

M&D MN X

Lax For the Cure



Lax for the Cure Website Donation Tracker Set Up

- Follow the directions on the Lax For the Cure website to get your player to be aligned with your M&D team: https://secure.infokomen.org/site/TR?fr_id=11266&pg=entry
- Send the master team link to Rachel Panner, Fundraising Director at RachelPanner13@gmail.com. She will help ensure you have all joined your team fundraising page.
- Let Rachel know who wants to help lead the effort on your team (we need both parents and players) – a few have to spearhead to keep the team on track
- This webpage is where the majority of your money will come from so create your daughter's page as soon as possible
- Team fundraising tracker is completed on this webpage. It is where you can monitor your team compared to all others

💡 Aim To Have Two Fundraising Events Per Team

- Live fundraising polls gets very competitive in the last two weeks before the deadline and tournament. Consider holding out some funds to add at the last minute to ensure your teams' position.

Important Information:

- Majority of funds raised are collected directly via the Lax for the Cure website
- If an organization you work with requests a Tax Exempt ID: Susan G. Komen T ax ID: 75-1835298
- If you receive a check donation you must send to Susan G. Komen and all donation checks must be made payable to: Susan G. Komen.

- If sending a check, note it can take up to 14 days for the donation to be accounted for and reflected on your team fundraising account. Therefore it is suggested you do not do this type of fundraiser when nearing the June timeframe. You will run the risk of the funds not being counted in your team ticker.
- On each check, CLEARLY put in the check memo line: M&D Minnesota - 20XX - Lax for the Cure
- Mail all checks registered or mail with tracking to the following AND include a donation form (citing M&D MN team)
- To: Susan G. Komen
ATTN: NJ300
13770 Noel Road, Suite 801889
Dallas, TX 75380
- ANY program questions reach out to: Raven Moreno, Development Manager, New Jersey
Susan G. Komen®
P: 609-964-7253 |
PO Box 801889 | Dallas, TX 75380
1-877-GO-KOMEN | komen.org

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Fundraising Team Organization



- START planning early! This is a really fun and meaningful project for mothers and daughters to participate in.
- Create a small leadership group of players on the team to serve as fundraising captains. It is a really great resume builder for the girls and a great way for them to be more invested in the process.
- The more autonomy the girls have, the more “buy in” they will have in the fundraising process.
- There really is no limit to the number of girls that can be on this committee, but they need to be invested in leading the fundraising efforts.



Parents & Players Working Together

- Once the girls are determined, it is essential to have parents partner in the process. Create a small leadership group of players and their moms/parents to lead the fundraising process and determine team focus areas. From there, assign 1-2 parents as your main contacts/go-to leaders.
- It is very important to have 1-2 go-to adults for each team to troubleshoot items that arise and to serve as the contact for M&D Minnesota and Susan G. Komen.
- Hold a planning meeting with all. Discuss ideas for fundraising and assign a leader to each idea. For example, two moms and their players on each major fundraising initiative. That partnership can then spearhead that specific initiative.
- Ask your team for names of people they know who have been affected by breast cancer. Create a “We Play for…” list.
- Teams have used a google form to give the girls space to freely write how these people were impactful to them.
- Consider creating a poster to hang in the tent at the summer tournament. This helps create a focus for each players ‘why’. This can be a very touching part of the team’s efforts. The sign can be homemade or any sort or printed at Best Signs/Kinkos.

Past Successful Ideas



- Team grocery store bagging (Jerry’s in Edina, Kowalski’s in Excelsior)
- Evereve –sponsor days – the team gets a portion of proceeds during your scheduled time
- Car washes
- Kendra Scott sponsor day – MOA
- Hosting a player clinic for youth
- Gift raffle basket events
- On-line bingo
- Offering bake sale concessions at spring youth lax tournaments
- Fundraising through Chipotle, Jersey Mikes in your neighborhood
- Have the girls post/InstaStory and share to family and friends with link to their fundraising page
- Sky is the limit – get creative!

