to Empower by holding a private shopping event for patients, colleagues and friends to drum up extra support and dollars.



Call today at **877-963-7223**.
We can help get you started.



*Thank you for giving me a boost.
~Elaine (Delafield, Wisc.)*

Start to Finish...Your Third-Party Event

1. Create your plan:

As the third-party event coordinator, you set the plan. Ask yourself: What is my event? How will I raise money? Who will attend? How will I recruit people to attend?

✔ Event Details: Where, when, how

✔ Fundraising Goal: How will you raise funds? Who will you solicit?

- Are your fundraising and administrative costs reasonable?
- Are you using ethical and economical fundraising methods?
- Is the information you distribute straightforward and does it disclose the intended donation?
 - Ex: \$10/ticket will benefit Network of Strength.
 - Ex: 80% of the silent auction will benefit Network of Strength.

✔ Set a Budget and Collect Funds: The key to a great event is setting a budget to ensure your expenses and revenue are reasonable. Please note that Network of Strength retains a high-efficiency margin, directing \$.80 of every dollar back into programs and services. What is your expected margin? In terms of collecting funds, include information for your potential sponsors and guests to make payments or donations in support of your event.

2. Submit your Event Interest Form:

When your plan is ready, we ask that you complete the required Event Interest Form online at www.networkofstrength.org/events or fax it to Network of Strength's special events department. Then Network of Strength can help recommend signage and Network of Strength logo use, brochure needs, speaking points and better anticipate your overall needs leading up to your event. We want your guests to walk away knowing how to access Network of Strength's programs and services. Remember, you are playing a vital role in introducing your guests to Network of Strength. Our goal is to ensure accuracy and stimulate use of Network of Strength programs and services.

3. Prep for the day of the event:

Logistics and Staging: Create an Event Day calendar and delegate responsibility for necessary tasks. From set-up to check-in and participant flow, organization will help ensure that guests have an enjoyable experience.

Will guests come away from your event understanding Network of Strength's mission and your efforts in helping to achieve it? Will they know preliminary fundraising results and expectations? Make sure guests feel empowered by the work your third-party event is doing to ensure no one faces breast cancer alone.

4. Follow-up:

Remember to get in touch with Network of Strength staff to tell us how your did. Send donations to Breast Cancer Network of Strength within 30 days of your event. We can't wait to hear your results and the stories from the people you have touched!

5. Say thank you:

Thank all the businesses, friends, family and colleagues who helped you at the event— it goes a long way! There is nothing more rewarding for them than to know that their participation really made a difference. When holding your event again next year, you may already have support.

6. Post-event:

How do you know you had a successful event?

- Money raised met expectations.
- Guests had a good time.
- Calls to the YourShoes 24/7 support center increased.
- You had fun planning.
- You made a difference!

I feel Breast Cancer Network of Strength is an INVALUABLE resource and have received much more support and resources from the YourShoes™ operators than anything else.

~Wendy (New Haven, Conn.)



FEEL GOOD ABOUT YOUR FUNDRAISING



Standards of Excellence



Breast Cancer Network of Strength meets all of the National Health Council is 41 Standards of Excellence—the toughest standards in the voluntary health organization industry. These “best practices” cover areas such as governance, personnel policies, programs finance, fundraising, accounting and reporting and evaluation.

Network of Strength has also received Charity Navigator’s highest 4-star rating, a testament to our effectiveness as a non-profit organization. This exceptional rating is proof of Network of Strength’s accountability and transparency and shows we exceed industry standards and outperform most charities in our area.

Third-Party Event Policies

- Network of Strength does not endorse any products or protocols.
- Network of Strength reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of Network of Strength.
- Network of Strength cannot make any investment, pay for or reimburse any expenses incurred as a result of a third-party event. This means that the third-party event coordinator/event must pay all expenses prior to remitting the net revenue to Network of Strength.
- Network of Strength is not responsible for any financial loss and may withdraw support of the third-party event should any activity be discovered that undermines Network of Strength’s mission or reputation.

Third-Party Event Guidelines

- Third-party events must be promoted and conducted in a manner that avoids the appearance of Network of Strength endorsing any product, firm, organization or service.
- The third-party event coordinator should contact Network of Strength within a timely manner (preferably 6-8 weeks prior to the event date) to seek guidance and request resources. An Event Interest Form and subsequent Memo of Intent must be completed and approved prior to conducting a third-party event for Network of Strength.
- The official logo of Network of Strength should be appropriately used in conjunction with such an event, and may not be altered in any way. Any use of the Network of Strength logo must adhere to established graphic standards.
- It is the discretion of the third-party event coordinator as to the amount of the donation made to Network of Strength (a percentage of, or all net revenue); however, a vague disclosure indicating Network of Strength will receive “proceeds,” “profits” or “net proceeds” is insufficient. Your audience wants to know your intentions.
- Network of Strength asks that you disclose to your sponsors and guests the amount in which their participation will impact Network of Strength, e.g., \$10/ticket or 80% of silent auction sales.

Please direct all questions and concerns to:

Network of Strength Third-Party Events
Attn: Special Events Coordinator
Phone: 877-963-7223
Fax: 312-294-8594
E-mail: thirdpartyevents@networkofstrength.org
Web site: www.networkofstrength.org/events

The YourShoes support center experience I had can never be replaced or forgotten. Without that, I never would have met such special people. Thanks for being there.
~June (Secaucus, NJ.)

yourshoes 

24/7 Breast Cancer
Support Center

Get immediate emotional relief.
Talk to a breast cancer survivor.
800-221-2141

Interpreters in more than 150 languages
www.networkofstrength.org



Why We're Here

The mission of Breast Cancer Network of Strength is to ensure through information, empowerment and peer support that no one faces breast cancer alone.

Thank you for the incredible role you are playing in furthering the mission of Network of Strength.

