



PINKYSWEAR

FOUNDATION

FUNDRAISING PLAN

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The Organization

Mission Statement: The Pinky Swear Foundation helps kids with cancer and their families with financial and emotional support.

Pinky Swear Foundation has been around **since 2003**. They help support families with financial and emotional support. They help families with their basic needs during their rough time.



12,233

families supported
since 2003



\$12,622,350+

raised since 2003



12,500+

kids helping kids since
2003

Financial Overview

Pinky Swear has helped **12,233** families since 2003.

Current Fundraising Techniques

Running Events
Galas
Donation Events
Mess Fest



Program Overview

The Pinky Swear Pantry allows people to send in cans and dry food to kids. This allows families to spend time with their children that way they don't have to leave to get food. Another event is the all- star weekend. This event helps families get away from the hospital and spend some quality fun time with their kids.



\$12,622,350 raised
since 2003

Social Media

You can find The Pinky Swear Foundation on many social media sites. For being such a big organization, they don't interact with social media as much as we expected or have very many followers. Their Instagram has only **3,600** followers, Twitter only has **1,800** followers, Facebook only has **9,000** likes, and lastly YouTube only has **32** subscribers. You can also find them on Snapchat and become friends with their organization.



3,600



1,800



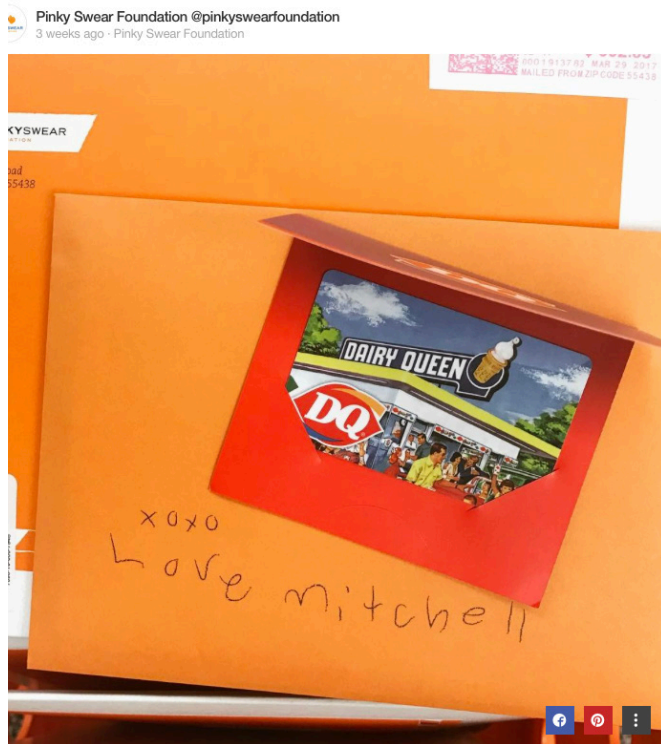
9,000



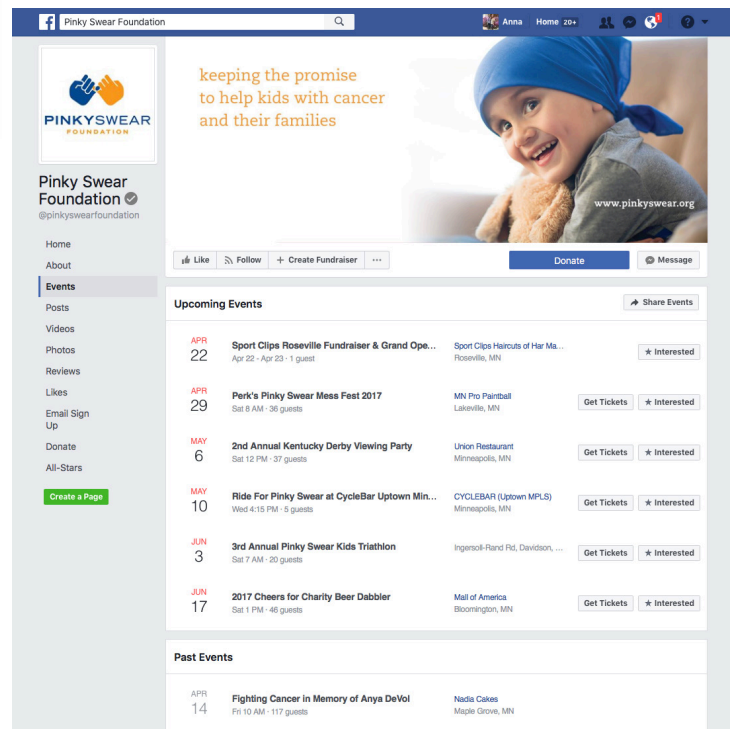
32



100



Are you guessing the kids that receive this batch of Orange Envelopes will be quite happy! 🥰💕🙏 Thank you to Dairy Queen for contributing gift cards to send to families with children newly diagnosed with cancer. We know you appreciate getting out for a #dqtreat together! #pediatriccancer #orangeenvelope #pinkyswearfoundation #dairyqueen #xoxolovemitchell #tstshelittlethings



Target Market

Primary Target Market

Parents of children battling cancer

Men and women 40 years of age and older

Parents are targeted because they are the ones who need money and support through this hard time.



Secondary Target Market

Grandparents of grandchildren battling cancer

Men and women 65 years of age and older



SWOT Analysis

STRENGTHS

- Easy access to donate online
- Different ways to donate other than just money
