



Finish the fight
against breast cancer.

2015 Making Strides Against Breast Cancer of Calhoun County

Team Coaching Kit

My Team Ambassador is: _____

Their phone is: _____

Their email is: _____

1.800.227.2345
MakingStridesWalk.org



Table of Contents

American Cancer Society Welcome Letter

Key Event Information

STEP ONE: Form Your Team Plan

Sphere of Influence Worksheet

STEP TWO: Set Your Fundraising Goals

STEP THREE: Make a Fundraising Plan

How to raise \$100/\$500 in 10 Days

Strides Fundraising A to Z

Sending an Email

Fundraising Mobile Apps

Second Annual MSABC of Calhoun County Awards Reception

Pacesetter Club

Your Impact



In 2014 Making Strides Against Breast Cancer of Calhoun County

Welcome!

Thank you for your interest in getting your team started early for the 2015 Making Strides Against Breast Cancer (MSABC) Walk of Calhoun County! The MAIN thing that our Top Fundraising Teams and Individuals have in common is that they start fundraising NOW.

We want to help you any way that we can in making your team successful for 2015 and that is what this Team Coaching Kit is designed to do.

Some key points:

Once your team members are registered online at www.makingstrideswalk.org/calhouncountymi we can post any funds you've already turned in for 2015. **New for this year!** We are tracking your cash & check donations for you on the website.

Our kickoff event will be held Thursday, August 20, 6 p.m. Even though your team is already registered online, you will still be invited to attend! You'll want to try to make sure at least one member from your team is there.

Please "like" us on Facebook at www.facebook.com/makingstridescalhouncounty Even if you aren't on Facebook, this is a public page that anyone can view. Please view our Facebook page daily for:

The most up to date announcements regarding the walk

Announcements for fundraising contests

Mission Moments—these are designed to inform people of where the money goes

Photos of Strides events and teams

Team Fundraisers—we will promote Strides teams' fundraisers here along with fundraising opportunities

Tips on fundraising, growing your team, and much more!

Why start early? Teams who start early are more likely to become a Top Fundraising Team and have more Pacesetters than teams who wait until Kickoff.

In 2014 we raised over \$48,792 for Breast Cancer patients and their families and we want to get started NOW on raising even MORE for 2015. Thank you for your help as an Early-Bird Team!

Our 2015 walk will be on **Saturday, October 24, 2015 at Mill Race Park in Downtown Battle Creek.** Check-in/registration begins at 9:30am and the walk begins at 10am.

We look forward to working with you this year!

Katie Nelson
Community Manager
MSABC of Calhoun County
mary.nelson@cancer.org

Casey Bell
Bring the People Lead, Event Leadership Team
MSABC of Calhoun County
cbell@mapmi.com

Key Information:



Making Strides Against Breast Cancer of
Calhoun County

October 24, 2015

Registration 9:00 AM

Walk 10:00 AM

Mill Race Park—Downtown Battle Creek (across from Kellogg Foundation)

Ceremony times (Approximately):

Opening @ 9:30 A.M.

Closing @ 11:15 A.M.

Event Leadership:

People Lead – Casey Bell

Experience Lead - Eva Alonzo

Community Manager– Katie Nelson

Kick-off Information

Grace Health (fka Family Health Center of Battle Creek)

181 W Emmett St, Battle Creek, MI 49037

August 20, 2015

Registration 5:30 P.M.

Program 6 P.M.

Step ONE: Form your team

Get started by forming your 2015 Strides Team! Want to build a WINNING Team in only *FIVE DAYS?!?!?* Follow these steps—we even provided space for you to create your personal recruitment plan!

Day 1: Get organized and spread the word!

Set a goal on HOW MANY team members you want and a PERSONAL DEADLINE for you to find them. Having a plan is the first step in making things happen! **Spread the Word** –Use social media, email, voicemail and a personal ask to recruit family and friends for your Strides team!

