



MAKING STRIDES
Against Breast Cancer®

AVON
National Presenting Sponsor



YOUUNITED™

WHAT UNITES US, IGNITES US.

Participant Fundraising Toolkit

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BREAST CANCER 101

WHAT IS BREAST CANCER?

Breast cancer starts when cells in the breast begin to grow out of control. These cells usually form a tumor that can often be seen on an x-ray or felt as a lump. The tumor is malignant (cancerous) if the cells can grow into (invade) surrounding tissues or spread (metastasize) to distant areas of the body. Breast cancer occurs almost entirely in women, but men can get it, too.

HOW IS BREAST CANCER DETECTED?

Tests and exams used to find a disease, like cancer, in people who do not have any symptoms are called screening tests. Screening exams, such as mammograms, find cancers before they start to cause symptoms. This is called early detection. Cancers that are found early – when they're small and haven't spread – may be easier to treat and have better outcomes.

BREAST CANCER IN THE US



In 2019, an estimated **268,600 women and 2,670 men** are expected to be newly diagnosed with breast cancer.



Breast cancer is the **most common cancer** diagnosed in women (excluding skin cancer) and second only to lung cancer as a cause of cancer death in women.



Nationwide, **41,760 women and 500 men** are expected to die from breast cancer this year.



The five-year relative survival rate for breast cancer that has not spread to the lymph nodes or other location is **99 percent**.



Breast cancer death rates have **declined by 40 percent** since 1989, contributing to 348,800 lives saved.

WHAT IS MAKING STRIDES AGAINST BREAST CANCER?

The American Cancer Society Making Strides Against Breast Cancer walk is a powerful event to raise funds to end breast cancer. As the largest network of breast cancer events in the nation, these noncompetitive 3- to 5- mile walks unite more than 200 communities with a shared determination to save lives from breast cancer.

Since 1993, more than 15 million Making Strides Against Breast Cancer participants in the US have raised more than 935 million. These funds help the American Cancer Society save lives by funding innovative breast cancer research, and providing vital patient and caregiver services when and where people need them. It's one way we're attacking cancer from every angle.



PARTNERING WITH AVON

As the National Presenting Sponsor of Making Strides Against Breast Cancer, Avon Representatives, customers, and Team Members raised more than \$800,000 in 2018 for the American Cancer Society's breast health programs and services.

Since launching the Avon Breast Cancer Crusade in 1992, Avon has contributed more than \$800 million to breast health causes. With Avon and the American Cancer Society united, we can do so much more.

HOW YOUR SUPPORT MAKES A DIFFERENCE

As we all know too well, when cancer strikes, it hits from all sides. That's why the American Cancer Society is attacking cancer from every angle – with breakthrough research, free rides to chemo and places to stay during treatment, a 24/7 helpline, and so much more.



Breast Cancer Research

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



Road To Recovery[®]

Provided over **480,000** rides to treatment



Hope Lodge[®]

Nearly **477,000** nights of free lodging provided



24/7 Cancer Helpline

More than **21 million** calls, chats, and emails answered



Patient Navigators

More than **34,000** patients served

2018 statistics



HOW TO REGISTER ONLINE

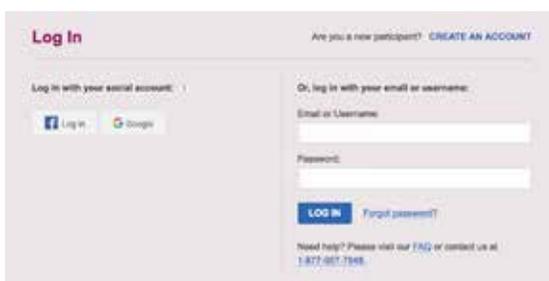
1 Find your event.
 Visit MakingStridesWalk.org and use the **Find an Event** link to locate a walk near you. Click the name of your local Making Strides event to be taken to the event home page.

2 Sign up.
 Click the **Join This Walk** button to begin the registration process.



3 Identify yourself.
 If you are a returning American Cancer Society event participant, welcome back and please log in.

If you are a brand new American Cancer Society event participant, or have not created a Society Account, welcome! Click **Create an Account** to continue the registration process and set up your very own Society Account.



