



MAKING STRIDES
Against Breast Cancer®

AVON
National Presenting Sponsor



YOUNITED™

HIGH IMPACT FUNDRAISING TOOLKIT

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MAKING STRIDES AGAINST BREAST CANCER INFORMATION

Thanks to the passion of walkers, determination of fundraisers, and courage of survivors, Making Strides walks are events like no others. As the largest network of breast cancer events in the nation, the non-competitive 3- to 5-mile walks raise money and awareness to help us take steps closer to a world free from breast cancer.

Most Making Strides events have no registration fee or minimum amount to raise, but participants can

maximize their impact by raising money online or collecting donations to turn in at the event. And it's an amazing opportunity to celebrate breast cancer survivors and pay tribute to loved ones lost.

Last year, more than one million Making Strides walkers raised more than \$60 million to help the American Cancer Society save lives from breast cancer. With your support, this year can be even more successful.

Know the Facts on Breast Cancer in the United States

- In 2019, an estimated 268,600 women will be diagnosed with invasive breast cancer, and an estimated 41,760 will die from the disease.
- Breast cancer is the most frequently diagnosed cancer in women (excluding skin cancer) and second only to lung cancer as a cause of cancer death in women.
- Breast cancer death rates have declined by 40 percent since 1989, contributing to more than 348,000 lives saved.
- The five-year relative survival rate for breast cancer that has not spread to the lymph nodes or other locations is 99 percent.



HOW YOUR SUPPORT MAKES A DIFFERENCE

Thanks to your support of our Making Strides Against Breast Cancer walks, the American Cancer Society is there for everyone in every community touched by breast cancer, including those currently dealing with a breast cancer diagnosis, those who may face one in the future, and those who may avoid one altogether thanks to education and risk reduction.



INNOVATIVE RESEARCH

We invest in cutting-edge breast cancer research to better understand, prevent, find, and treat the disease.

COMPREHENSIVE SUPPORT

We provide free, comprehensive information and support to those touched by breast cancer when and where they need it.

A FEW ADDITIONAL WAYS YOUR SUPPORT IS HELPING THOSE IN OUR COMMUNITIES IN 2018:



The American Cancer Society is currently **funding 160 grants** related to breast cancer totaling more than **\$64 million**.



Nearly 477,000 nights of free lodging were provided to cancer patient and their families at our Hope Lodge® communities.



We provided over **480,000 rides to treatment** through our Road To Recovery® program.



Approximately **34,000 wigs were provided** to cancer patients.



More than **21 million calls and chats** were answered through our live 24/7 helpline at 1-800-227-2345.



Our patient navigators **served more than 34,000 patients**.

WANT TO BE A FUNDRAISING SUPER STAR?

We have two clubs for our super star fundraisers who go above and beyond with their fundraising commitment to the Making Strides program by raising over \$1,000 and \$2,500. Those who raise \$1,000 or more become members of the Grand Club, and those who raise \$2,500 or more a member of the Pacesetters Club, each receiving special recognition and appreciation for their unwavering dedication, passion, and support.

Tell me more about the Grand Club!

The concept is simple – raise a grand and join the club! And, you'll get a great, special-edition shirt to let people know about your accomplishment. Wondering what \$1,000 can do? It can provide 40 rides for a patient to treatment; it can provide 40 patients access to a live 24/7 cancer helpline for answers and support; and, finally, it can provide 20 nights of lodging at an American Cancer Society Hope Lodge® when treatment is far from home.



And what about the Pacesetters Club?

The Pacesetters Club program began in 2002 with the Making Strides Against Breast Cancer event in Boston. To celebrate the walk's 10th anniversary, American Cancer Society staff partners and an exceptional group of high-achieving participants set a goal to raise more than \$2,500 per person to increase funds raised in the fight against breast cancer. In search of an avenue to recognize these top performing participants, the Pacesetters Club was born.

This group of like-minded Making Strides fundraisers found additional momentum and inspiration in their membership of the Pacesetters Club program.

The Pacesetters Club program has spread far beyond from where it started in Boston and is now a way to recognize and embrace fundraisers who “set the pace” for event growth and leadership nationwide. All Pacesetters Club members excel in their efforts to support the American Cancer Society's mission to save lives from breast cancer and improve the quality of life for everyone touched by the disease.

In 2018, over 1,568 individuals throughout the nation raised over \$8 million!

How to Achieve Fundraising Super Star Status

This High Impact Fundraising Toolkit includes innovative ideas to help you get started with your fundraising goal to join one of these elite clubs. We've included talking points, sample social media posts, unique fundraising ideas, and resources to support your efforts. The below FUNDRAISING CLUB individual levels are recognized at all events nationwide.

