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# CANCER IS MESSY

C A M P A I G N



PINKYSWEAR  
FOUNDATION

# PIE IT FORWARD



You joined The Pack so you could make a difference in the lives of kids with cancer and their families. When a kid gets cancer, life gets messy. You can host a fundraiser and get messy for kids with cancer to support these families with the day to day needs such as housing, transportation, and groceries. By accepting this challenge, you are helping Pinky Swear Foundation say 'yes' to more families. Raise \$500 and you'll receive a 40 oz. Pinky Swear branded tumbler.

## how it works

As a Pack member who has chosen to participate in this fundraising challenge, you will nominate individuals on campus to get pied in the face. This could be your professor, coach, or best friend. Then, you will raise funds through donations to secure your spot in the "Pie if Forward" event. The top five fundraisers in each Pack will get to pie their nominated individual(s) at a "Pie it Forward" celebration hosted by your Pack.

## IDEAS FOR RAISING MONEY

We understand that fundraising can feel overwhelming. Here are three tips to help:

**1. Personalize Your Message:** Share why you're passionate about supporting children with cancer. Let others know how they can make a meaningful impact.

**2. Raising money on campus:**

Show up to your dining hall, sporting events, campus union and share about PSF.

Print out your custom QR code and hand them out.

Do a raffle. Ask people to donate for a chance to participate in your messy event in a special way. Do

they get to pie their favorite faculty member? Maybe they win a free pizza that you get donated! Be creative in their prizes.

**3. Utilize Social Media**

Spread the word on social. Share your fundraising progress, heartwarming stories, and updates about upcoming events. Don't forget to tag us @pinkyswearfoudnationpack and use the hashtag #CancerIsMessy.

**4. Ask for supplies**

Ask Target, Walmart, or local businesses to donate the supplies you need to get messy. (Or a gift card to buy those supplies!)



# PLAN YOUR EVENT:

## 4 WEEKS BEFORE THE EVENT

- Set a date and secure a location on campus
- Set up your fundraising page
- Nominate and get consent from the person you want to pie

## 3 WEEKS BEFORE THE EVENT

- Start fundraising! Ask people to donate to YOUR Fundraise Up page so that your nominee will get pied.
- Begin promoting your event on campus: give out swag, hand out fliers, post on social.
- Set up tables with donation jars showcasing your nominee. Convince people why YOUR nominee should be pied and ask them to donate.

## 2 WEEKS BEFORE THE EVENT

- Make sure you and your Pack have all the materials you need to get messy.
- Commit to asking 20 people to donate \$25 this week.

- Continue promoting your event and inviting peers to come to the mess event.

## DAY OF EVENT:

- GET MESSY and SHARE IT! Don't forget to use the hashtag #CancerIsMessy and tag Pinky Swear Foundation Pack
- Announce how much you raised as a group, share Mitch's story to attendees.
- Invite new people to join The Pack!

## BONUS:

During your event, invite your fellow college students to join in on the fun! Charge a set fee for others to pie their friends in the face. It's a win-win situation – they get to have a blast, and you'll be raising even more money for kids with cancer. Let's turn the fun into funds!







## OTHER WAYS TO GET MESSY:

During the weeks leading up to your Messy Event, get your donors really excited by including them in the mess. Share this Mess Made Easy chart to your donors, for every person who donates \$25 or more, they get to choose how you get messy!

### A MESS MADE EASY

*Combine for optimal mess!*

#### PICK A MATERIAL

Paint

Shaving Cream

Slime

Noodles

Soap

Food Coloring

Jell-O

Sprinkles

Flour

Confetti

#### PICK AN ACTIVITY

Slip and slide

Water balloon fight

Make 'snow' angels

Squirt gun battle

Face pie-ing

Let your donors know when you'll be getting messy and share the fun with them. If they can't be with you in person, be sure to share the photos or videos through social media or a personal note.

Remember, the more you raise, the messier it gets! Encourage your friends, family, and community to donate to YOUR cause, knowing that every dollar brings us closer to making a meaningful impact on the lives of children and families facing pediatric cancer.



Questions? Contact [jessica.hansen@pinkyswear.org](mailto:jessica.hansen@pinkyswear.org)