4 Choose how you will participate.

Participants may choose to:

- **Start a Team:** enter your team name and team fundraising goal.
- **Join a Team:** locate and join your preferred team.
- **Join as an Individual:** set your goal and begin fundraising.

5 Kick off your fundraising.

Jumpstart your fundraising by donating to your own page.

6 Complete registration.

Complete the registration process by answering all the questions and following instructions on each page.

Once you have completed the registration process, you'll arrive at your dashboard, where you can begin fundraising!



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1-800-227-2345.

For Society Account assistance, call our dedicated helpline: 1-877-957-7848.

HOW TO REGISTER IN THE APP

- 1 Download the American Cancer Society FUNdraising App from Google Play or the App Store.



- 2 Click on Register for an Event.

- 3 Log in with Facebook or Google – OR – fill out the fields and click Next.

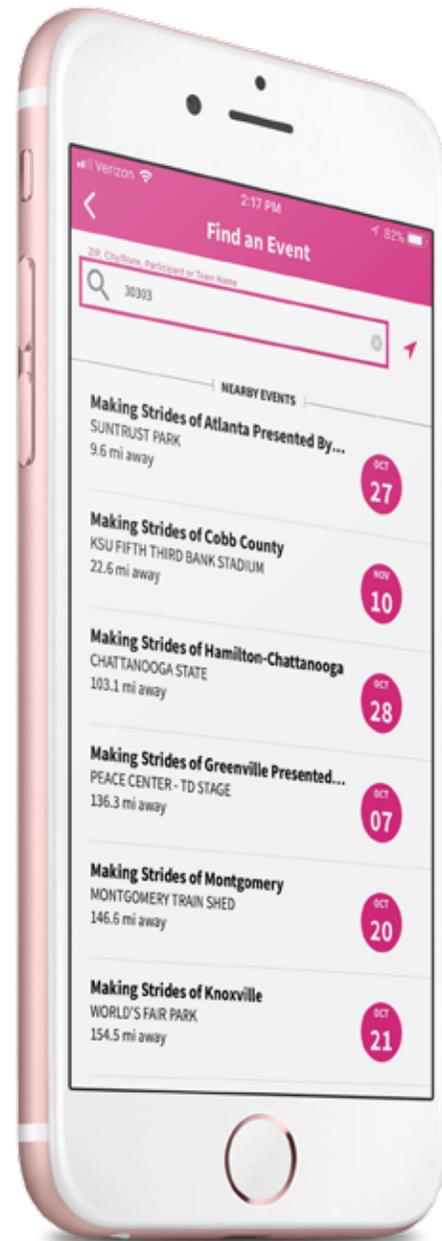
- 4 When asked to Find an Event, select Making Strides.

- 5 When asked to let us know your location, select Allow.

- 6 Search for an event by ZIP code, city/state, participant or team name and select Event.

- 7 Choose – Start a Team, Join a Team, or Join as an Individual.
 - To Start a Team, enter your team name.
 - To Join a Team, select from the list of existing teams.

- 8 On the next screen, click Done and you're ready to go!



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1-800-227-2345.

For Society Account assistance, call our dedicated helpline: 1-877-957-7848.

TALKING POINTS

As you spread the word about your involvement with the American Cancer Society as a Making Strides Against Breast Cancer Team Leader or participant, here are some talking points to assist you with questions you may receive. Of course, feel free to personalize your responses to fit your individual story and passion for this important cause.

WHAT ARE YOU DOING TO SUPPORT MAKING STRIDES AGAINST BREAST CANCER?

Thanks for asking! I've joined the American Cancer Society Making Strides Against Breast Cancer event presented by Avon to end breast cancer. In addition to walking in the event and raising awareness about breast cancer, I've committed to raising funds to help the American Cancer Society save more lives because too many people are still impacted by breast cancer. Every dollar I raise supports the American Cancer Society's work to be 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. I'd love your support!

WHAT DOES THE AMERICAN CANCER SOCIETY DO TO FIGHT AGAINST BREAST CANCER?