My Team Member Number Goal (most teams are 10-15): _____

The first TEN Family/Friends I will ask to join me are:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

My Deadline to reach my goal: _____

Day 2: Recruit your coworkers to join your Strides Team

Have you talked to your company or organization about ways to promote your team at work? Everyone has been touched by cancer in some way, so don't be surprised if your office wants to support you by joining your team, creating a company team or even sponsoring the event!

Talk to your human resources department about ways you can promote Strides in the workplace (such as hanging a poster in the break room with your contact info, promoting your team in the company newsletter, etc.).

Who I will talk to in my office about recruiting coworkers: _____

What I will ask for (e.g. company sponsorship, put up a flyer, company newsletter, email to coworkers, etc.):

Day 3: Calling all Survivors!

Making Strides is about eliminating this disease but it's also a chance to recognize and support Breast Cancer survivors and their caregivers. Odds are you know a Breast Cancer survivor, so invite them to join your team and then walk in honor of them! Don't let a survivor you know miss out on this opportunity to be recognized and treated like a VIP!

The Survivor(s) either my team members or I know who we will invite to walk with us:

_____	_____
_____	_____

Day 4: YOUR story

We all have a "Strides Story" but what's yours? The most powerful story is YOUR OWN. Share your story today with those around you and ask for their support. Send emails to your entire address book and explain how you came to be involved with the American Cancer Society and why you participate. Your inner circle may know that you walk, but they may not know your Strides Story. If they did, they may just join you! Use social media to share your story, too!

I will share my personal story and invite people to join me on the following days:

When I will send an email: _____

When I will post on social media (e.g. Facebook): _____

Day 5: Ask, and then ask AGAIN!

You've reached out to a lot of people this week about joining your Strides team! Now it's time to circle back around and make sure you didn't miss anyone! Follow up with everyone you've emailed or spoken to about joining your team. We all know how busy life can be but there may be more people interested in joining you at Strides than you think.

Send out another quick email to double check or drop by your co-workers desk and see if anyone needs help signing up.

People I talked to who haven't gotten back to me yet:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Sphere of Influence

Are you still having a hard time coming up with people to invite to join your Strides team? The purpose of this activity is to illustrate the broad reach of your connections into your community. Use this activity as a tool to reveal where your community connections are and recruit them to get involved by either joining your team or donating. Making Strides is a community based event . . . and nobody knows your community better than you!

Parents I know from my child's school:

I know from my place of worship:

I know from my gym:

I know the following from clubs and organizations I'm a member of:

My primary doctor/dentists are:

My hairstylist is:

My neighbors are:

These are the people to ask to join you in the fight against cancer by joining your Strides team. You may also invite your family members to join (parents, siblings, grandparents, aunts and uncles, cousins—invite them all!).

If they cannot join your team, ask them for a donation!

Step TWO: Set your fundraising goals

The most successful goal numbers are those that are *meaningful*.

Examples: In 2015 the American Cancer Society will be 102 years old, so encourage your team members to raise at least \$102.

Maybe someone is celebrating 5 years since their diagnosis, so they may want to raise \$102 for each year, totaling \$510.

The following are just a few examples of goals to set and the reasoning:

\$50	The cost of providing cancer patients 5 rides to or from treatment
\$100	The cost of guiding 4 women facing cancer through every step of their journey
\$250	Helps offer a cancer patient and her caregiver 1 week of free lodging during treatment
\$1,000	Helps identify a cancer-causing gene in DNA, so that we may stop cancer in patients or prevent the cancer from occurring

When your team members are setting their goals, follow these steps:

Set a number that is **MEANINGFUL** to you and **SHARE** with others **WHY** you selected that amount.

When you get close to raising that goal, **INCREASE** it—people are **MORE** likely to give when they see you are close to your goal. They are **LESS** likely to give when you hit or exceed it.

Ideas for setting a meaningful goal:

- Examples:
- (1) We are walking in honor of Jane Doe, who lost her battle in 2010. Therefore, our team goal is \$2,010.
 - (2) This year I'm celebrating 5 years of being cancer free and want to raise \$1,000 for each year, so my goal is \$5,000.
 - (3) 2015 Marks the 102nd Anniversary of the American Cancer Society, so we are asking every member on our team to raise \$102.

