

Finish the fight against breast cancer.



Team Leader Kit





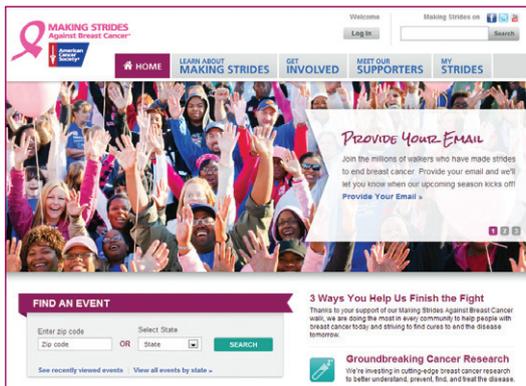
What is the Making Strides Against Breast Cancer walk?

- When you walk with us, you are joining the largest network of breast cancer awareness events in the nation, uniting nearly 300 communities to finish the fight. Last year, more than one million Making Strides walkers helped to raise more than \$60 million for the American Cancer Society to help save more lives from breast cancer.
- While most Making Strides events have no registration fee or minimum amount to raise, participants can maximize their impact by raising money online or collecting donations to turn in at the event. The noncompetitive three- to five-mile walks are powerful events that help raise awareness and funds to end breast cancer.



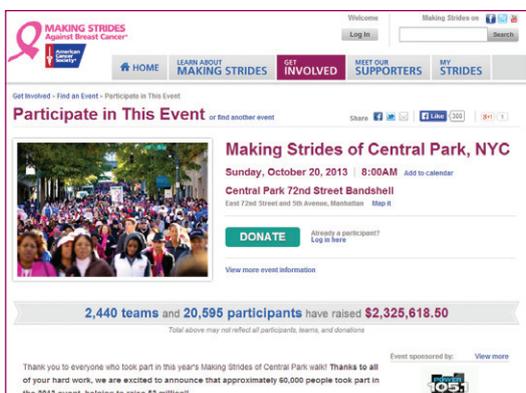


We can't finish the fight without you – it's easy to get started!



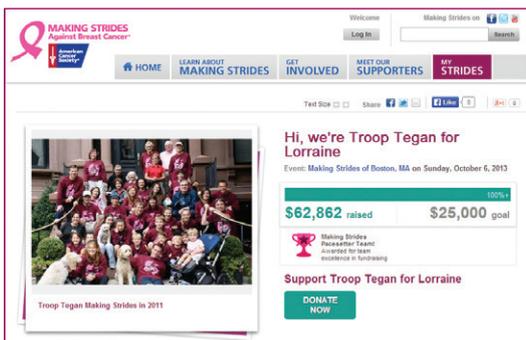
1. Sign up.

Visit makingstrideswalk.org to find your local event and start your team. When you sign up, you'll have the opportunity to name your team and set a team fundraising goal.



2. Recruit team members.

Invite friends, family, coworkers, and neighbors to join your team. You can send emails directly from your *My Strides* dashboard using one of our recruitment templates or by creating your own email message.



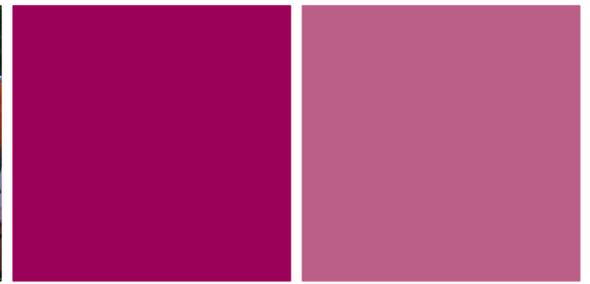
3. Raise funds.

Create your team fundraising page and personalize it with photos and stories to encourage and inspire others to donate or join your team.



4. Walk with us.

Join us on walk day to celebrate survivors, pay tribute to loved ones lost, and fight back against breast cancer!



Helpful hints for building your team and reaching your fundraising goal.

Building a successful team

- Recruit people for your team – friends, family, coworkers, members from your place of worship, classmates, neighbors, etc.
- Include someone directly impacted by breast cancer, either as a survivor or a caregiver.
- Seek out people with different backgrounds and talents to widen your circle of donors, connections, and fundraising ideas.
- Develop a plan or vision for your team: What are your goals? How are you going to raise funds? How are you going to communicate with one another?
- Motivate your team by making fundraising goals challenging but realistic. If you are a returning team, try to top last year's fundraising total.
- Promote participation among the team, and place each team member in a specific role.
- Encourage everyone on your team to set an individual fundraising goal of at least \$100.
- Have fun!

Fundraising tips

- Ask! The number one reason people don't donate is simply because they were never asked.
- Use the Making Strides website. When you sign up online, you'll have access to a variety of fundraising tools through the *My Strides* dashboard.
- Use social media. Visit the Making Strides Facebook page at [facebook.com/strides](https://www.facebook.com/strides) to download profile pictures and timeline covers. Post status updates that link to your personal fundraising page so friends and family can easily donate to your efforts. And, don't forget to use Facebook to publicly recognize and thank your team members and donors.
- If someone says they cannot join your team, ask for a donation instead.
- Think of what you already do, and incorporate fundraising. The tips below can get you started.