Every dollar raised helps the American Cancer Society ensure that we continue moving closer to a world without breast cancer. 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. Funds specifically go to early detection and prevention, innovative breast cancer research, patient support, and providing free, comprehensive information and help for those touched by breast cancer when and where they need it. The American Cancer Society is currently funding more than \$64 million in breast cancer research grants nationwide.

WHAT CAN I DO TO SUPPORT YOUR MAKING STRIDES AGAINST BREAST CANCER TEAM?

Please support me by visiting my fundraising page [Insert your personal page URL], or joining me and my team as a walker and fundraiser. You can also support me by sharing one of my social media posts to raise funds to end breast cancer. Thanks so much for your support.



USE OUR FUNDRAISING TOOLS

Every dollar you raise helps the American Cancer Society save lives from breast cancer. Use Facebook posts to personalize your fundraising and include activities that will interest your networks. You can also use Facebook Fundraisers to garner donations. While your fundraising possibilities are endless, here are some ideas to get you started.

NEW TO FUNDRAISING? FOLLOW THESE 4 STEPS!

1. Log into your dashboard through the Making Strides website. Personalize your fundraising page with your personal story and photo, and send fundraising e-mails. You can start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
2. Social media can be very effective fundraising tool. Use Facebook fundraisers, posts, etc. to amp up your donations. You can set up [Facebook Fundraisers](#) through your dashboard so all donations will be automatically counted toward your individual, team, and event goal.
3. Share your personal story in a letter to some of your contacts, describing why you are involved in this campaign and how their support would mean a lot to you.
4. Coordinate a fundraising effort tied to an activity you'll commit to doing if you hit a fundraising milestone. For example, maybe you will be up for wearing a tutu for a day or dye your hair pink when you hit your goal! Check out our [A to Z Fundraising Handout](#) for even more ideas.

USING YOUR FUNDRAISING DASHBOARD

- Log into your dashboard through the Making Strides website.
- Personalize your fundraising page with your personal story, a photograph, or a video.
- Ask your friends and family for their support via email, Facebook, and Twitter.
- Easily share the link to your personal page.
- Enter check and cash donations.
- Thank your donors and keep them updated on your progress.
- Team Leaders can manage their team through the dashboard by downloading team rosters, communicate with team members, manage team donations, update the team page, etc.
- Download the ACS FUNdraising App for Android or iPhone.

FRIENDS, FAMILY, PEERS, AND BUSINESS CONTACTS

- Send emails or letters to friends and family (don't forget those out of town), asking them to make a donation to your campaign.
- Text 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!
- Encourage your supporters whose company has a matching gift program to use it when making donations.



SOCIAL MEDIA

- As you share your pictures and information about the Making Strides event, ask followers to make a donation to help you become the top fundraiser or team, and support your mission to help 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 whom your friend wants to honor or remember.
- Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.

COORDINATE AN OFF-SITE FUNDRAISER

- Ask a local business to donate an item (such as 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.
- Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans 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.
- Secure food donations and host a lunch at the office, with coworkers donating to attend. Make it festive by encouraging everyone to wear pink.

HOST A FUNDRAISING EVENT

- Have a BBQ or wine-and-cheese party. Ask friends to come and make a donation to your campaign.
- Create an experience! In the past, a supporter, who is a local media personality, set a donation price to have a dinner date with him. For each dinner, he hosted a Facebook Live event at the beginning to introduce the donor, show his appreciation, and promote his fundraiser.
- Leverage your talents or those of others who support you. A supporter once planned a violin concert by her son as a fundraiser. She invited close friends and asked for a donation for attendance.

OUR FUNDRAISING CLUBS

We want to thank you for all your hard work fundraising and bringing awareness to the fight against breast cancer. When you reach a certain fundraising level (as a team or individual), you will be honored with an invitation to join the club, celebrated with a badge to mark your accomplishment, and in some cases, even rewarded.

GRAND CLUB

Grand Club members are recognized for their amazing help in the fight to save lives from breast cancer. Each individual who raises \$1,000 will receive a long-sleeve, quarter-zip jacket and badge as recognition of his or her efforts.