\$1,000 – Grand Club

\$2,500 – Pacesetters Club

\$5,000 – Silver Level Pacesetter

\$10,000 – Gold Level Pacesetter

Fundraising Clubs – Levels and Benefits

As a high impact fundraiser, you will have the opportunity to choose to receive a thank-you gift as a token of our appreciation. This gift varies each year, but typically options include different apparel items, office gadgets, bags or travel items, tech gifts, and more depending on your individual Pacesetter fundraising level. You will also receive year-round perks, which may include:

- Acknowledgment at the local Making Strides Against Breast Cancer event
- Special recognition gift at the local level
- Invitations to local events
- The honor and pride of knowing you're helping to save lives from breast cancer



TALKING POINTS

As you spread the word about your involvement with the American Cancer Society as a top fundraiser, here are some talking points to assist you in questions you may receive. Feel free to personalize these to fit your individual story and passion for this important cause.



“What else are you doing to support the American Cancer Society?”

In addition to raising awareness about breast cancer, I’m committed to raising funds to help the American Cancer Society save more lives from the disease. Every dollar that I help raise supports the American Cancer Society and their work to help save lives from breast cancer.



“What else does the American Cancer Society do to fight breast cancer?”

By supporting the American Cancer Society and Making Strides Against Breast Cancer, we are ensuring that no one facing breast cancer will walk alone. The American Cancer Society is committed to helping those currently dealing with a breast cancer diagnosis, those who may face a future diagnosis, and those who may avoid a diagnosis altogether thanks to education and prevention.

The American Cancer Society saves more lives from breast cancer by investing in groundbreaking breast cancer research to better understand, prevent, find, and treat the disease. As of March 2019, they are currently funding 160 breast cancer research

grants totaling more than \$64 million nationwide. The American Cancer Society also provides free, comprehensive information and support to those touched by breast cancer when and where they need it. And, the American Cancer Society helps people take steps to reduce their breast cancer risk or find it early when it may be easier to treat.



“Wow! I had no idea that the American Cancer Society did so much! What can I do to help?”

You can support my Making Strides team by visiting [INSERT LOCAL WEBSITE LINK] to make a donation, sharing one of my social media posts, and/or joining me [INSERT LOCAL EVENT DATE] for the American Cancer Society Making Strides Against Breast Cancer of [INSERT CITY] walk at [INSERT LOCATION].

SOCIAL MEDIA BEST PRACTICES

- Connect your fundraiser to Facebook (see more details below!).
- Include photos/videos of you and your friends rocking the color pink!
- Use a trackable short URL (bitly link) instead of the long website URL.
- Instagram users – include tags to @AmericanCancerSociety and your city (e.g., #Memphis).
- Instagram users – include a direct link (or bitly link) to your team page in your Instagram bio. This is the only place to hyperlink a website on Instagram.
- Twitter users – update your profile to include a direct link (or bitly link) to your team page.
- Connect your LinkedIn, Facebook, and other social media profiles to your personal fundraising page.

Hashtags:

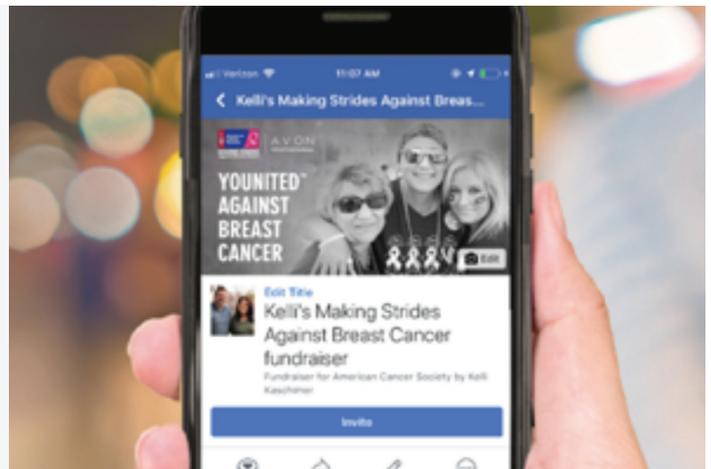
#<YourCity> (e.g., #Memphis)
#MakingStrides
#MSABC
#AmericanCancerSociety
#BreastCancer
#AttackingCancer

FACEBOOK

Facebook Fundraisers is making raising money easier than ever. If you're not already using it, what are you waiting for? It's easy.

Here's how to get started:

- 1 Login to your dashboard.
- 2 Connect your fundraiser to Facebook.
- 3 Invite Facebook friends to donate and share your efforts.
- 4 Track your progress.



The best part? All the money you raise on Facebook will automatically be counted toward your individual goal.

SAMPLE SOCIAL MEDIA POSTS

Below are some additional options to help fundraise and promote Making Strides in your community.

FACEBOOK

During October [or This month], I'm #MakingStrides against #breastcancer! Donate to my Making Strides team page!

