



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



HOW CAN YOU GO PINK?

Hosting a Pink Out for the Cure event is easy!

1. Select the date of a scheduled sporting event
2. Register your event here.
3. Choose how you want to 'Pink Out' your school
4. Team up with Komen Central Indiana to make the most of your Pink Out!

Event planning resources include:

- 👉 Permission to use the Susan G. Komen Central Indiana mark and logo
- 👉 Access to educational material and information
- 👉 Ability to purchase official Susan G. Komen merchandise
- 👉 Representation from Komen Central Indiana at your event (as available)
- 👉 Komen Central Indiana staff partner, Carley O'Connor

CONTACT INFORMATION

Please contact Carley O'Connor at info@komencentralindiana.org or 317-638-2873 with any 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 team for the 26th annual Race for the Cure® on Saturday, April 29, 2017.



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. Komen Central Indiana can provide messages if requested.

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

BE A CURELEADER FOR YOUR SCHOOL!

At the heart of every successful Pink Out for the Cure is a team of dedicated Cureleaders. These coaches, boosters, parents, and teachers plan their school's involvement in the program, recruit volunteers and fundraisers to champion the event, and ensure the successful execution of the event on the big day.

Here are a few helpful tips you can use as a Cureleader to make your Pink Out for the Cure event a fully engaging and educational success.

- ✚ Share your personal story and commitment to the fight against breast cancer with your athletic department, coaching staff, booster club and school administrators.
- ✚ Designate a Chair for the planning committee of your event. This individual will work with Komen staff.
- ✚ Plan ahead. Look at your team's schedule and determine how much time you will need to successfully execute the unique details your event. For example, are you planning on doing a t-shirt? If so, you will need more time for design, printing, and sales.
- ✚ Communicate to fans, teachers, and the student body that you are personally committed to the success of your school's event. Recruit a dedicated committee (it doesn't have to be large) to assist you in Cureleading the success of your school's event.
- ✚ Promote your school's Pink Out for the Cure event and your involvement at every opportunity. Utilize email lists, newsletters, posters, letters home to parents, your local newspaper, community groups and meetings, television and radio.
- ✚ Reach out to the visiting coaching staff before the event and encourage them to participate in your school's event or host one of their own.
- ✚ Utilize your Komen Central Indiana contact for help with planning your fundraisers, "Pinking Out" the team, promoting your event, and providing educational messaging during your event.
- ✚ Above all else, have fun! Make your event entertaining and full of life. Celebrate survivors. Remember loved ones lost. Educate and save lives. Pink Out for the Cure provides an opportunity to bring together students, parents and teachers for a common goal: to raise awareness and funds that will help save lives and end breast cancer forever.