For 2015 Our fundraising goal is \$ _____ because: _____

Step THREE: Make a fundraising PLAN

Get together with your team and create a list of all the fundraisers you plan on doing in 2015. Don't forget that you can ALSO collect online donations!

Team Member Name:

Individual Goal:

Example: Jane Doe _____

\$ 500 _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

Total of ALL Individuals:

\$ _____

Need more fundraising ideas?

How to Raise \$100 in 10 Days

Day	Action	Total
1	Put in your own \$10 donation.	\$10
2	Ask your significant other for \$10.	\$20
3	Place a canister at your place of employment.	\$30
4	Ask a coworker for \$10.	\$40
5	Ask a friend for \$10.	\$50
6	Ask a relative for \$10.	\$60
7	Ask a neighbor for \$10.	\$70
8	Ask another coworker for \$10.	\$80
9	Ask a supervisor for \$10.	\$90
10	Ask another neighbor for \$10.	\$100

How to Raise \$500 in 10 Days

Day	Action	Total
1	Put in your own \$25 donation.	\$25
2	Ask your doctor and dentist to donate \$50 each.	\$125
3	Ask four family members to donate \$25 each.	\$225
4	Ask three friends to donate \$25 each.	\$300
5	Ask your supervisor to donate \$25.	\$325
6	Ask two local merchants to donate \$25 each.	\$375
7	Ask three neighbors to donate \$15 each.	\$420
8	Ask two coworkers to donate \$10 each.	\$440
9	Ask three people from church to donate \$10 each.	\$470
10	Ask three parents to donate \$10 each.	\$500



A to Z Fundraising Tips

Thank you for supporting our efforts to finish the fight against breast cancer by fundraising for and participating in an American Cancer Society Making Strides Against Breast Cancer event.

Making Strides participants seek donations rather than pledges from friends, family, and coworkers. For most events, there is no minimum amount to raise, but every dollar you raise helps save more lives and gets us one step closer to a world without breast cancer. So, set a goal and aim high!

Here we offer you a lot of great fundraising ideas, both for individuals and teams, to help you meet your goals. Be creative, have fun, and ask everyone you know or meet to help support your effort!

MAKING STRIDES AGAINST BREAST CANCER FUNDRAISING TIPS

A

Art Sales – During this fundraiser, which is perfect for kids’ teams, students produce creative works of art and host a show where parents and friends can buy back their budding artists’ masterpieces.

Ask Everyone You Meet – Even if you have sent out emails for online donations, carry an envelope with you. That way, when you talk about your Making Strides event, you can ask people to donate right then. Take the envelope with you to meetings. Indicate your own contribution at the top of your walk paper. Make sure the top few donations on the form are significant, as other people are apt to follow suit. Don’t assume people will or won’t give. Give them the chance to decide for themselves!

Auctions of All Kinds – Auction off a prime parking space at work, a half day or whole day off from work, a picnic lunch or desserts, homemade dinners, local artwork, or other creative and fun items.

B

Birthday Celebration – Create a world with less breast cancer and more birthdays by asking people not to purchase cards or gifts for your birthday, and to make a donation to your Making Strides team instead.

Book Sale – Encourage your coworkers and friends to dust off their bookshelves and contribute to a book sale.

Breakfast Treat Day – Bring in healthy treats like fruit or bagels for a Monday morning meeting and invite donations. Offer desk-side delivery for pre-orders.

C

Challenge by the Boss/Principal – Get the boss to agree that if at least 15 people join the team, and every team member raises a minimum of \$100, he/she will wear all pink clothing to work the Monday after the walk.

Challenges – Challenge another team or company to raise more money than you. Some radio stations may promote your challenge on the air.