<insert website URL>

For my <#Insert reason to fight>. #MakingStrides <insert website URL>

[ex – For my #Mom #MakingStrides <insert website URL>]

[ex – For all #breastcancer survivors! #MakingStrides <insert website URL>]

I'm trying to become a member of the Grand Club for Making Strides Against Breast Cancer. Help me hit my fundraising goal of a grand and donate today! <insert website URL>.

I'm trying to become a member of the Pacesetters Club for Making Strides Against Breast Cancer. Help me hit my fundraising goal of \$2,500 and donate today! <insert website URL>.

[Take a photo wearing pink from head to toe]

#IGotPinked <tag #CITYNAME!> Support my <tag local Strides FB page> #MakingStrides team today! <insert website URL>

#Breastcancer death rates have declined by 40% since 1989. Donate today to help the American Cancer Society save more lives! <insert website URL> #MakingStrides

I'm wearing pink to raise money and awareness for #MakingStrides <tag local Strides FB page>! <insert website URL>

#Breastcancer is the most common cancer among #Americanwomen, except for skin cancers. It is the second-leading cause of cancer death in women, exceeded only by lung cancer. Join me in supporting <tag local Strides FB page> to help save lives. <insert website URL> #MakingStrides

Men are also at risk for developing #breastcancer. An estimated 2,670 men are expected to be diagnosed with #breastcancer this year. #MakingStrides helps save lives. <insert website URL>

I am proud to join <tag local Strides FB page> this year, and will be walking in honor and support of all those affected by #breastcancer. Will you join me? <insert website URL> #MakingStrides

Get your pink on and join me and all the #MakingStrides participants this [SATURDAY OR SUNDAY] for <tag local Strides FB page>! You can still join my team or make a donation at <insert website URL>.

Need #breastcancer help and want to talk to someone anytime, 24/7? Call the American Cancer Society at 1-800-227-2345 to talk to one of our caring, trained staff.

Thank you to all those who supported my <tag local Strides FB page> #MakingStrides team! <insert website URL>

Join me and the American Cancer Society to save more lives from #breastcancer by investing in groundbreaking breast cancer research to better understand, prevent, find, and treat the disease. #MakingStrides <insert website URL>

FACEBOOK

Your donation can help the American Cancer Society save more lives from #breastcancer by helping people take steps to reduce their breast cancer risk or find it early when it may be easier to treat. #MakingStrides <insert website URL>

The American Cancer Society has invested more than \$4.8 billion in research since 1946.

Thanks to American Cancer Society-funded research, we know that mammography is the most effective way to detect #breastcancer early. Help us save lives. <insert website URL>

Finding #breastcancer at an early stage can increase the chances of treating it successfully. Together, we can help the American Cancer Society continue to provide screening guidelines, educate health care professionals, and engage in efforts to increase public awareness about the importance of yearly #mammograms. #MakingStrides <insert website URL>

The American Cancer Society invests more in #breastcancer research than any other cancer, doing the most they can today to end the disease tomorrow. While significant progress has been made, more needs to be done. Support my #MakingStrides team with a donation to help save lives! <insert website URL>

With 268,600 new cases of invasive #breastcancer expected this year, it remains the most common cancer among women in the US other than skin cancer, and the second leading cause of death after lung cancer. Support my #MakingStrides team and help fight for all those women! <insert website URL>

Through American Cancer Society-funded research in 1974, Dr. V. Craig Jordan discovered that #Tamoxifen could help prevent specific types of #breastcancer. Tamoxifen was approved by the United States #FDA for treatment in 1978.

Through American Cancer Society-funded research in 1988, Dr. Dennis Slamon discovered that the #HER2 protein was overexpressed in 15 to 30% of #breastcancers. #Herceptin, developed by Dr. Slamon, is used today to treat thousands of women with breast cancer.

Through American Cancer Society-funded research in 2001, Walt Disney-American Cancer Society Research Professor for Breast Cancer Dr. Mary-Claire King, along with Dr. Bernard Fischer, reported that Tamoxifen helps prevent recurrence of #breastcancer in #BRCA2 but not #BRCA1 patients.

Support my #MakingStrides team and help the American Cancer Society do work like this: funding more than \$64 million nationwide (as of March 2019) in a vast array of #breastcancer #research grants, including those focused on evaluating disparities and identifying unmet needs to improve screening and early detection and to better support those dealing with a diagnosis. <insert website URL>

A recent study by American Cancer Society researchers found that walking at least 7 hours per week can help lower the risk of developing #breastcancer after menopause by 14%.

Hope my friends will walk with me <insert date> in the <tag local Strides FB page> at <insert location>. For more information, visit my #MakingStrides team <insert website URL>.