- Host events
- People are more apt to donate to a cause that benefits children

WEAKNESSES

- Limited to small number of states
- Requires travel to attend/participate in events
- Only children

OPPORTUNITIES

- Having a presence in other areas
- Can increase following on social media
- More of an enjoyable experience for donors than just giving money

THREATS

- There are other organizations who do the same thing

Distribution of Funds

The main purpose of the Pinky Swear organization is to assist families financially. This includes paying for everyday needs such as groceries, bills, and transportation, but also helps to provide family experiences to aid in the coping of the stress and trials the family is going through.

Current Programs

All-Star Weekends

Envelope Program

Orange Envelope Program

Pinky Swear Pantry



Current Events

Family Fun Runs

Mess Fest

Triathlons

Shoot For a Miracle

Galas

All-Star Weekends & Envelope Program



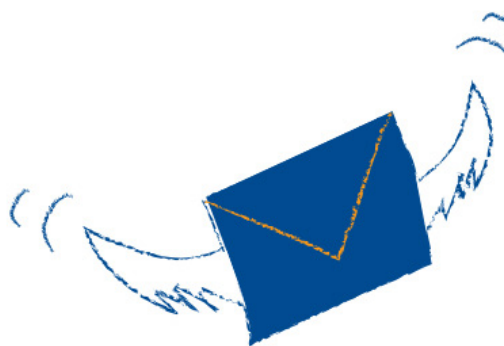
All-Star Weekends

This program, solely based in Minnesota allows families to get away from all of their stress through providing an “All Star Weekend.” The weekend is designed to get the children and their families out of the hospital with a weekend getaway.



Envelope Program

Mitch Chepokas, a selfless 9-year-old with cancer, chose to give his own money to the other families in the hospital, personally delivering them in envelopes. After passing away in 2003, his parents, Steve and Becky have created the Pinky Swear organization to continue providing this support. The envelope program is simply a financial gift to provide those families battling cancer in times of missed work with necessities like mortgages, car payments, groceries, childcare, etc. This program is designed to ease the financial burden of a cancer diagnosis.



Orange Envelope & Pinky Swear Pantry



Orange Envelope

A smaller piece of the Envelope Program, the Orange Envelope Program offers a small financial gift to families with children with recent pediatric cancer diagnoses. Families and children will receive a small financial gift, an All-Star family guide, a Mitch All-Star trading card, and a personal letter from the foundation. While the main Envelope Program provides long-term assistance for those with more serious prognosis, the Orange Envelope Program is a gift for primary help after the initial diagnosis in a time of uncertainty.