Chari-tea – Invite your friends to a tea party and encourage them to wear their finest hats. Ask for a suggested donation for tickets to the event, and ask each team member to provide a component of the tea (finger sandwiches, biscuits, exotic teas, etc.). To add awareness to your fundraising event, ask a survivor to come speak.

Cookoffs – Encourage budding chefs to compete for the best chili or barbecue, and charge a fee to taste and vote.

D

Dedicate – Dedicate your personal effort to someone who has won a battle with cancer, to someone who is battling cancer, or to someone who lost their battle.

Dine Out for a Cause – Many restaurants allow for you to host fundraisers and will donate a percentage of the sales to your team. See which restaurants near you might be interested in joining the fight against breast cancer.

Dress Casual to Help End Breast Cancer Forever – Ask every employee to contribute to your team, and in return they will be allowed to “dress down” on a specified day at work. Use the official Making Strides dress casual stickers to recognize those who made a donation.

E

Envelopes at Restaurant Tables – Teams generate donations by placing an envelope at every table, stating “Please support the American Cancer Society and our Making Strides Against Breast Cancer team.”

F

Flowers and Plants – Sell extra houseplants or bouquets from your garden and watch your donations blossom.

Fundraise with Facebook – Download the application to raise Making Strides donations through Facebook. It’s an easy way to let everyone know about your fundraising efforts throughout the season and get more friends involved.

G

Garage Sales – Ask your team members to clean out their attics, garages, and basements and bring items in for sale.

Gift Wrapping – Around Mother’s Day, or the holidays, offer to wrap gifts for your colleagues in exchange for donations.

H

Handyman/Handywoman for a Day – Shovel snow, rake leaves, or mow your coworker’s/neighbor’s lawn and donate your “fee” to your Making Strides team.

Home Parties – Host a jewelry, kitchen, candle, clothing, or home decorations party at your home and donate the profits to your Making Strides team.

I

Ice Cream Social – Decorate a location as an old-fashioned ice cream parlor and soda fountain. Set up tables with board games and raise funds by collecting donations.

J

Jail & Bail – For a donation, employees can have another employee “arrested” and the arrested employee must post their own bail for an additional donation. Or, a bounty can be placed on the arrested employee’s head, and they can be held until the entire bounty is raised (\$100+ per “inmate”).

K

Knock Out Cancer – Set up a punching bag in your office lobby or cafeteria, and let people take out their aggressions on cancer in exchange for donations.

Knit to Save Lives – Use your knitting or crochet skills to make small, easy items like coffee cup cozies, scarves, or hats and offer them for sale as a donation to your Making Strides team.

L

Lawn Service – While you are mowing your lawn, ask to mow someone else’s, too, for a donation.

Loose Change Drive – Request a coin can from the American Cancer Society, or use a soup can from home, and ask everyone you know to donate their loose change and see how quickly the can fills up!

M

Matching Gifts – Ask your human resources or personnel department if your employer matches gifts. If so, bring the completed form to the walk with your donations. Your donations could be doubled!

Mustache Mania – Encourage men to grow mustaches and have people donate to the weekly winner with the most grown hair.

N

Name Bead Bonanza – Take orders for personalized bracelets, key chains, necklaces, etc., for a donation.

O

October Festival – 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, consider a pumpkin-carving (or scarecrow-decorating) contest, apple bobbing, face painting, or bake sale.

P

Pancake Breakfast – Get the day off to a good start with a fundraising breakfast.

Percentage of Sales – Ask a store to designate a percentage of one day’s sales or proceeds and to publicize the store’s offer.

Pet Service – Love pets? Walk someone’s dog or feed their cat for a donation.

Pies – Find whichever fruit is in season to make and sell your delicious pies.

Pink Shirt and Jeans – Similar to “Dress Casual to Help End Breast Cancer Forever,” employees who donate to your Making Strides team can wear a pink shirt and jeans on a designated day.

Potluck Lunches at the Workplace – Name every Wednesday “Making Strides Against Breast Cancer Potluck Day.” Team members take turns preparing main dishes, salads, desserts, etc., and offer to feed coworkers for a set price or donation.