What can your support do? \$20 could help one person get 24-hour access to free information and support via the phone and online chats. #MakingStrides <insert website URL>

FACEBOOK

Last year, the American Cancer Society Hope Lodge program provided more than 477,000 nights of free lodging to patients traveling away from home for treatment. Your support makes this possible! #GiveHopeAHome #MakingStrides
<insert website URL>

In 2018, nearly 477,000 rides to treatment were provided to patients in need through the American Cancer Society #RoadToRecovery program.

What can your support do? \$50 could help provide patients and caregivers with free lodging when they have to travel for cancer treatment. #MakingStrides team <insert website URL>

For people who have just heard the words “you have #breastcancer” and need someone to provide peer-to-peer emotional support, the American Cancer Society #ReachToRecovery program can help. More than 5,400 visits were provided through the program last year.

What can your support do? \$65 could help provide a wig for someone going through cancer. #MakingStrides team
<insert website URL>



TWITTER

During October I'm #MakingStrides to help #save lives from #breastcancer! Donate to my Making Strides team page! **<insert website URL>**

1 in 8 women will be diagnosed w/#breastcancer in her lifetime. Make a difference by donating today. #MakingStrides **<insert website URL>**

I am determined to help save lives from #breastcancer. Pls support my **<tag local Strides Twitter>** team! **<insert website URL>**

For my **<#Insert reason to fight>**. #MakingStrides **<tag local Strides Twitter>** **<insert website URL>**

[Take a photo wearing pink from head to toe] #IGotPinked **<tag #CITYNAME!>** Support my **<tag local Strides Twitter>** #MakingStrides team today! **<insert website URL>**

#Breastcancer death rates have declined by 40% since 1989. Donate 2day 2help @AmericanCancer save more lives! **<insert website URL>**

Doing my part to help save lives by supporting **<tag local Strides Twitter>**! #MakingStrides **<insert website URL>**

#Breastcancer is the most common cancer among #Americanwomen, except for skin cancers. Join me in supporting **<tag local Strides Twitter>** to save lives. **<insert website URL>** #MakingStrides

Men are also at risk for developing #breastcancer. An estimated 2,670 men are expected to be diagnosed with #breastcancer this yr. #MakingStrides help me save lives. **<insert website URL>**

Join me and all the #MakingStrides participants this **[SATURDAY OR SUNDAY]** for **<tag local Strides Twitter>**! You can still join my team or make a donation at **<insert website URL>**.

Need #breastcancer help & want 2 talk 2 someone anytime, day/night? Call @AmericanCancer

1-800-227-2345 2 talk 2 cancer info specialists.

TY2 all those who supported my **<tag local Strides Twitter>** #MakingStrides team! #TickledPink

Join me & @AmericanCancer 2 save more lives from #breastcancer by investing in groundbreaking breastcancer research. #MakingStrides **<insert website URL>**

UR donation can help @AmericanCancer provide free comprehensive info & support 2 those touched by #breastcancer #MakingStrides **<insert website URL>**

UR donation can help @AmericanCancer help people take steps to reduce their #breastcancer risk. #MakingStrides **<insert website URL>**

Since 1946 @AmericanCancer has invested more than \$4.8B in research. #MakingStrides Help us save lives. **<insert website URL>**

Thx2 @AmericanCancer -funded research, we know mammography is most effective way 2 detect #breastcancer early. **<insert website URL>**

Finding #breastcancer early can increase chances of treating it successfully. #MakingStrides **<insert website URL>**

SAMPLE FUNDRAISING LETTER

Dear [INSERT NAME],

No one should have to face a breast cancer diagnosis alone. This is why I have joined the American Cancer Society in support of their lifesaving work. I am committed to raising awareness and funds for their Making Strides Against Breast Cancer effort this year.

This cause is one I personally believe in. [SHARE PERSONAL CONNECTION TO BREAST CANCER.]

The more people who support this cause, the bigger our impact will be in helping to save lives from breast cancer. That's why I'm asking those close to me to consider supporting my efforts by making a donation through my personal fundraising website: [INSERT LINK].

Because of my efforts and those of others who support this important cause, the American Cancer Society is able to conduct innovative research, educate people on how to reduce their risk for breast cancer or detect it early, and simply provide a hand to hold. Your donation could help someone who is currently dealing with a breast cancer diagnosis, those who may face a future diagnosis, and those who may avoid a diagnosis altogether thanks to education and prevention.

Thank you in advance for your support. Because, united, we can do more.

[CONTACT NAME]

FUNDRAISING IDEAS

Every dollar you raise helps the American Cancer Society save lives from breast cancer. Personalize your fundraising based on what will interest your networks. While your fundraising possibilities are endless, here are some ideas to get started.

Personal

- Start off your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
- Craft your personal story, stating why you are supporting this cause. Make sure you update your personal fundraising website with your story and consider sharing it in a letter (see sample letter on the previous page) to some of your personal contacts, describing why you are involved in this campaign and how their support would mean a lot to you.

