

PINKYSWEAR
FOUNDATION

CORPORATE SPONSORSHIP GUIDE



Thank you for your interest in partnering with Pinky Swear Foundation! Pinky Swear has continued to see skyrocketing demand for financial support from families facing childhood cancer. Your partnership will help lift the burden of everyday expenses and allow families to focus on what matters most – their child.

MISSION Helping kids with cancer and their families with financial support.

VISION To say 'yes' to every family with a child facing cancer.





How can you help families facing childhood cancer?

Pinky Swear runs gift matching campaigns at strategic times throughout the year. Matching campaigns incentivize and motivate current and new donors to support Pinky Swear, consistently resulting in maximizing our fundraising results.

As a partner, you will have the opportunity for visibility of your name and logo on campaign materials across our promotional channels – furthering awareness of your brand and demonstrating your commitment to helping kids with cancer to the broader Pinky Swear community.

Channels may include:

- Direct mail
- Email
- Social medial posts
- Pinky Swear's website

Please note that while we value support of all amounts, the size of gift desired for each specific gift matching campaign is strategically determined by the Pinky Swear team. We will work together with you to find the right partnership level that works best for both you and Pinky Swear Foundation.

Interested in sponsoring a matching campaign or would like to discuss other partnership ideas? Please email Morgan Graby, Director of Development, at morgan.graby@pinkyswear.org.

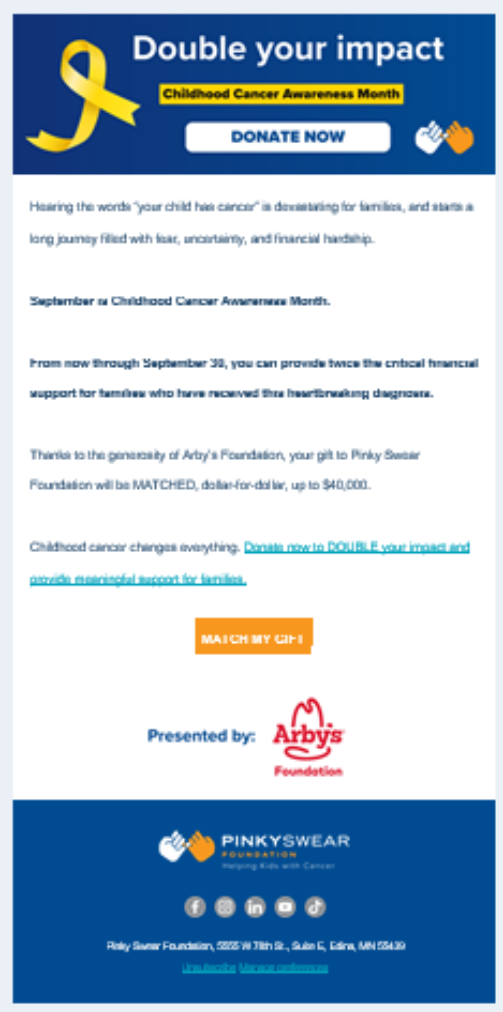
Arby's Foundation + Childhood Cancer Awareness Month

Example Partnership: Arby's Foundation and Childhood Cancer Awareness Month

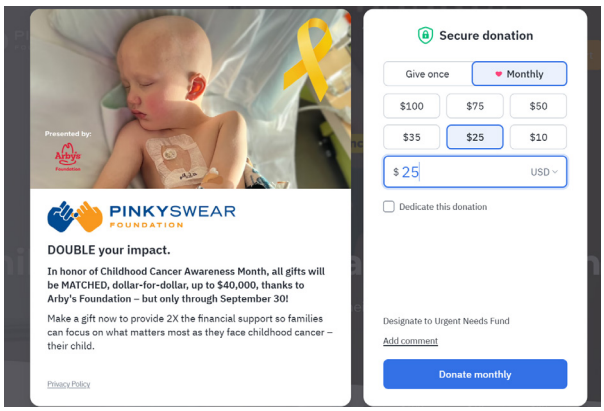
Arby's Foundation generously gave a donation to use as matching funds for our annual Childhood Cancer Awareness Month campaign. Their name and logo were included within direct mail, fundraising emails, social media posts, and throughout our website.

Channels may include:

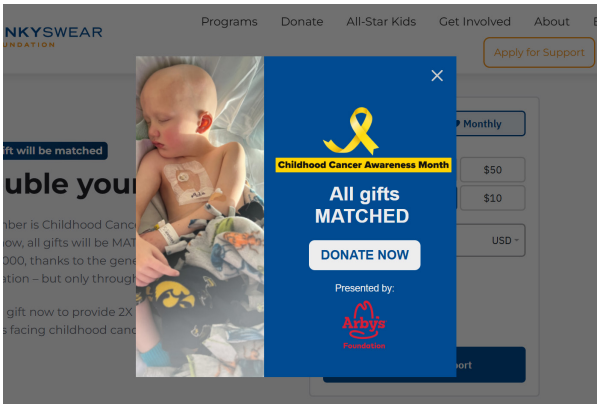
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Email example



Donation form



Website pop-up

Sample language on direct mail, social media, and fundraising emails included:

"In honor of Childhood Cancer Awareness Month, Arby's Foundation has generously committed to MATCH all gifts, dollar-for-dollar, up to $40,000."







PINKYSWEAR FOUNDATION

We would love to partner with you!

Our team is committed to ensuring a mutually beneficial relationship, and we will work collaboratively to determine the best partnership plan.

Please email Morgan Graby, Director of Development, at morgan.graby@pinkyswear.org to get connected!