Q

Quilts – Sell quilt squares made by employees. The squares can be sold in honor or in memory of people who have battled cancer.

R

Romance – Offer to cater a romantic dinner for two; the highest donation wins the dinner.

S

Sign Up. Set Up. Start Fundraising. – Sign up at MakingStridesWalk.org, set up your personal page, and send emails to everyone you know to raise money the easy way!

T

Turkey Drawing – Sell tickets to be entered to win a donated holiday turkey from a grocery store.

U

Unique Boutique – Collect or make one-of-a-kind items and raise funds via a silent or live auction.

V

Vacation Day – If you are on a team with your coworkers, ask your boss if he/she can offer a bonus day off for the team member who raises the most money.

W

Wall of Hope – Designate a wall for display. Each time you collect a donation, provide a card (available from the American Cancer Society) for the donor to write their name on and add to the wall. Create a competition with colleagues or team members with the most cards on the wall.

Wine Tasting – As with any fundraiser – but especially with this one – the wine must be donated and all liquor liability laws must be followed.

X

Xmas Tidings – Make fresh evergreen wreaths and yule logs to sell, adorned with festive holiday bows, berries, and pinecones.

Y

Yoga against Breast Cancer – Ask a local yoga studio if they would be willing to hold a special class or weekly class to support breast cancer, and invite participants to make a donation or provide a percentage of the class fees to your Making Strides team.

Z

Zzzz – Arrange with your boss to allow one day for all participants to come in a half-hour later than usual, and charge everyone a fee to sleep in and dream of a world without breast cancer.



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

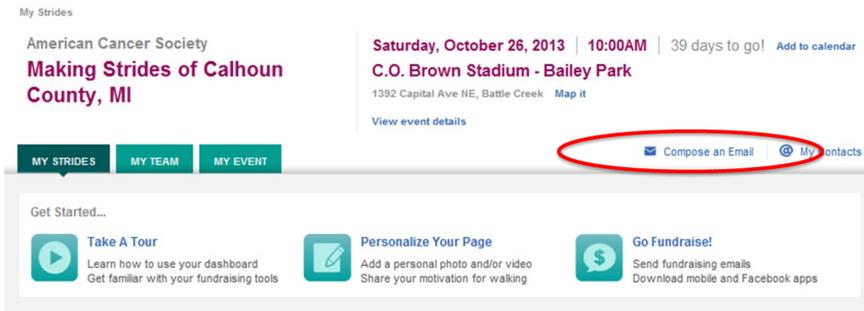
cancer.org | 1.800.227.2345

Sending an Email...

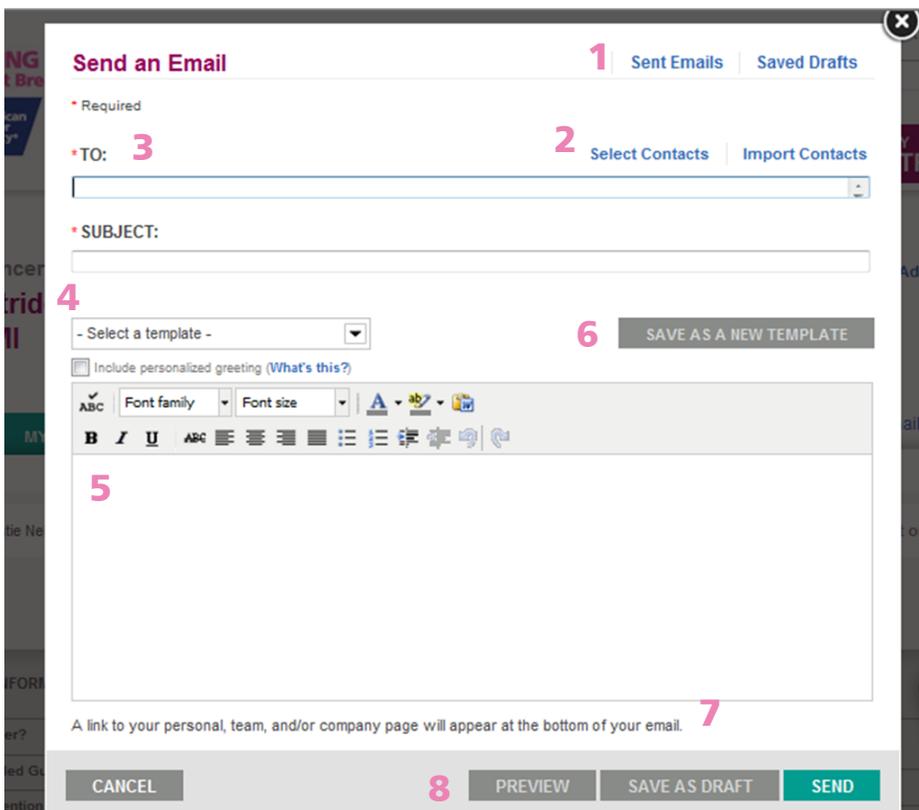
Using the online email tool is a great way to recruit team members and ask for donations!

