



# PINK OUT FOR THE CURE





# WHAT IS PINK OUT FOR THE CURE?

Pink Out for the Cure is a fundraising program for Susan G. Komen® Central Indiana. The program encourages healthy living and breast cancer awareness among some of the most passionate grassroots advocates for our cause: students.



Komen Central Indiana's Pink Out for the Cure program puts resources and fundraising tools behind your school's efforts, allowing your school to:

- 👉 Increase attendance at sporting events
- 👉 Showcase school pride, unity, and good sportsmanship
- 👉 Generate community and media interest in your school's philanthropic pursuits
- 👉 Spotlight students who exemplify stewardship
- 👉 Honor breast cancer survivors and provide a memorial opportunity for families who have lost loved ones to breast cancer
- 👉 Educate students, teachers, parents and school board members about the importance of breast health and early detection



## CONTACT INFORMATION

Please contact [info@komentcentralindiana.org](mailto:info@komentcentralindiana.org) or 317-638-2873 with questions.





## PINK OUT FOR THE CURE FUNDRAISING IDEAS

- ✿ Sell t-shirts, designed specifically for your event, before gameday so everyone will wear them to Pink Out for the Cure.
- ✿ Add a donation amount to the price of each ticket sold.
- ✿ Host a raffle and sell tickets for homemade prizes, desserts and services at your Pink Out for the Cure event.
- ✿ Build a wall of hope by selling pink ribbons for \$1 and displaying them in your gym.
- ✿ Team up with a school rival the week you go pink to host competitions and see which school can raise the most donations. Have the principal of the winning school announce the winner at halftime in a pink wig!
- ✿ Show “Pink Penny Pride” and compete with other classes to see who can bring in the most pennies.
- ✿ Use “The Power of 10” and have students ask 10 people for \$10. Think how much your school could raise for breast cancer research if every student raised \$100!
- ✿ “Thons” are always a great way to raise donations. Host a team mow-a-thon, wash-a-thon or other fun “thon” activity.
- ✿ Host a pizza party or bake sale and donate a portion of sales.
- ✿ Form a Race for the Cure® team.



*Whatever you come up with - some of the most exciting fundraisers have been created and coordinated by students on behalf of a teacher, coach, parent or family member.*



## HOW TO "PINK OUT" YOUR EVENT

Purchase pink shoelaces, socks, or wristbands for the team to wear.

Have fans create pink posters to show support for players and breast cancer survivors.

If your athletic budget permits, purchase pink jerseys for the team to wear (these can be signed and raffled off for donations during the game).

Get your mascot involved. Come up with creative cheers and pink signs for the mascot to display.

Honor breast cancer survivors during breaks or halftime in a highly visible area like center court.

Have your announcer read important breast health messages throughout the event.

## FUNDRAISING & TEAM SPIRIT MERCHANDISE

Susan G. Komen offers a variety of popular merchandise collections for fundraising and team spirit gear. Merchandise can be seen below and ordered online at ShopKomen, where a percentage of your purchase will come back to Komen Central Indiana!



Komen ink pen  
\$1.04 each



Komen decal  
(6 inches wide)  
\$7.31 each



Komen sunglasses  
\$5.81 each



Komen t-shirt  
\$17.75 each