



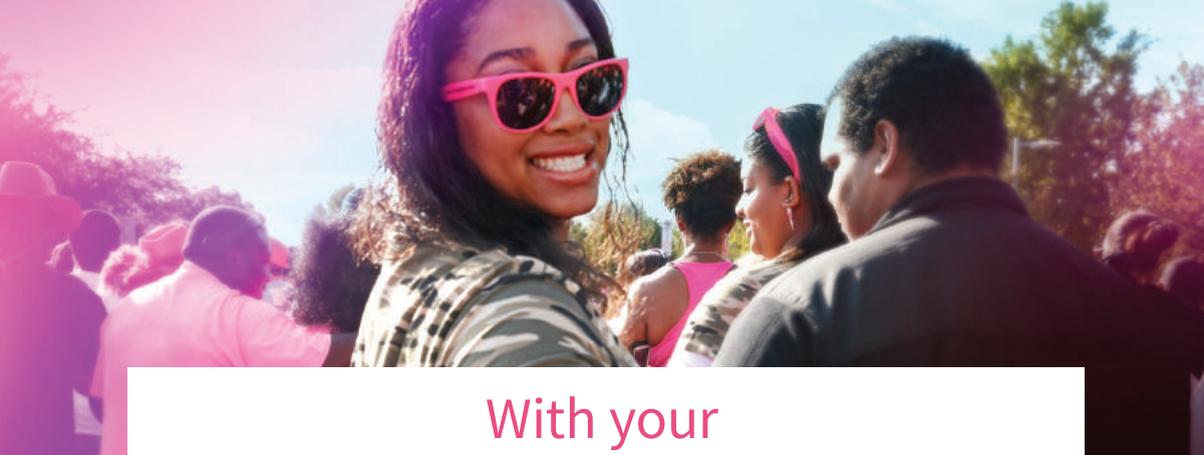
TEAM LEADER

GUIDE



MAKING STRIDES
Against Breast Cancer®





With your

PASSION

no one walks alone.

The American Cancer Society has an important mission – to free the world from the pain and suffering of breast cancer. Working with passionate, determined people like you is how we’re going to do it. The Making Strides Against Breast Cancer walk is a powerful event that raises awareness and funds to end breast cancer. Every year, over one million people gather in communities across the country to celebrate survivors and remember lost loved ones.

You can help us bring it all together.

With every dollar you raise, you help us fund innovative research, educate people about how to reduce their risk for breast cancer or detect it early, and simply provide a hand to hold. Because of your dedication, we can make sure that no one facing breast cancer has to walk alone.

Get started. 

Signing up is as easy as saying,

I CARE.



First, visit MakingStridesWalk.org to find your local event and start your team.

If you're a returning participant, log in with your username and password. You may need to update your login info, but don't worry, it's easy.

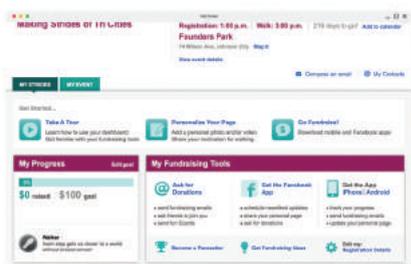
If you're a new participant, click "Create Account" to establish your username and password and go from there.

Next, set up your fundraising dashboard.

Your dashboard is your fundraising control center. Getting started couldn't be easier. Add a photo or two, and write your own story to personalize your page. Then it's easy to share with your friends and family using the email templates in the dashboard or through social media.

The dashboard not only makes fundraising simple with links to fundraising ideas, tracking sheets, and tools for building your team, but it also helps you get ready for the day with directions to the event, route maps, and more.

That's it. Sign up. Set up. Fundraise!





Your ideal
TEAM MEMBERS
are all around you.



They're your friends and family,



coworkers,



and neighbors.



Be sure to invite survivors.

The only requirement is passion.

By starting your team, you've taken an important first step in helping the American Cancer Society ensure that no one facing breast cancer has to do it alone. Every dollar you and your team raise helps us do even more.

FUNDRAISING

Making Strides Against Breast Cancer events allow the American Cancer Society to help save lives and ensure no one faces breast cancer alone.