After you log in to the event website, click “My dashboard” at the top of your screen. *Some computers will automatically take you to your dashboard after logging in.*

Your Dashboard:



Click “Compose an Email” once your dashboard loads.



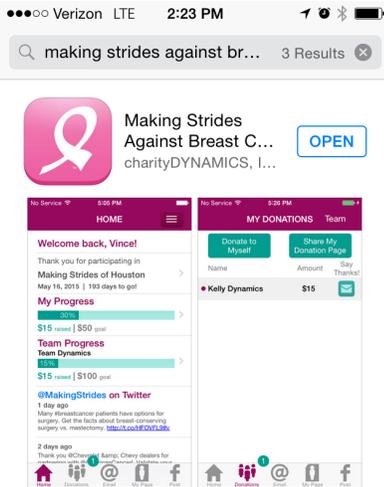
1. View previously sent emails and saved drafts
2. Import & Save Contacts or
3. Type in emails manually
4. Templates available for any and all emails (recruitment, fundraising, etc.)
5. Don't forget to personalize your emails!
6. You can save any email you create as a template for future use
7. A direct link to your fundraising page is automatically attached to every email
8. Preview, save, and send your email

There's an App for that!

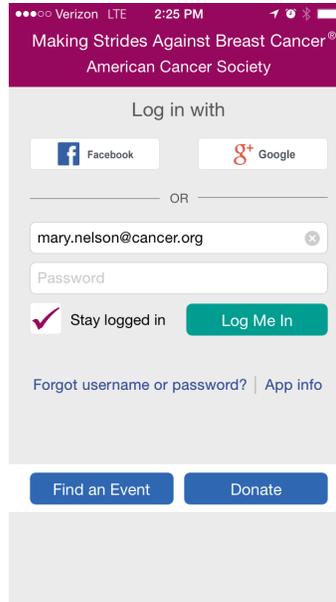
Making Strides Against Breast Cancer App

- Manage donations
- Send Emails
- **Edit your fundraising page**
- **Post to Facebook**

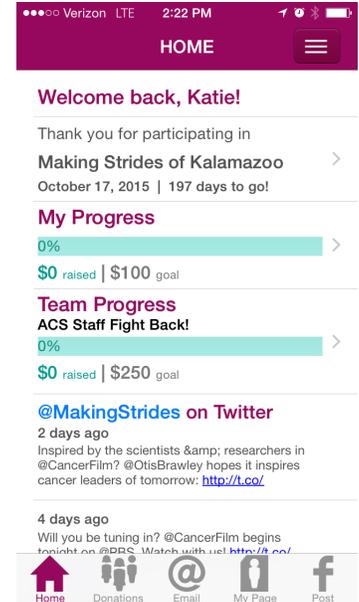
Download



Log In



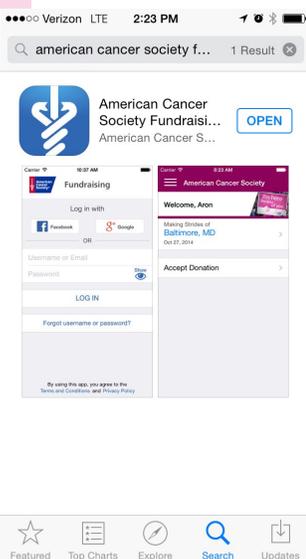
Start Fundraising!