PACESETTERS CLUB

Members of the Pacesetters Club have gone above and beyond, achieving extraordinary fundraising results for American Cancer Society Making Strides Against Breast Cancer walks by raising at least \$2,500. Members receive special, year-round perks, which may include acknowledgement at Making Strides Against Breast Cancer events, recognition on the Making Strides website, a special gift, and invitations to local events.

INDIVIDUAL FUNDRAISING CLUBS AND BADGES

Rising Star – **\$25**

Fabulous Fundraiser – **\$100**

Pink Powerhouse – **\$250**

Super Strider – **\$500**

Shining Star – **\$1,000**

Champion of Hope – **\$1,500**

Pacesetter – **\$2,500**

Silver Pacesetter – **\$5,000**

Gold Pacesetter – **\$10,000**

TEAM FUNDRAISING CLUBS AND BADGES

Steady Striders – **\$1,000**

Fantastic Fundraisers – **\$2,500**

Crusader Crew – **\$5,000**

Stupendous Striders – **\$7,500**

Superstar Squad – **\$10,000**

Heroes of Hope – **\$15,000**

Passionate Pink Leaders – **\$20,000**

Pacesetter Team – **\$25,000**

SAMPLE SOCIAL POSTS

Below are some examples of social media posts you can use to help promote Making Strides Against Breast Cancer, and Avon's support of this important cause, in your community. Don't forget to review the social media best practices at the bottom of this section for tips on increasing engagement.

FACEBOOK

I'm wearing pink because I'm supporting my local <tag local Strides FB page> Making Strides event! #AvonMakingStrides Visit my team page today and help us end breast cancer! <insert your team's MSABC website URL>

Did you know that Avon is the National Presenting Sponsor for @AmericanCancerSociety Making Strides Against Breast Cancer events! Together, let's end breast cancer. #AvonMakingStrides Visit my team page today and join the fight! <insert your team's MSABC website URL>

During October [or This month], I'm supporting the @AmericanCancerSociety Making Strides Against Breast Cancer event in <insert local event city> to help save lives and end breast cancer! Donate to my team page! <insert your team's MSABC website URL>

An estimated 268,600 women will be diagnosed with cancer this year. Join me in making a difference by donating today. #MakingStrides <insert your team's MSABC website URL>

I am proud and determined to be there for every community touched by breast cancer. Please support my #MakingStrides <tag local Strides FB page> team! <insert your team's MSABC website URL>

For my <#Insert reason to fight>. #MakingStrides <insert your team's MSABC website URL>

[ex - For my #Mom. #MakingStrides <insert your team's MSABC website URL>]

[ex - For all #breastcancer survivors! #MakingStrides <insert your team's MSABC 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 your team's MSABC website URL>

Because it saves lives, I'm joining @AmericanCancerSociety to help save lives from breast cancer. #MakingStrides <insert your MSABC website URL>

Breast cancer death rates have declined by 40% since 1989. Donate today to help the @AmericanCancerSociety save more lives! <insert your MSABC website URL> #MakingStrides

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

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 breast cancer. Will you join me? <insert your team's MSABC website URL> #MakingStrides

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

Need breast cancer help and want to talk to someone anytime, day or night? Call the @AmericanCancerSociety at 1-800-227-2345 to talk to a cancer information specialist.

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

Join me, #MakingStrides and the @AmericanCancerSociety to help save more lives from breast cancer by investing in groundbreaking research to better understand, prevent, find, and treat the disease. #MakingStrides
<insert your MSABC website URL>

With an estimated 268,600 new cases of invasive breast cancer expected in women 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 your team's MSABC website URL>

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

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

Join me on <insert date> in the <tag local Strides FB page> at <insert location>. For more information, visit my #MakingStrides team <insert your team's MSABC website URL>.

What can your support do? \$25 could help the @AmericanCancerSociety provide free access to 24-hour information and support for one person with a cancer diagnosis. #MakingStrides <insert your team's MSABC website URL>

Did you know that just \$25 could help the @AmericanCancerSociety provide a ride to treatment or a related cancer appointment for a patient. #MakingStrides <insert your team's MSABC website URL>

By donating \$50 you could help the @AmericanCancerSociety provide patients and caregivers with a night of free lodging when they have to travel for treatment.

