



Ideas

T-Shirt Sales

T-shirt sales are a great way to raise funds and raise awareness! You can design your own, use the 2018 Pinktober design and add your logo or purchase 2018 Pinktober shirts through the Bothwell Foundation.



Jeans Day / Casual Dress Day

Perfect for offices that don't have scheduled casual dress days now and again, get your coworkers into the competitive spirit to raise enough money to wear jeans to the office.

Retail Sales / Portion of Sales

Involve your customers! Let them know that you are participating in the Bothwell Foundation's 2018 Pinktober Campaign by offering them a way to give back or by allowing a portion of sales to be donated to the Bothwell Foundation.



Special Events

Host a special event or contest where all proceeds benefit the Bothwell Foundation! This could be done for employees or for your customers. Ideas include: bake sales, raffles, Ladies Nights Out, etc.

Packed Lunch Day / Give it Up Day

To demonstrate how the smallest donation can make a difference, ask employees to give up a daily beverage or meal and donate the money to the Bothwell Foundation.

Email Signatures

Include a link to the Bothwell Foundation's donation page in your email signature. It is a good way to remind internal colleagues and external business partners that you are raising funds for the Bothwell Foundation.