

Toolkit for Pawsitively 4 Pink Fundraising



Host With Heart: A Pawsitively 4 Pink Fundraiser Guide

At Pawsitively 4 Pink, we believe something simple but powerful—
you don't have to be a nonprofit to make a difference... you just have to care.

If you're here, it means something about our mission spoke to you. Maybe it's personal. Maybe it's someone you love. Maybe it's just knowing that no woman should have to choose between healing and paying her bills.

Whatever brought you here... we're so glad it did.

This guide is here to make it easy for you to support P4P in your own way—because when our community shows up, incredible things happen.



Who We Are

Pawsitively 4 Pink is a Massachusetts-based nonprofit providing **direct financial assistance and support to low-income women diagnosed with breast cancer.**

We don't go wider—we go deeper.

That means:

- We help cover real-life essentials like housing, food, utilities, and transportation
- We support women throughout treatment **and up to six months after**
- We meet women where they are—whether they choose traditional, holistic, or a combination of care



To date, we've provided over **\$1 million in support** and helped **500+ women** across Massachusetts.

And we're just getting started.



Ways You Can Fundraise

There's no one "right" way to do this—just your way.

Some ideas to get you started:

- Celebrate your birthday by asking for donations instead of gifts
- Host a small gathering—wine night, game night, backyard event
- Organize a workplace or team fundraiser
- Partner with a local business for a give-back night
- Create a fitness challenge or walk/run fundraiser
- Start a simple online campaign and share your "why"

Big or small—it all matters.

How to Get Started

We've made this as simple as possible:

1. **Choose your idea** – Keep it realistic and meaningful to you
2. **Pick a date + goal** – What do you want to raise?
3. **Set up your fundraising page** – We'll provide the link
4. **Share your story** – Why does this matter to you?
5. **Spread the word** – social media, text, email—whatever feels natural
6. **Celebrate what you've done** – Because it *matters more than you know*

And if you get stuck? We're here.

Talking About P4P

If you're sharing about us, here's what we'd love you to keep at the heart of it:

Pawsitively 4 Pink provides direct financial support to low-income women battling breast cancer—so they can focus on healing, not surviving.

Our belief is simple:

We show up when it matters most, and we Go Deeper, not Wider.

Feel free to speak in your own voice—just keep the mission true.



Sharing Your Fundraiser

The more you share, the more impact you'll make.

You can say something like:

"I'm raising money for Pawsitively 4 Pink, an organization that helps women going through breast cancer with real, everyday expenses like housing and food. It's a cause that means a lot to me, and I'd love your support."

Helpful hashtags:

#Pawsitively4Pink #SupportLocalWomen #BreastCancerSupport



Making Donations Easy

We'll provide you with an official donation link so everything is secure and trackable.

If you collect donations offline (cash/check), we'll guide you on exactly how to get those to us.

Every dollar raised goes toward helping women in our community when they need it most.



The Impact You're Making

This is what your support can do:

- \$50 helps provide groceries
- \$150 helps with utilities
- \$500 helps with housing stability
- Larger gifts can support a woman through an entire month of critical expenses

You're not just raising money...

you're giving someone the ability to breathe, focus, and heal.



Why It Matters

Every woman's story is different—but one thing is the same:

A breast cancer diagnosis doesn't just affect health.

It affects everything.

We've supported women who were choosing between paying rent or getting to treatment. Mothers trying to stay strong for their families while quietly struggling behind the scenes. This is where you come in. Because of people like you, we're able to step in and say: **"You don't have to do this alone."**

After Your Fundraiser

Don't forget to:

- Thank the people who supported you
- Share what you raised (people love seeing the impact!)
- Celebrate what you just did—because it's incredible

And if you loved it... you can always do it again 😊

We're Here for You

If you need anything at all—ideas, support, materials, or just someone to talk it through with—we're here.

✉️ Founder and CEO, Michelle: Michelle@pawsitively4pink.com

President, Kathy: Kathy@pawsitively4pink.com ,

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At the end of the day, this isn't just about fundraising.
It's about community.
It's about compassion.
It's about showing up for someone when they need it most.
And the fact that you're even considering this?
That already says everything about you.
💖 Thank you for being part of Pawsitively 4 Pink.

LOGOS