Without team leaders like you, we couldn't do the potentially lifesaving work we do. The more walkers you recruit and the more money you raise, the bigger difference we can make to help save lives from breast cancer.

Fundraising can be simple. It's as easy as hosting potluck lunches at work or neighborhood bake sales. You can partner with local merchants to donate a percentage of proceeds to the cause. And, of course, the most straight-forward fundraising tactic is a direct appeal to friends and family. Visit MakingStridesWalk.org/TeamLeaderKit for many more fundraising ideas.

And be sure to look into whether your employer offers a matching gift program. If so, go to MatchingGifts.com/acs to complete and submit the required form.

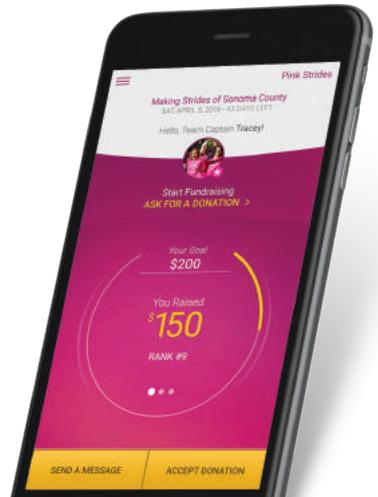


Aim high. Become a Pacesetter.

Raising more money is its own reward. But when you raise \$2,500 or more, you also qualify for the Pacesetters Club. And any team that raises at least \$25,000 qualifies for the Pacesetters Club as a team. Pacesetter Club members receive recognition at the Making Strides Against Breast Cancer event, a special gift, invitations to local events, and other perks.

Make fundraising easier by downloading our mobile app.

The American Cancer Society FUNdraising app allows you to send emails, track progress, and share on social media from anywhere at any time. Collecting credit card and check donations to support your fundraising efforts is easy and secure.



SAVING LIVES



With your help, we're moving closer to a world free from the pain and suffering caused by breast cancer. The money you raise provides support to each person in every community impacted by this disease. From research to education, prevention to diagnosis, and treatment to recovery, we are there every step of the way.

You and your team are making a tremendous impact. Here's how the money you're raising is helping the American Cancer Society save lives from breast cancer:



Promoting prevention and early detection in every community



Supporting people throughout their breast cancer experience by providing 24/7 phone support, rides to treatment, places to stay when treatment is away from home, or even just a hand to hold



Funding innovative breast cancer research to better understand, prevent, find, and treat the disease



Empowering those touched by cancer by working with legislators to pass laws fighting breast cancer with the American Cancer Society Cancer Action NetworkSM, the Society's advocacy affiliate



Without your

COMMITMENT

the American Cancer Society wouldn't
be able to complete its mission.

THANK YOU



“ STORIES OF HOPE



On July 15, 1996, I heard the words, “The lump is malignant!” The date and the words are forever branded into my memory!... From the time I found the lump until the moment I woke from these surgeries, I felt that my life was being taken over by doctors and tests and appointments – that I had lost all control... Thank goodness for the American Cancer Society! I found I could call and get information, talk to a real person, have a shoulder to cry on, and request information that would help me make decisions. Along with my strong support group, the American Cancer Society was there to hold my hand whenever I needed it. My struggles have resulted in a new set of words forever branded into my memory: “I am a survivor!”

A handwritten signature in black ink that reads "Becky".

- Becky M.

NEVER WALK ALONE; WALK WITH US.

Making Strides Against Breast Cancer supporters help the American Cancer Society share in hope, courage, and caring to make the world free from the pain and suffering of breast cancer.



cancer.org | 1.800.227.2345

Celebrating 15 Years in the Community



Dear Team Leader:

We are grateful for your determination in working to create a world free from the pain and suffering of breast cancer.

Forming a fundraising team for this year's Making Strides Against Breast Cancer walk on October 29, 2016 at Seattle will help the American Cancer Society ensure no one faces breast cancer alone by funding innovative breast cancer research; promoting education and risk reduction; and providing comprehensive patient support to those who need it most.