Social Media

- As you share your pictures and information about your Making Strides event, ask followers to make a donation to help you become the top fundraising candidate while helping save lives from breast cancer.
- Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone that your friend wants to honor or remember.
- Be sure to provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.



FUNDRAISING IDEAS

For ideas below that include raffles and auctions, please be aware that laws vary by state. Before implementing an event like this, work with your Community Manager and legal department to ensure you are in compliance with state laws.

Friends and Family

- Have your tailgate group make a donation and “pink out” their event tailgate one weekend in October. Have them share pictures and ask others to donate to your campaign.
- Host a no-show golf game. Instead of playing, have your friends donate their greens fees to your campaign and meet up for drinks or dinner.
- Have a BBQ or wine and cheese party. Ask friends to come and make a donation to your campaign.
- Send out emails or letters to friends and family (don’t forget those out of town!), asking them to make a donation to your campaign.
- Ask a local business to donate an item (such as high-quality brand cooler, golf or fishing outing, restaurant gift certificate, weekend at a condo, etc.) and ask friends and family to sell chances to win the prize(s). Draw the winner on November 1.
- Design a unique pink T-shirt and collect donations from those who want to purchase one to support your campaign.
- Send a text message to your close friends with a link to make a donation – ask them to donate \$10 and to ask 10 of their friends to donate \$10!

Business Contacts

- Host a golf game or cocktail hour for your colleagues.
- Secure food donations and host a lunch at the office, asking your coworkers to make a donation to attend. Make it festive by encouraging everyone to wear pink.
- Send a letter or email asking for support.
- Share the opportunity to participate as a Making Strides sponsor.
- Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans (and maybe even a lot of pink) on Friday.
- Ask a local business to host a bake sale or have a local restaurant donate a portion of their proceeds to your campaign.
- Encourage your business contacts whose companies have matching gift programs to use them when making donations.



FUNDRAISERS BY INDUSTRY

Health Care

- Ask a hospital or health care center to create a branded breast cancer awareness T-shirt that is sold to staff to wear during October for a donation.
- Offer pink items used by physicians, nurses, and staff, such as lanyards, surgical caps, and scrubs that can be purchased for a donation.
- Hospitals are made up of multiple departments. Ask if the hospital can create a friendly competition between departments for a prize. Hospital staff love free lunches and dinners, so a potential prize could be a donated meal.
- Ask a cafeteria to sell cakes/pies/cookies prior to a holiday for a donation.
- For a hospital or large treatment centers, see if the gift shop will sell a Breast Cancer Awareness Month T-shirt for a donation. For other centers and doctors' offices, ask if they will host a one-day sale for the T-shirt.

Banks/Financial Institutions

- Implement a "Battle of the Banks" fundraising competition between various community banks.
- Consider hosting a Battle of the Banks basketball game, where banks participate in tournament-style play, with each bank selling color-coded T-shirts (different color per bank) and hosting other fundraising as well. A traveling trophy could be presented to the bank that raises the most money. This can be done between branches or competing banks.
- Offer to set up information tables for each branch and provide them with pink gear to decorate and display.
- Suggest that the bank ask customers to honor or remember a loved one touched by cancer by making a donation for a Wall of Hope cards at the register. The bank can then create a display inside the office with completed cards.
- Ask banks to include an announcement about Making Strides on their ATM receipts.

Grocery Stores

- See if the store is interested in placing a Making Strides coin can at the cash registers. They can even post a photo of a survivor near the can and ask that everyone donate their loose change in honor or memory.
- Suggest a celebrity baggers event. See if the store will bring in local celebrities to help bag for tips that go to Making Strides.
- Voting contests are a great way for stores to engage customers and fundraise. Post pictures of team members and store employees who dress in pink, then use email and social media to have friends and customers vote with their dollars for who has the “pinkest” spirit during the month.
- Store vendors are often supportive of fundraising for a cause. Oftentimes they will join in and support the fundraising effort as part of being a good partner.
- Work with management to decorate main windows to the store. Have other franchise stores in your area? Challenge them to do the same! Put up coin jars or change buckets asking patrons to vote their store the favorite!
- Set up a wishing well with a sign saying we want to “Wish Away Breast Cancer.” Display photos of loved ones or survivors to make it personal. Consider placing an ad in the local paper announcing specific days for change drop-offs.

Car Dealerships

- Encourage a dealership to make a donation for each car sold in October, or host a test-drive event in which they make a donation for each test drive.
- Consider hosting a cookout on property (similar to a customer appreciation event). Items sold can be donated to Making Strides.
- If the dealership has an ongoing advertising contract with a radio station, consider asking if the radio station will schedule a remote broadcast on a busy Saturday at the dealership with special incentives and fundraising opportunities for customers.
- Ask if the service department can put a walk paper or buckslip in every car that comes in for repair or would give a donation to Making Strides for every oil change during October.
- Ask the dealership to consider working with a neighboring restaurant to co-host a pancake breakfast and invite customers, former customers, and other businesses in the area to attend.
- Saturday “free” car washes for a donation
- Bring in a racecar and, for a donation, have a contest to see who can change the tires the fastest.