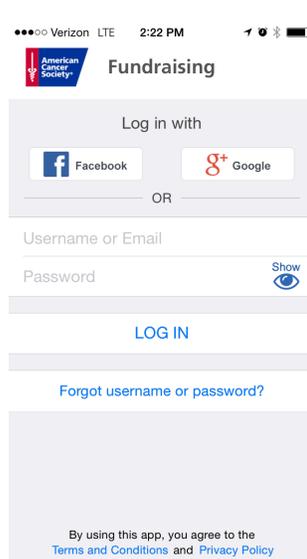
American Cancer Society Fundraising App

- Accept credit and debit card donations
- Can be used anytime and anywhere!
- Safe and secure to use
- Credit donation to individual, team or event
- Automatically uploads to event website
- Generates a donor receipt

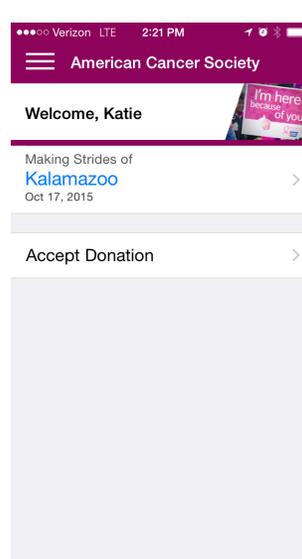
Download



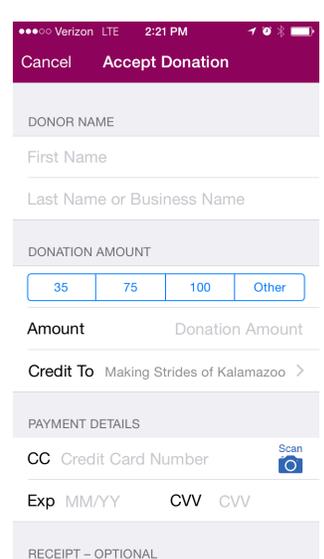
Log In



Select Event



Process Donation



Inaugural MSABC Awards Reception



On March 12, 2015 we held our Inaugural MSABC Awards Reception at the new Courtyard Marriott of Battle Creek to honor our 2014 Top Fundraising Teams and Pacesetters. The Second Annual MSABC Awards Reception will be held in March 2016 to honor the **2015 Top Fundraising Teams in the following categories:**

- Flagship Sponsors
- Top 3 Company Teams
- Top 3 Community Teams
- Top 3 Family & Friends Teams
- Veteran Team of the Year
- Rookie Team of the Year

We will also honor our Pacesetters, which are individuals who raise \$2,500 and more for Strides. In 2014 we had 2 Pacesetters and our goal for 2015 is to have 3!



Each Qualifying Team and Pacesetter honored will receive a personal invitation to attend.

Be sure to check out photos from our 2015 event on our Facebook page! If you have any questions, please contact Katie Nelson, Community Manager, MSABC of Calhoun County, at mary.nelson@cancer.org.



JOIN THE PACESETTERS CLUB!

Finish the fight against breast cancer.



The Pacesetters Club

Are you ready to lead the way in the fight to end breast cancer? Members of the Pacesetters Club are committed to achieving extraordinary fundraising results for the American Cancer Society Making Strides Against Breast Cancer. And those results are getting us closer to a world without breast cancer.