Pinky Swear Pantry

The Pinky Swear Pantry program is a program currently only offered in Minnesota and North Carolina. While parents spend long periods of time in the hospital by the bedside of their child, the Pinky Swear Pantry provides small meals and snacks. This saves money for the parents and can free up time for them to spend with their child. This program is supported through food donations and food drives.



The Plan

Our plan is to raise awareness and toys, not necessarily money. The organization already does a number of events to raise money, so we decided to create an event that raised awareness and something that the kids would enjoy: toys.

Pinky Swear Toy Chest

A large chest filled with toys for children undergoing treatment. The chest is located on the pediatric floor of the hospital for children to have access to, as a hospital can be a scary and unfamiliar place. Our hope is that these toys will bring a sense of home to these children, and make them feel more comfortable in the hospital.



Fundraising Recommendations

** The term “fundraising” refers to the number of toys that we raise (not money).

GOAL: 100 toys

How it works:

1. To become a “Keeper of the Pinky Swear”, potential donors will receive an All-Star trading card, which features a child battling cancer. This card will include the child’s gender, age, interests, hobbies, favorite characters, and favorite sports teams. This card is designed to help the “Keeper” select a fitting toy.



2. Once the “Keeper” selects a toy, they can drop it off at their local Children’s Hospital. The hospital will have a designated toy chest in their lobby for the toys to be dropped off at.

In order for this to be successful, we will need to be as specific as we can in the All-Star trading cards. This will tug at the heartstrings of potential donors, which is what we want. Additionally, donations are not necessarily because they can’t afford toys, it is more of a kind gesture to make the hospital feel more like a home for the children.

Implementation

Time Span of Fundraising

We will do a bi-annual direct mailing of a promotional piece. The promotional piece will include information about the organization and the Pinky Swear Toy Chest program. The Pinky Swear website will also be provided in order to facilitate registration for the program.

Appeal to Potential Donors

“One in eleven families file for bankruptcy”

Hospitals can be a scary place for children (needles, machines, constant interruption from nurses/doctors). Children are not at home where they are comfortable.



CHILDHOOD CANCER FACTS

- A child is diagnosed every 45 minutes
- Average age of diagnosis is 6 years old
- Average length of treatment is 2 years
- Average family spends 25% of its disposable income on non-medical related expenses associated with the treatment of their child
- One in 11 families with a child diagnosed with cancer files for bankruptcy
- Childhood cancer is the leading cause of death by disease in children under the age of 15 in the U.S.

PINKYSWEAR.ORG

Cost of Plan

Item	Cost
Production Labor (volunteer workers)	\$0
Mailing Promotional piece All-Star trading card	\$2,100
Toy Chest	\$500

Total Cost: \$2,600



Assessment

Measurement of Success

The social media presence of the Pinky Swear foundation is fairly minimal at this point. We would consider increasing our social media presence by at least half of our current numbers to be successful. Instagram from **3,600** to about **5,400**, Twitter from **1,800** to **2,700**, Facebook from **9,000** to **13,500** and increasing our Youtube presence with new videos that will hopefully increase our amount of subscribers. This would require a social media content specialist to be working on improving the brand.

We have initially set a goal of **at least 100 toys** to be collected through our first annual toy drive. We anticipate that in a town the size of Hastings, some 25,000 people, that 100 toys should be easy to gather within the time span of a few days. If we are able to collect more than that we will obviously accept them and adjust future estimates accordingly.



SUCCESSFUL

If we are successful in our campaign we would continue to expand to nearby towns and ultimately nationwide. Our first priority would be gaining a stronger foothold in the Hastings, GI, Kearney area. There have already been partnerships and work done in Lincoln and Omaha so this could help facilitate future events. The organization has been primarily focused in the Midwest and on the East Coast. So provided that we are successful enough in our efforts in Hastings and other towns we would aim to expand the scope of the organization to reach the entirety of the United States.

UNSUCCESSFUL

If unsuccessful, we will expand our collection locations as well as where we send our promotional direct mailings. We would want to advertise our program in more creative ways than what we currently do, using social media and other media outlets. Focusing our efforts in a larger city, as opposed to Hastings, Ne. Additionally, we can appeal to religious organizations and other parents and families.