Faith-based

- Get a faith-based leader to agree that if at least 15 people join the team and every team member raises a minimum of \$100, then the leader will wear something pink during the first service after the walk.
- Challenge another faith-based organization to commit to a fundraising challenge. Some radio stations may put your challenge on the radio.
- Suggest the faith-based organization hold a theme dinner. Ask each member to prepare part of the meal. Sell tickets and arrange for entertainment from within your faith facility.
- Have members clean out their attics, garages, and basements and bring items in for a yard sale on congregation property.
- Celebrate autumn by raising funds for your Making Strides event. Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your decor. For the main attractions, you may want to consider a pumpkin-carving contest, apple bobbing, face painting, bake sale, or a scarecrow-decorating contest. Charge an admission fee, and sell other goods and services at your festival.
- Sell tickets for a chance to win a donated Thanksgiving/holiday turkey from a grocery store.



ADDITIONAL RESOURCES

Mobile Fundraising App
A to Z Fundraising Tips

Matching Gift Form
Wall of Hope Flyer

Dress Casual Day Flyer
Goal Poster

Students for Strides

Description: If you have connections to your community's school – whether you work at one or are involved as a parent – consider engaging the entire school in fundraising for your Making Strides Against Breast Cancer event. Middle and high schools may be willing to implement a fundraising campaign in the months leading up to October.

You'll want to host a kickoff event to help everyone learn more about Making Strides and set a fundraising goal. You may even want to ask your staff partner to set up a special website. You'll also

want to organize several fun fundraising activities. In some markets, volunteers have organized T-shirt decorating contests, flash mob activities, bra decorating contests, planting events, and pink dress-up days. The possibilities are endless!

AVERAGE FUNDRAISING POTENTIAL:
\$5,000 - \$50,000

Coaches vs. Cancer®

Description: Coaches vs. Cancer – a collaboration between the American Cancer Society and the National Association of Basketball Coaches – leverages the community leadership of coaches. Coaches vs. Cancer events take place in many forms and for all sports. Fundraising and awareness happen differently at each event, but the common thread is that the events all take place during a game or tournament for that sport. The program is a great way to engage new constituents in the fight against cancer and get them involved in our Making Strides events.

You can use the summer and fall to approach local coaches and booster programs by scheduling fall and/or winter Coaches vs. Cancer events. You can also work with coaches, summer travel or club leagues, and recreation centers to schedule Coaches vs. Cancer tournaments during the summer months.

It is important to cast a wide net when it comes to Coaches vs. Cancer. If your community's football program is incredibly popular, it is wise to approach them and the cheerleading team to do a coordinated event. However, do not rule out other possibilities such as a Coaches vs. Cancer event at a regional bowling tournament, young professionals kickball tournament, or for a travel soccer team.

AVERAGE FUNDRAISING POTENTIAL:
\$500-\$2,500

Suggested partners: Local school district, booster clubs, travel/club leagues, rec centers

Website: coachesvscancer.org

Bark Out Breast Cancer (Bark For Life)

Description: The American Cancer Society Bark For Life program is a fundraising event honoring the lifelong contributions of our canine caregivers. It presents an opportunity for people to be empowered through their canine companion partnerships and to contribute to cancer cures through the mission of the American Cancer Society.

Families and their dogs come together for a few hours during the day and complete a one-mile walk to honor the caregiving qualities of their canine “best friends” and cancer survivors. Activities include:

- Doggy games
- Top dog and dress-up contests

- Team and community fundraising
- Music and food
- Special guest demonstrations featuring therapy, police, or rescue dogs

AVERAGE FUNDRAISING POTENTIAL:

\$2,000-\$45,000

Suggested partners: Local veterinarian offices, pet stores, law enforcement dogs, rescue groups, volunteers within your network who are passionate about their pups!



Characters/Mascots for a Cause

Description: Who wouldn't want to meet a prince or princess? Or have their picture taken with their local professional sports team mascot? Purchase a ticket for \$25 and receive a complete kid's meal (could be breakfast, lunch, or dinner), an autograph book, and an opportunity to take photos with your favorite

AVERAGE FUNDRAISING POTENTIAL:

\$3,000-\$6,000

Fools on the Roof

Description: Fools on the Roof is a jail-and-bail concept where “fools” (participants) agree to go up on a roof in a public location and pledge to raise a certain amount of money during a set time before they’re allowed to leave the roof. Participants raise money both ahead of time, and onsite by calling their contacts for pledges.

The “fools” collect contact information for their donors, who will be invoiced for their pledges. The event brings great awareness to fundraising for the American Cancer Society and the local Making

Strides event by engaging high-profile community members and generating media coverage. Each “fool” can raise significant contributions, with community “celebrities” always bringing in a bulk of the funds.