At Work

- **Dress Casual Day:** Ask every employee to contribute to your team; in return they will be allowed to dress casual on a specified day at work.
- **Bake sales:** Hold your bake sale on a Friday so employees will have treats for the weekend.
- **Car window washing:** During lunch, get your team together and offer car window washing for a donation to your team. Ask your senior leaders to join in as an added bonus!
- **Flower sale:** Ask a local flower shop to donate pink carnations and ask employees for a \$1 donation per stem. You can even have employees send "flower-grams" to each other.
- **Parking space giveaway:** Collect donations to win prime parking. You can also offer this as a prize for the team member who raises the most money during a specific length of time or overall.
- **Chili cookoff:** Hold a contest to see who can cook the best chili. Individuals donate to taste and vote.
- **Brown bag lunch or company picnic:** Ask everyone to bring lunch and donate the money they would have spent eating out to your Making Strides Against Breast Cancer team.
- **Ice cream social:** Decorate a location as an old-fashioned ice cream parlor. Ask senior leadership to scoop, and collect donations for your team!

At Home

- **Yard/Garage sales:** Ask team members and friends to donate items for a yard or garage sale.
- **Girls' night in:** Move your girls' night out to one of your homes. Have everyone bring their favorite dish or beverage. Donate the money you would have spent on a night on the town to your team instead.
- **Dinner parties:** Host a theme dinner. Ask each team member to prepare part of the meal. Arrange entertainment and ask for a donation to attend.
- **Car wash:** Find a local business to donate their parking lot and hold a car wash.
- **Wall of Hope:** Ask your local American Cancer Society staff partner for pink ribbon donation cards, and have local business owners create a Wall of Hope in their establishments by collecting donations from patrons in exchange for having their card hung up in honor or in memory of someone affected by breast cancer.
- **Sports tournaments:** Organize a softball, volleyball, flag football, or other tournament. Ask for an entry fee for teams and a ticket price for attendees.
- **Zumba-thon:** Hold a Zumba night at a local gym and ask for a donation to participate.
- **Birthday celebration:** Ask family and friends not to purchase cards or gifts for your birthday, but to use the money they would have spent to make a donation to your Making Strides team instead.
- **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. You'll see how quickly the can fills up!

For additional materials and more fundraising ideas, visit makingstrideswalk.org or contact your American Cancer Society staff partner.

Consider all the different ways you can reach out to your circle of influence to request donations and recruit team members.





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 35 percent since 1989, contributing to 224,500 lives saved.

FINDING BREAST CANCER'S CAUSES AND CURES

INVESTING IN BREAST CANCER RESEARCH



\$86 MILLION CURRENTLY INVESTED IN BREAST CANCER GRANTS.

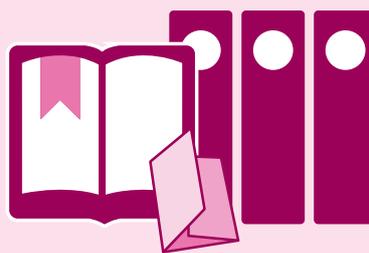
HELPING PATIENTS AND SURVIVORS

HELPING PEOPLE GET RELIABLE ANSWERS



In 2014, we fulfilled more than **160,000 PATIENT SERVICE REQUESTS** related to breast cancer via phone, email, and online chats.

WE OFFER A VAST ARRAY OF INFORMATION:



- > Books
- > Brochures
- > Online education classes
- > Personal health manager kits

IN 2014

HELPING ALL CANCER PATIENTS

Transportation assistance



341,000 rides provided

Free lodging



276,000 nights of lodging provided

Patient navigators to help guide patients through the health care system



56,000 patients helped

One-on-one emotional support



10,000 services provided

Help coping with the physical and emotional side effects of cancer treatment



35,000 women helped



Thank you for being a Team Leader!

With your motivation and encouragement, we know you and your team will reach your fundraising goals and help the American Cancer Society finish the fight against breast cancer.

Coordinating a team and participating in the walk is going to be an amazing experience. We have plenty of fun and helpful tools to get you started today!

The number one reason people don't get involved or donate is they were never asked, so be sure to let others know what you are doing and how they can help. The most successful teams combine different types of fundraising to meet their goals with both individual fundraising efforts (through emails, conversations, and matching gifts), as well as with team fundraising activities and events.



Team Leader To Do List

- Read your Team Leader Kit.
- Brainstorm a great team name:
 - o _____
 - o _____
 - o _____
- Sign up your team online.
- Lead by example, and make a personal donation to your team's fundraising efforts.
- Set a challenging individual fundraising goal: \$_____
- Recruit team members, and make sure they all sign up online as part of your team.
- Work with your team to set a challenging team fundraising goal: \$_____
- Invite cancer survivors and caregivers to participate.
- Encourage your team to contact everyone they know to ask for a donation.
- Download the Making Strides mobile fundraising app, and start raising awareness and funds whenever and wherever.
- Plan fundraising events with your team:
 - o _____
 - o _____
 - o _____
- Proudly talk about the Making Strides Against Breast Cancer walk, and encourage others to join your team and donate.
- Walk to help save more lives from breast cancer!



THE OFFICIAL SPONSOR
OF BIRTHDAYS.®

Thanks to the generous donations from corporate supporters and individuals like you, **we save lives** by helping people stay well and get well, by finding cures, and by fighting back.



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

makingstrideswalk.org
1.800.227.2345