



PINKYSWEAR

FOUNDATION

To Parents: Why your kids should fundraise.

Encouraging your kids to fundraise is more than just seeing your child earn another prize. It's also more than supporting families who have children with cancer. Having your child step out of their comfort zone and fundraise will create new life skills, new lessons and a growth opportunity that will end with a sense of accomplishment.

When a child fundraises, they learn how to set goals, what it means to be give back and how to approach others in a presentable way. Above all that, they are stepping out of their comfort zone and experiencing personal growth by achieving set goals and accomplishing a task that they may have not realized they can do.

Skills your child can learn if they fundraise:

- Goal Setting
- Customer Service Skills
- Connections (Relationship Building)
- Personal Growth
- Learn about Philanthropy/Giving Back
- Public Speaking
- Sense of accomplishment

Myths about your children fundraising:

I always have to ask my own personal network to support my child's fundraiser.

False: You never have to ask your own personal network if you don't want to. There are plenty of ways to reach constituents who are not part of your network. Try hosting a giveback night at a local restaurant. Ask Pinky Swear Foundation for help. We would love to be a part of your fundraising night!

It is very time consuming.

False: The easiest and quickest way to fundraise is to use social media and emails. It takes almost no time at all to make a few posts sharing your child's fundraiser or drafting an email. Pinky Swear Foundation even has email drafts that you can use to make it even easier.

It is too difficult to put something together.

False: This is the biggest preconceived notion of fundraising. There are too many things going on and you don't have the time or ability to put the effort into fundraising. With the ease of technology, the resources provided to you and the support from Pinky Swear, fundraising can be very easy and enjoyable! The good news is that Pinky Swear has already done most the work for you. All you need to do is discuss with your child how you want to fundraise. Take a look at the fundraising idea worksheet to see if anything seems like fun.

We are already fundraising for other causes.

That may be true and we commend you for supporting multiple causes. In this case, we encourage you to not put a limit on the amount you can give! There are always people in need and we commend you for supporting all those who need it! However, if you are supporting other causes we still encourage you host a fundraiser with a different community. There are plenty of people and opportunities outside of your network and neighborhood to share the word of Pinky Swear Foundation and gain support!

We don't think we will be able to raise a lot of money so it is not worth the effort.

Have you ever heard the phrase, "you never know until you give it a try"? You might even surprise yourself with the success you are able to achieve and the generosity of others.

Any and every amount fundraised makes a huge difference. You might hear it from all organizations, but its true. Pinky Swear Foundation helps families all over the country with different amounts of financial support. Your efforts could fund an entire grant. No amount is too small!

Also, there are not many people who don't want to support children who have cancer so your fundraising just got easier!

My child will lose interest and all the work will fall on me.

Our hope is that we have created a platform that your child will be motivated to accomplish something. The idea of accomplishing a goal, helping children with cancer and earning an incentive should be enough to keep your child engaged throughout the process!

However, if this becomes the case, let Pinky Swear Foundation know! We can do whatever we can to lend a hand of encouragement or even another incentive!

How you, as a parent, can help your child succeed.

Your child might need guidance on where to start, how to plan and how to be successful. As a parent, your role should be providing those resources to your child so they know how accomplish their goal.

- Walk through a calling script with them. Help them make a phone call to a relative.
- Write an email with them.
- Help them coordinate a fundraiser event.
- Explain to them the impact of their fundraising efforts has on families who have children with cancer and why their efforts are important.

One of the biggest motivators in fundraising is recognition. Recognition throughout the entire process is important.

One final note:

Our biggest fear is that you view fundraising as difficult, time consuming and an inconvenience. We understand that you have several other activities going on and may even be fundraising for other causes. Our hope is that you give fundraising for Pinky Swear a chance and if it still doesn't work out, let Pinky Swear know! We have staff dedicated to help you throughout the fundraising process to make it as easy as possible and rewarding. In the end, you are helping children with cancer and also providing your child a chance to grow. We view fundraising as a win-win opportunity. We are excited to stand by you throughout the entire process!

There are more families who have a child with cancer in this country than Pinky Swear Foundation can help. It is our goal to minimize that gap, but we need your help. The more money we raise, the more families we can support. Please consider starting a fundraiser and help Pinky Swear Foundation support families who have children with cancer!