



Compete for a Cure

HOW TO PLAN YOUR COMPETE FOR A CURE EVENT

HOW TO MAXIMIZE YOUR FUNDRAISING.



CHARITY TOOLKIT

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FUNDRAISING BASICS

We're going to show you how to run a basic event with activities and involvement options for your adult athletes, kids, non-CrossFit friends, and ways to generate fundraising leading up to the event.

For this toolkit, we're going to do the following activities to raise funds:

- “Unbroken” or Any WOD you choose
- Burpees for Boobs (a fun way to get kids involved)
- Raffle (for everyone)
- Burpee Jars leading up to the event (for the coaches)
- Online Fundraising



AMPLIFY YOUR FIRST DONATIONS

Like training for a workout or comp, sharing your fundraising page and story takes time and you will not accomplish your goal right away.

Start by donating a small amount to yourself to show your network your level of commitment! Encourage people close to you to make a small donation and you will see a gift of \$25 or less will go a long way to reaching your goal.

- Ask five friends to donate \$25
- Ask four family members for \$50
- Ask two businesses you frequent for \$100
- Ask your employer for \$150
- And don't forget to donate yourself!

Here are some fun ideas:

- Ask for \$0.25 per burpee you do during training.
- Ask for \$1, \$5 or \$10 for every rep you hit during the event.
- Ask for a donation based on your finish time (\$5, \$10 or \$20).
- Set weekly and monthly fundraising goals so you do not get intimidated by the overall amount.

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BASIC EVENT LAYOUT

For those hosting our Benchmark workout, here is an example of a timeline. Adjust as needed.

0900	Opening Ceremonies
0930	“Unbroken” Heats
1100	Burpees for Boobs
1145	Raffle Results
1700	Thank You
1705	Let’s BBQ!

Something to Note:

Engage Volunteers: Recruit volunteers to help with event logistics, such as registration,



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OPENING CEREMONIES

- * Gather everyone together and go over what Compete for a Cure is and why you've chosen to support the organization.
- * If there is a survivor in your community or anyone that has been affected by breast cancer, this is a great opportunity to let them speak and share their story.
 - Go over the workout, movement standards, and order of events.
 - If you have a raffle this is a great opportunity to highlight and promote.
 - Start warming up!



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UNBROKEN HEATS (PART 1/2)

Unbroken is the Compete for a Cure Benchmark workout. A bit of strength followed by an AMRAP; with options to keep this workout scalable to all levels. This workout also allows for easy scheduling.

This will allow plenty of time for all of your athletes to finish (if scaled properly) and easily transition the floor for the next heat.



UNBROKEN HEATS (PART 2/2)

It's super easy to add judges to your event. We recommend having the heat that just finished judge the following heat. Here is an example using 4 heats.

- Have those going in Heat 4 judge Heat 1
- Once H1 is finished have them judge H2
- H2 judges H3
- And so on...

You can also do different variations of Unbroken to make things more interesting like:

- Scaled Unbroken
- Partner Unbroken
- DB, KB, Odd Object, or Barbell Unbroken
- Beer Unbroken (add beer in during the rest or after a certain round)



BURPEES FOR BOOBS (FOR THE KIDS)

This is a great way to get the kids at your event involved while generating additional fundraising. It's also pretty fun for the kids and everyone at your event.

- Pick a Time to Do this
- Call all the kids out onto the floor
- Explain to them that it's their turn to work out but first a scavenger hunt.

**For their scavenger hunt, they need to go find \$5 from anyone in the crowd. The only way they can participate is if they can find \$5. (We recommend announcing this before the event and letting your members/registered athletes know ahead of time)

- Once they all bring back their \$5 you start the kids' workout:
- 30 burpees for time.
- Sit back and prepare to be impressed.



RAFFLE (PART 1/3)

Raffles are an easy addition to any event to increase your fundraising total. You will need:

- Raffle tickets
- A person to run the raffle
- A bucket to take donations
- Prizes

You'll want to set your prizes up in a visible area with a ticket jar accompanying each one. Have your Raffle person sell tickets throughout the event. Whoever buys the tickets then places them in the jar for whichever prize they hope to win. The more tickets they put in the jar the better their chances are of winning.



RAFFLE (PART 2/3)

HOW TO RUN A RAFFLE

You can sell tickets for whatever amount you please. A popular method is selling tickets for \$5 a piece or 5 tickets for \$20.

Wait for all of the workouts to be completed to do the raffle drawings. We recommend revealing the winners for the least popular to most popular prize.

Get kids involved by having them draw the winning tickets. No peeking!



RAFFLE (PART 3/3)

HOW TO GET RAFFLE ITEMS

This is a great way to get members of your community involved. Many of them work for or might own companies that are willing to donate prizes for your raffle. This is also a great opportunity to reach out to local businesses that might not be affiliated with your gym to get them involved. Some popular ideas are:

- Local restaurant gift cards
- Workout gear
- 1-month free gym membership
- Massages
- Haircuts
- Kids prizes (skateboards, scooters, etc.)



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WRAP UP

Remember, this is just an example of what you can do for an event. You're free to be creative and do whatever you want for your fundraiser.

Remember, when hosting a fundraising event, it's essential to plan and organize effectively, set clear goals, and ensure that the event aligns with the values and mission of Compete for a Cure.

Something to Note:

We love hand written cards and expressions of gratitude. We suggest a follow up to your event with thank-you notes or emails to express your gratitude



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BBQ OR FOOD

Potluck

BBQ or catered Food truck?

Let's members from different classes interact and hang out with people they don't usually see. A BBQ or potluck adds an element of fun and enjoyment to the event. It creates a festive and relaxed atmosphere, providing a well-deserved break and an opportunity for everyone to unwind, socialize, and have a good time.

Something to Note:

While the primary purpose of the BBQ or potluck may not be fundraising, it can still provide an opportunity for additional contributions. You can have a donation box or a designated area where attendees can make voluntary contributions or pledges, further supporting your cause.



Online Fundraising Event Ideas

Online Silent Auction

Are you unable to host your annual fundraiser but already have donations secured for a silent auction? Utilize Google Forms to set up a virtual silent auction.

Bingo Squares

Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. People purchase different squares and once there is a BINGO or the whole board is filled then the fundraiser awards a prize to the winner.

Virtual Bake Sale

If you have a love for baking, then a virtual bake sale is a great option for fundraising! You can offer people different baked goods for donating to your fundraising goal. People love the personal touch and baked goods are easy to send in the mail or deliver.

Remember “IF YOU HOST IT, THEY WILL COME!”

People are looking for different ways to connect and donate to a great cause, make sure to give them a reason to by hosting a fun “Virtual Event”!



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THANK YOU

Recap the day.

If you have prizes for Unbroken winners hand those out

Announce your fundraising progress

Something to Note:

Make sure to extend a heartfelt appreciation to your event sponsors, volunteers, and dedicated team members who worked tirelessly to ensure the success of this event.



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THANK YOU!

We are excited to help support you along your fundraising journey.
Still have questions?
Reach out to us directly – hello@competeforcure.org

We encourage you to stay connected with us through our website and social media channels to stay updated on our progress and future events.

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