Last year, the @AmericanCancerSociety Hope Lodge® program provided nearly 477,000 nights of free lodging to patients traveling away from home for treatment. Your support makes this possible! Donate today:
<insert your MSABC website URL>

In 2018, more than 480,000 rides to treatment were provided to patients in need through the @AmericanCancerSociety Road To Recovery® and other transportation programs. By donating \$50 you could help provide two rides to treatment for a cancer patient. <insert your MSABC website URL>

For people who have just heard the words “you have breast cancer” and need someone to provide one-on-one emotional support, the American Cancer Society Reach To Recovery® program can help. Last year, more than 5,400 peer support services were provided through the program. By donating \$100, you could help provide two breast cancer patients with one-on-one peer support from a breast cancer survivor. <insert your MSABC website URL>

TWITTER

During October, I’m #MakingStrides to help save lives from #breastcancer! Donate to my #MakingStrides team page!
<insert your team’s MSABC website URL>

268K+ women will be diagnosed w/ #breastcancer this year. Make a difference by donating. #MakingStrides
<insert your MSABC website URL>

I am determined to help save lives from #breastcancer. Pls support my team! #MakingStrides
<insert your team’s website URL>

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

[Take a photo wearing pink from head to toe]

#IGotPinked <tag #CITYNAME!>. Support my <tag local Strides Twitter> #MakingStrides team today!
<insert your team’s MSABC website URL>

Because it matters, I’m joining <tag local Strides Twitter> to save lives from #breastcancer! #MakingStrides
<tag #CITYNAME!> <insert your MSABC website URL>

#Breastcancer death rates have declined by 40% since 1989. Donate today to help @AmericanCancer save more lives!
<insert your MSABC website URL>

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

#Breastcancer is the most common cancer among American women, except for skin cancers. Help me save lives. <insert your MSABC website URL> #MakingStrides

An estimated 2,670 men are expected to be diagnosed with #breastcancer this year. #MakingStrides helps me support them. <insert your MSABC website URL>

Join me this [SATURDAY OR SUNDAY] for <tag local Strides Twitter>! <insert your team’s website URL>. #MakingStrides

Need #breastcancer help & want to talk to someone anytime, day/night? Call @AmericanCancer 1-800-227-2345 2 talk to cancer info specialists.

Thank you to all those who supported my <tag local Strides Twitter> #MakingStrides team!

Join me to save more lives from #breastcancer by investing in groundbreaking #breastcancer research. #MakingStrides
<insert your MSABC website URL>

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

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

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

Thanks to @AmericanCancer - funded research, we know mammography is most effective way to detect #breastcancer early. #MakingStrides <insert your MSABC website URL>

Finding #breastcancer early can increase chances of treating it successfully. #MakingStrides

SOCIAL MEDIA BEST PRACTICES

- 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 @MakingStridesWalk 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.

HASHTAGS

- #AvonMakingStrides
- #<YourCity> (ex. #Memphis)
- #MakingStrides
- #AmericanCancerSociety
- #BreastCancer

SAMPLE FUNDRAISING LETTER

Dear [INSERT NAME],

When we unite to fight breast cancer, we can win. That's why I have joined the American Cancer Society in support of their lifesaving work by becoming a Team Leader at my local Making Strides Against Breast Cancer event. As a Team Leader, I am committed to raising funds to help the American Cancer Society saves lives from breast cancer.

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. I'm asking those close to me to support my efforts through my personal fundraising website: [INSERT LINK].