AVERAGE FUNDRAISING POTENTIAL:
\$5,000-\$15,000

Small Fry Tri

Description: Open to children ages two to five. Children will run, bike (can bring their own bike, tricycle, or scooter with helmet), and then dash to the finish through a sprinkler, fire hose, or splash park! Parents and siblings are encouraged to help the children complete the course. This is not a competitive event, and all children will receive a T-shirt and medal. The key to a successful event is getting sponsors. You will spend half of the registration fee on the cost of the T-shirt and medal.

AVERAGE FUNDRAISING POTENTIAL:
\$2,500-\$8,000

Suggested partners: Pediatric doctors, pediatric dentists, orthodontists, daycare providers, pre-schools

Stick a Fork in Cancer

Description: Stick a Fork in Cancer is a dine-out campaign where local restaurants donate a portion of their sales on a given day or week. This can be done at all levels, whether at the event level with only five to 10 restaurants, or all the way up to the Regional level. The key is to have multiple restaurants on board for the same date or time

period. This coordinated effort will likely increase media coverage for the event and boost promotion through social media channels.



Celebrity Waiter

Description: This is a fantastic event designed to bring local “celebrities” together to have fun while raising money for a great cause. Celebrity waiters are recruited by Making Strides volunteers to wait on a table of 10 guests. Waiters choose their guest list and seek \$25 donations from 10 guests to dine at their table. Guests are encouraged to “tip” the waiter with donations, which are the primary funds raised at the event. Guests will also be asked to bring a centerpiece for the table that will be auctioned off

during a live auction after dinner. They will also be encouraged to choose a creative theme for their table, adding to the overall fun of the evening!

AVERAGE FUNDRAISING POTENTIAL:

\$2,500-\$20,000

Holiday Boutique

Description: This successful event was held during the holiday season and served as a holiday boutique/craft sale for the local community. Volunteers rented a church and town hall at a discounted cost and charged \$75 per booth rental for groups/vendors that were not part of a Making Strides team. The event brought teams, participants, and the community together during the holiday season and raised awareness about the American Cancer Society and the local Making Strides event.

Attendees had the opportunity to make their holiday purchases while sharing their holiday spirit and helping fight cancer at the same time!

AVERAGE FUNDRAISING POTENTIAL:

\$1,000-\$3,000

Strides Skate

Description: This is a fundraising event planned by youth and organized to engage the youth market in the fight against cancer! The volunteers recruited a youth emcee, as well as a youth honorary survivor, to help connect with the attendees. The four-hour event only cost \$10 to attend and allowed participants to skate, play games, enjoy music, and win door prizes. Parents were encouraged to attend as well. The planning volunteers decorated the roller rink in a birthday theme and provided materials to educate attendees about the American Cancer Society’s mission and the community’s Making Strides event. This event allowed the American

Cancer Society to reach a part of the community that had not previously participated in a Making Strides event, bringing in new dollars and new participants!

AVERAGE FUNDRAISING POTENTIAL:

\$2,500-\$5,000

Suggested partners: Local roller derby team, ice skating groups/clubs, hockey teams, current Making Strides participants and teams

Murder Mystery Dinner

Description: Hosted at a local museum, this event served as a fundraiser for a large Making Strides team. A script was written, and members of other Making Strides teams were recruited to help perform the two-hour show. The murder mystery was titled, “A Night at The Museum,” and the characters were museum exhibits that had come to life to figure out who had murdered the museum curator!

Expenses were minimal, as food was donated and prepared by members of the team, and the location and sound equipment were also donated. Two sellout shows resulted in a total sale of 200 tickets

at \$20 per ticket. Between shows, a silent auction and other fundraising activities were held to help increase the overall funds raised.

AVERAGE FUNDRAISING POTENTIAL:

\$4,000 - \$10,000

Suggested partners: Historic community locations that set the right scene, theater groups, and local high school students

Girlfriends Gala

Description: This event is a typical gala with a unique twist – a ladies’ night! Attendees are encouraged to wear an old prom or bridesmaid dress that they thought they’d never wear again and come out to enjoy the festivities. VIP and general admission tickets can include activities like dinner, dancing, photo opportunities, basket drawings, bachelor auctions, etc. Another option to avoid the expenses of a formal dinner is to host the event later in the evening and provide sweet and savory appetizers rather than a full dinner. “Girlfriends” are required to work with local businesses to cover the

cost of their date. They can also help sell tickets and promote the event.

