

What is DIY Fundraising?

DIY Fundraising is where YOU decide where, when, and how to raise money for Susan G. Komen®. Komen provides a variety of tools and resources to help you do it your way, easily, and with a great experience.

DIY Fundraising is not connected to our signature fundraising events which include Race for the Cure®, MORE THAN PINK Walk®, 3-Day Walk® and Pickleball for the Cure™.

Note: DIY excludes “percent of sale” or “dollar amount per item” fundraisers. These types of fundraisers require a contract.

Please connect with your local [Susan G. Komen representative](#).

What types of fundraisers can be created on the DIY platform?

ON YOUR OWN

You will create a donation page in which you can ask for donations from others.

Need ideas for fundraising?

Do what you love (biking, baking, painting), challenge yourself (go skydiving, do 10 hours of yoga every week), or donate a special day (birthday, wedding.)

WITH A GROUP

You will create a donation page or invite others to form teams for your fundraiser. This works great when many people will be asking for donations. Fundraise with your school, friends and family, clubs or organization.

IN MEMORY OF

You will create a tribute page and invite others to donate in memory of a loved one.

SPECIALTY DIY PROGRAMS

These are pre-set DIY campaigns that have a specific fundraising concept and set of tools. Specialty campaigns are always changing, so explore often.

Current campaigns include:

Dress Up to Take Down Breast Cancer, Rally for the Cure, Breast Health Equity and seasonal campaigns.

All these fundraisers can be created by going to [komen.org/fundraise](#).

THERE'S AN APP FOR THAT!

The **SGK Fundraise** app gives DIY Fundraisers access to:

- Mobile check deposit
- Text donations
- Social media messages
- Photo stickers
- Customizable wellness challenges



The app can be downloaded by searching “**SGK Fundraise**” in Apple and Android phone app stores. Usernames and passwords are the same as the ones created when setting up a fundraiser at [komen.org/fundraise](#).

Note: This app has different functionality than the Race/Walk and 3-Day apps. There is no set event date, and motion is tracked by duration rather than steps or miles.

HOW CAN I LEARN MORE?

Frequently Asked Questions, Tools & Tips, and so much more is available at [komen.org/fundraise](#).

Contact fundraise@komen.org with questions or technical issues.