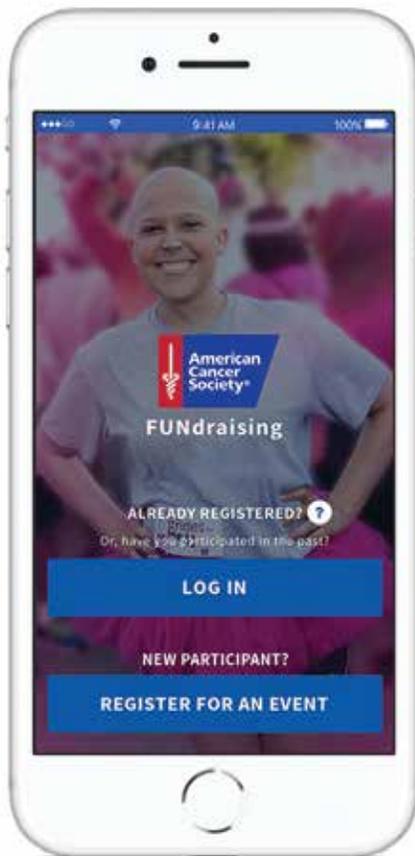
Because of my efforts and those of others who support this important cause, the American Cancer Society is able to conduct innovative research, educate people on how to reduce their risk for breast cancer or detect it early, and simply provide a hand to hold. Your donation could help someone who is currently 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. When we come together, we truly put the power of pink into action.

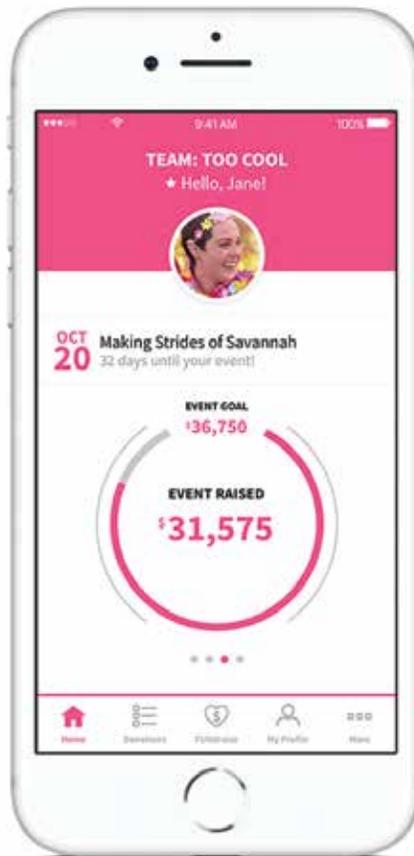
[CONTACT NAME]

FUNDRAISE WITH OUR APP

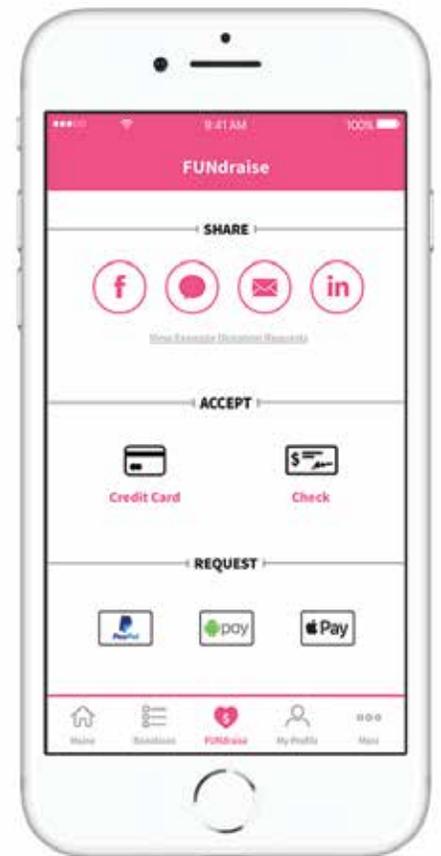
Register for events



Track progress



Request & accept donations



If you're a brand new registrant, returning participant, or Team Leader, now you can register in the app and sign up for events without ever leaving the app.

Easily keep track of your fundraising goals and progress.

Your dashboard will track all mobile and web donations made to you, your team, and/or your event.

Ask for donations easily and personally via Facebook, text, email, or LinkedIn.

Accept donations easily and securely with bank grade technology and encryption. Quickly scan and secure cards and checks!