This kit provides everything you need to start fundraising today. The dollars you raise allow the Society to be there for everyone in every community affected by breast cancer, including those who are currently dealing with a breast cancer diagnosis; those who may face a diagnosis in the future, and those who may avoid a diagnosis altogether thanks to education and risk reduction.

Enclosed please find:

- Step-by-step instructions to sign up as a Team Leader and fundraise online at MakingStridesWalk.org/SeattleWA
- Tips to help you recruit your team and raise funds
- Examples of how your fundraising efforts help save lives from breast cancer
- Checklist of things to do between now and the walk to help you be a successful Team Leader
- Matching gift information - you may be able to double or even triple your team's donations through your company's matching gift program!
- Information on our Pacesetters Club - by individually raising at least \$2,500 for the Making Strides Against Breast Cancer walk, you can join our exclusive club for top fundraisers!

If you have any questions or need additional information, please contact us at 206.674.4109 or Katie.Johnson@cancer.org.

Thank you again for joining us.

Katie Johnson

Seattle Office/Great West Division
2120 1st Ave N. , Seattle, WA 98109
P: 206.674.4109
Katie.Johnson@cancer.org



MAKING STRIDES OF SEATTLE

Easy Steps To Online Success!

1. FIND OUR MAKING STRIDES PAGE!



Visit our local Making Strides website at:
MakingStridesWalk.org/SeattleWA

Making Strides online is easier than ever before! Go behind-the-scenes of our local Making Strides event and stay up to date on everything **PINK!**

Start a New Team, Join an Existing Team, or Walk as an Individual!

With signing up online, you can:

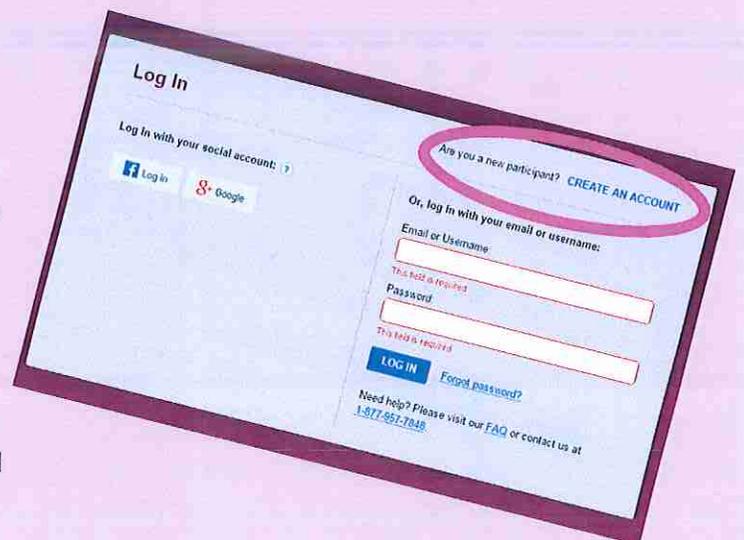
- Send emails using our sample templates
- Track your fundraising progress
- Share your messages and photos on Facebook

2. SIGN UP!

Click the Sign Up button to start! It's easy to build your team with no registration fee!

New participant: "Create an Account" to establish the username and password you'll be using to manage your Dashboard. Then, follow the prompts to complete your registration.

Returning participants: sign in with your username and password, then click "Log In". You may be prompted to update your credentials and secure your login for your new Society Account.



If you have any trouble logging in, or creating your account, please call 877-957-7848



DONATE TO OUR TEAM, AND YOU CAN DRESS CASUAL ON: _____ .

HELP SAVE LIVES WITH A RECOMMENDED DONATION OF \$ _____ .

SHARE YOUR PASSION SO NO ONE WALKS ALONE.

Walk in the Making Strides Against Breast Cancer walk, an American Cancer Society event to raise awareness and funds to help create a world free from the pain and suffering of breast cancer.

- Make a donation to our Making Strides Against Breast Cancer team to honor or remember a loved one. You'll be able to dress down, and, more importantly, make a difference in helping save lives from breast cancer.
- Every dollar raised will help the American Cancer Society continue to invest in innovative breast cancer research, provide free, comprehensive information and support to those touched by breast cancer; and help people reduce their breast cancer risk or find it early when it's easier to treat.

