

# FUNdraising

*The Rose: Saving lives through quality breast health services, advocacy and access to care for all.*

## Steps for Fundraising

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- 1 Recruit your fellow fundraisers and determine the basis of your event.
- 2 Read the guidelines. Complete and submit a fundraising application at: [www.therose.org/fundraising](http://www.therose.org/fundraising).
- 3 The Rose will contact you to discuss the details of your fundraiser.
- 4 Email [events@therose.org](mailto:events@therose.org) with photos, a summary of your event, and to schedule a check presentation.

## Creative Fundraising Ideas

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- Donate proceeds from concession, merchandise, and event tickets sales to benefit The Rose.
- Encourage customers to round up their change to donate to The Rose.
- Sell pink ribbons to honor survivors.

## Tips for Your Event

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- Request a guest speaker from The Rose to combine awareness and fundraising.
- Make progress visible. Illustrate how close you are to your goal and encourage participation.
- Set a specific time frame and fundraising goal.
- Share progress regularly, and if you reach your goal early, increase the goal.
- Encourage incentives and friendly competition.
- Recognize top fundraisers.
- “Like” us on Facebook and Instagram at @therosehouston to “share and post.” Use #therosehouston when posting.
- Capture your progress and results with photos and share them with The Rose! We want to inspire others with your creativity on social media; send them to [events@therose.org](mailto:events@therose.org).





## Providing a Helping Hand

When you fundraise for The Rose, we pledge to help make your event successful by:

- > Establishing a one-on-one meeting with our fundraising staff to specialize your fundraising needs and goals.
- > Promote your event on The Rose's website.
- > Providing promotional material from The Rose such as logos, brochures, flyers, postcards, videos, etc.
- > Setting up a speaker for the event, if necessary.

## Fundraising Application



[therose.org/fundraising](http://therose.org/fundraising)

## You Make Our Mission Possible

Each year more than 300 schools, organizations, and businesses support The Rose by partnering as a third-party fundraiser. The generous donations we receive from community leaders like you helps reinforce our mission to ensure that every woman, regardless of her ability to pay, receives the breast health care she needs. These events are a wonderful opportunity to serve the local community in a truly life-saving way.



For more information about sponsoring an upcoming event or participating as a third-party fundraiser, email The Rose at [events@therose.org](mailto:events@therose.org) or call **281-464-5165**.

Thank you for supporting The Rose, we look forward to partnering with you.

*Shannon Lecoq*

**Shannon Lecoq**  
Chief Development Officer



The Rose is a 501c3 nonprofit whose mission is to save lives through quality breast health services, advocacy and access to care for all. We provide services to the community in 43 counties in Southeast Texas. We are proud to have the highest rating on Charity Navigator, the BBB, and other charity watch organizations.