AVERAGE FUNDRAISING POTENTIAL:

\$4,000 - \$10,000

Suggested external partners: Individual sales consultants (for baskets), young professional groups



Purses, Pouts, & Pearls

Description: An entertaining evening for young women that promotes healthy living and raises funds. Gather up the girls and come out for an exciting occasion of:

- **Purses:** Fun and engaging games of bingo with ultimate prizes – famous-maker purses!
- **Pouts:** Silent auction and raffle baskets, featuring items to pamper your lips. There will be gift to take home, featuring a special lipstick or gloss.
- **Pearls:** A mix of pearl and gemstone jewelry from local merchants and hand-crafted, custom-made pieces by area artisans available for raffle and in the silent auction.
- A large silent auction, featuring embellished baskets to fulfill any girl's dreams. Tables of items ranging from the practical and the exquisite to the adventurous and the ordinary compete for the highest bid to help the American Cancer Society provide free programs and services to cancer patients.

Suggested ticket prices are \$45 for general admission ticket, with an option to purchase a VIP ticket (limited to 100) for an additional \$45. Attendees will enjoy an extraordinary buffet of nourishing and healthful foods, full cash bar, swag bag of items as a parting gift, entertainment and music, a complimentary card for the first bingo game, and the opportunity to participate in purse bingo, multiple raffles, and the grand silent auction.

AVERAGE FUNDRAISING POTENTIAL:

\$\$5,000-\$20,000

Suggested external partners: Boutiques, hair/nail salons, women's organizations

Reindeer Run

Description: Reindeer Run is a 5K fun run/walk with a winter theme. Instead of giving out the traditional race T-shirt, the gift is a dated commemorative holiday ornament. Ornaments are purchased at a discount for 50 cents. At the end of the walk/run, a reindeer mascot greets the racers, and participants have the opportunity to have their picture taken with him or her. Cookies and hot cocoa are provided, and participants have tons of fun with the festive touches.

AVERAGE FUNDRAISING POTENTIAL:

\$1,500 - \$5,000

Suggested external partners: Running clubs, service organizations (such as Lions Clubs), local group that has a reindeer suit, local coffee shop to donate hot cocoa, bakery for cookies, and local government and police to identify and create event routes

Freezin' for a Reason

Description: The Freezin' for a Reason event brings teams together on a date in the winter to jump into frigid water. Participating teams raise money, just as Making Strides teams do leading up to the event. During the event itself, there are several other fundraising and mission components such as a silent auction, raffle (if permissible in your state), costume contest, luminaria sales, mission moment, and award ceremony. A previous event charged a \$20 registration fee, and participating teams raised an average of \$1,400.



AVERAGE FUNDRAISING POTENTIAL:
\$25,000

Suggested external partners: Village or city (to get approval for event site and by board if needed), local fire department, local police department/explorers (for traffic control), terrain company (to cut and remove ice from the lake), local restaurants (to host registration nights leading up to the event and to host teams on the day of the event for the pre-/post-plunge location), local sponsors (monetary, in-kind for T-shirts, warmers for the outdoor changing stations, tarps for outdoor changing stations, silent auction/raffle items, and 20' x 20' tents).

Bunco Tournament

Description: Bunco is a game that anyone can learn quickly and is a great way to socialize. Many communities already have bunco groups, which makes this a great fundraiser! Host a large bunco night with good food and drinks, a great prize for the winner, and anything else you might add to raise more money. Foursomes can sign up together, or two at a time. You just need someone who can organize the crowd, and the night will run itself!

AVERAGE FUNDRAISING POTENTIAL:
\$800-\$2,000

Suggested external partners: Individual consultants for baskets or prize for the winner, firehouse or restaurant for the host, bunco groups

Strike Out Cancer

Description: Held annually, this event is more than your average night at the lanes. Each team that sells tickets to the event gets a credit back to their fundraising. There are two bowling heats, usually held on a Sunday to avoid conflicts with leagues. The heats are at noon and 3 p.m. The cost is \$10 for adults per heat, and \$5 for kids. Bowling alleys may require the event to pay a flat fee for the day (costs will vary with each bowling alley), with all sales beyond that donated back to Making Strides. Volunteers focus on getting lane sponsors at \$25 per

sponsor for each lane. The event also has a raffle with about 10 gift baskets and a 50/50. Ask the bowling alley if you can bring in food to set up a bake sale.

**AVERAGE FUNDRAISING POTENTIAL:
\$3,000**

Test-drive Campaigns

Description: Team up with a car dealer in your area to create a test-drive campaign where every person who test drives a certain type of vehicle during a particular day, week, or month will earn a donation to the American Cancer Society.

**AVERAGE FUNDRAISING POTENTIAL:
\$250-\$3,000**

Movie Night

Description: Pick a popular movie that is about to come out in theaters and see if your local theater would be willing to partner with you to host a special early showing. Then promote the opportunity to everyone you know. Some fundraisers have doubled the price of a movie ticket (half goes to the theater and half to your fundraising) and nearly sold out an entire theater.

**AVERAGE FUNDRAISING POTENTIAL:
\$1,000**