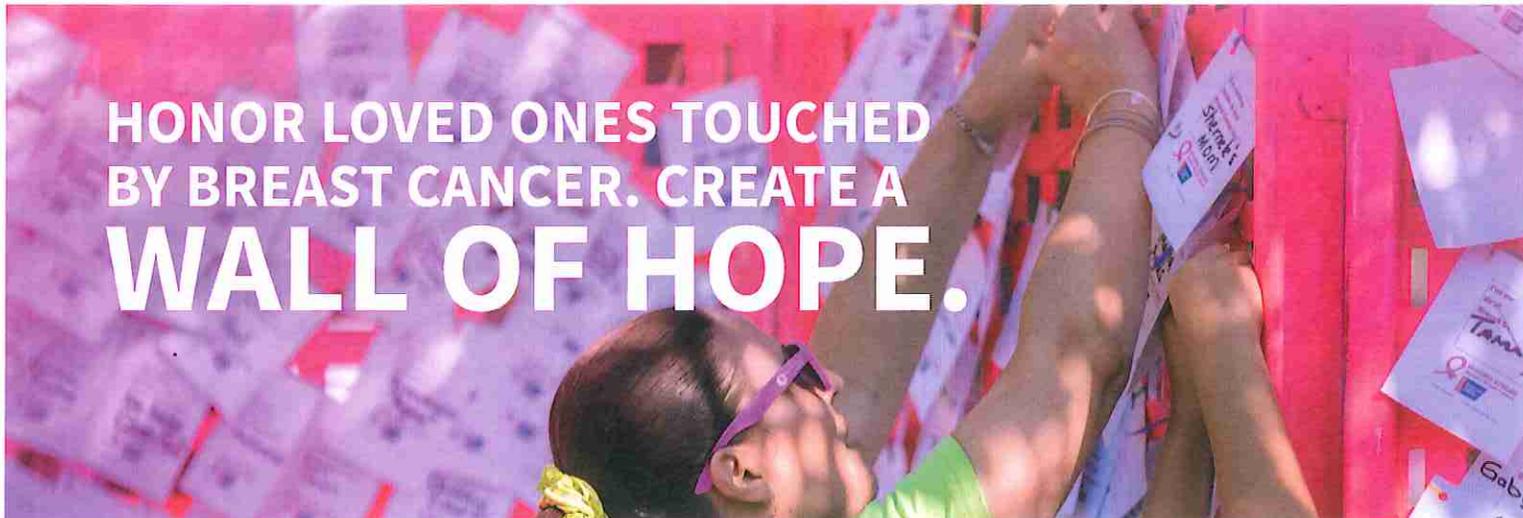


READY TO JOIN OUR TEAM AND HELP SAVE LIVES FROM BREAST CANCER? PLEASE CONTACT:

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345



HONOR LOVED ONES TOUCHED BY BREAST CANCER. CREATE A WALL OF HOPE.



A Making Strides Against Breast Cancer Wall of Hope gets people's attention and motivates them to help the American Cancer Society create a world free from the pain and suffering of breast cancer. It's easy. Just use the pink ribbon donation cards to get started.

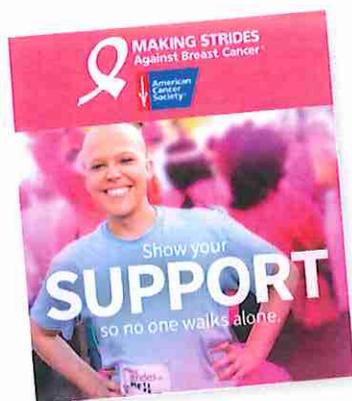
HOW A WALL OF HOPE WORKS

- Ask permission to post pink ribbon donation cards in a common area at work, school, or an organization.
- Set up a table during high-traffic hours to provide and distribute information, sign up walkers, and ask for donations. Give each donor a pink ribbon card to fill out. Donors can either write their own name or honor or remember a friend or loved one. Hang the cards on a wall to form your Wall of Hope. Watch your donations increase every time someone fills out a card.
- Can't set up a table? Give out pink ribbon cards as people donate to your team, and add them to your Wall of Hope.
- If your Wall of Hope is at work, take a photo for the company newsletter. If your display is somewhere in your community, take a photo for the local newspaper.