We've all been affected by breast cancer in some way. Making Strides gives us the power to make a difference and fight back. Becoming a Pacesetter is your opportunity to take your passion to the next level – because more money raised to fight breast cancer means more survivors who will celebrate more birthdays.

Pacesetters receive special perks, including:

- Acknowledgement at Making Strides Against Breast Cancer events
- Recognition and appreciation on the Making Strides Web site
- Certificate of Recognition
- Local Pacesetter Gift
- National 2015 Pacesetters gear (options for ladies and gentlemen)
- Personal Invitation to the 2015 MSABC Awards Reception (held March 2016)
- The honor and pride of knowing you are helping to end breast cancer

Ready to set the pace? Here's how to get started:

- Sign up online at MakingStridesWalk.org to participate in your local Making Strides Against Breast Cancer event.
- Set your individual fundraising goal at \$2,500 or higher.

Send an email to your family, friends, and coworkers, asking them to support you with a donation.

Once you raise \$2,500 or more, you'll be a member of the Pacesetters Club. *Pacesetters are determined yearly based on the total donations collected for Making Strides between January 1, 2015 and December 31, 2015.*

Finish the fight against breast cancer.



American Cancer Society's Impact on Breast Cancer

According to the American Cancer Society *Cancer Facts & Figures 2014*, 232,670 new cases of invasive breast cancer are expected to be diagnosed in women nationwide in 2014, and an estimated 40,000 women are expected to die from the disease. In Michigan, that includes 7,600 newly diagnosed women and 1,400 women who are expected to die from the disease. Thanks to the support of companies and community members nationwide, funds raised through Making Strides Against Breast Cancer walks help the Society finish the fight against breast cancer in many ways.

Making an impact in the fight against breast cancer

Thanks in part to the American Cancer Society and its Making Strides supporters, breast cancer death rates have decreased by 34 percent since 1989, translating to more than 203,000 lives saved from breast cancer.

The American Cancer Society has played a role in nearly every major breast cancer research breakthrough in recent history, including:

- Establishing mammography as the standard for breast cancer screening
- Discovering lifesaving treatments, such as Herceptin and Tamoxifen
- Discovering genes that cause breast cancer
- Confirming the knowledge that genetics, body weight, lack of exercise, and alcohol use can increase breast cancer risk by 34 percent



Finish the fight

against breast cancer.



American Cancer Society's Impact in Michigan

Until cancer is a thing of the past, the American Cancer Society is there for those who hear the words, "you have cancer." In 2013, the Society was able to provide the following resources to individuals touched by cancer, including breast cancer patients.

Information 24 hours a day: The American Cancer Society is available 24 hours a day, seven days a week at 1-800-227-2345 to anyone seeking information about cancer. **In 2013, our cancer information specialists answered more than 20,361 calls from individuals in Michigan.** In addition, the Society's website, cancer.org, recorded 1,007,889 visits in 2013 from people in Michigan seeking information and resources to help them through their cancer experience.

Patient service programs: American Cancer Society programs serve thousands of cancer patients and their families in Michigan each year. This includes the Society's Reach To Recovery® program, which is a peer-to-peer support program for women facing or living with breast cancer. **In 2013, 403 women in Michigan utilized this program.**

Lodging during treatment: The American Cancer Society Hope Lodge® program offers free overnight lodging for cancer patients and their caregivers who have to travel away from home for treatment. **The Hope Lodge® located in Grand Rapids, Michigan, provided 8,567 nights of free or reduced rate lodging.**

Transportation to treatment: The American Cancer Society Road To Recovery® program provides free rides to cancer patients to and from treatments and cancer-related appointments. **In 2013, patients received a total of 19,836 rides to treatment through this volunteer driver program.**

MakingStridesWalk.org/CalhounCountyMI
Facebook.com/MakingStridesCalhounCounty
CalhounCountyMIStrides@cancer.org
269.349.8710 ext.6121



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

cancer.org | 1.800.227.2345



The American Cancer Society, Inc.
adheres to the Better Business Bureau's
strong standards for charitable giving.

bbb.org/charity