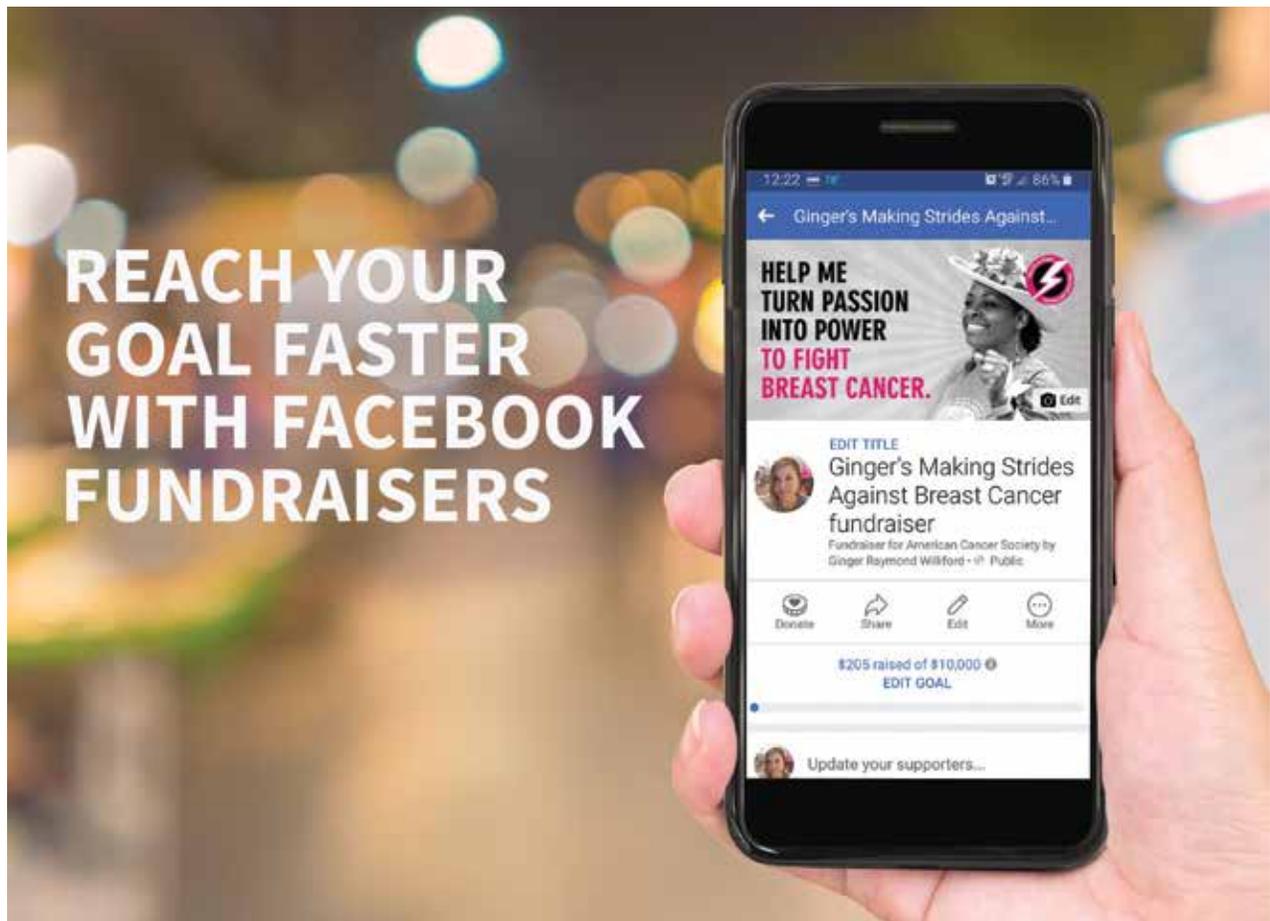
Give your donation donors flexibility with a variety of payment methods:

- Credit card/debit
- Checks
- Paypal
- Android Pay
- Apple Pay



Download the FUNdraising American Cancer Society app from Google Play or the App Store





REACH YOUR GOAL FASTER WITH FACEBOOK FUNDRAISERS

FACEBOOK FUNDRAISERS MAKES RAISING MONEY TO ATTACK CANCER EASIER THAN EVER.

HERE'S HOW TO GET STARTED:

1. If you haven't already, register for an event near you.
2. Go to your event dashboard.
3. Connect your fundraising to Facebook.
4. Invite Facebook friends to donate and share your efforts.
5. Track your progress.

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

Let's get social and fight cancer with the help of Facebook Fundraisers!