Contact your American Cancer Society for more pink ribbon donation cards or if you have a Wall of Hope idea to share. Wherever you display your Wall of Hope, you will help the American Cancer Society create a world free from the pain and suffering of breast cancer.

BE CREATIVE! YOU CAN CREATE A WALL OF HOPE ALMOST ANYWHERE.

- Workplace lobbies, break rooms, and dining areas
- Health clubs
- Schools
- Places of worship



1.800.227.2345 | MakingStridesWalk.org

WHY CREATE A WALL OF HOPE

- To honor and remember loved ones touched by breast cancer
- To raise awareness about the Making Strides Against Breast Cancer walk, a powerful event to raise awareness and funds to end breast cancer
- To help us save more lives from breast cancer

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345



SHOP LOCAL & DONATE TODAY!

ORDER YOUR BUSINESS' MARKETING
MATERIAL THROUGH GENIUS GHOST
AND WE WILL DONATE **10%** OF YOUR
ORDER TO **MAKING STRIDES** AGAINST
BREAST CANCER SEATTLE

CONTACT HELLO@GENIUSGHOST.COM
OR VISIT GENIUSGHOST.COM
TO START YOUR CUSTOM ORDER TODAY!



STAFF APPAREL // EMPLOYEE GIFTS
PRINTED COLLATERAL // PROMO ITEMS

GENIUS GHOST HAS DONATED
OVER **\$100,000** TO LOCAL CAUSES

SHOP LOCAL. CREATE CUSTOM. GIVE BACK.



CONTACT US TODAY AT GENIUSGHOST.COM



MAKING STRIDES
Against Breast Cancer



Washington Salons Making Strides Challenge

In 2016, **246,660** women are expected to be newly diagnosed with breast cancer in the US. **Breast cancer** is the most common cancer diagnosed in women other than skin cancer and touches the lives of thousands of people each year. **5,820** of those women are Washington residents. It's likely that we all know someone facing breast cancer or who has survived it.

But there is hope. The American Cancer Society Making Strides Against Breast Cancer walk is a powerful event to raise awareness and funds in an effort to create a world free from the pain and suffering caused by breast cancer. Through our beauty industry engagement effort, you can unite with salon owners and beauty industry leaders for a common cause and provide a meaningful service opportunity to your salon staff members and clients. **Also, the Salon that fundraises the most will receive a trophy for the "Best Salon Making Strides" and will be recognized from our stage at our walk.**

What happens at a Making Strides Against Breast Cancer event?

Making Strides Against Breast Cancer of Seattle is a noncompetitive, 5k walk. Participants walk in teams or individually, and invite their friends and families to join their team and donate to their effort. Last year, 2500 Making Strides Against Breast Cancer participants raised more than \$211,000 in donations.

At Making Strides Against Breast Cancer walks, communities celebrate survivorship, pay meaningful tributes to loved ones lost, and have collective determination to raise funds to create a world free from the pain and suffering caused by breast cancer.

Why should salons join us?

- Making Strides provides salon staff with a great team-building experience and creates a friendly competition.
- When breast cancer impacts a client or staff member, a Making Strides event can provide hope. It rallies the beauty industry community together to take action for those facing the disease.
- Organizing fundraising activities provides salon staff with great leadership opportunities.

Finish the fight
against breast cancer.

SAVE THE DATE!
Saturday,
October 29, 2016

seattlecenter
305 Harrison St - Seattle, 98109
International Fountain

MAKING STRIDES
Against Breast Cancer

American Cancer Society®

For more information: katie.johnson@cancer.org | 206.674.4109

Join the challenge: MakingStridesWalk.org/WASalonsMakingStrides



JOIN THE PACESETTERS CLUB

SHOW YOUR LEADERSHIP SO NO ONE WALKS ALONE.

Through their passion and determination, members of the Pacesetters Club achieve extraordinary fundraising results for Making Strides Against Breast Cancer events. And those results are helping the American Cancer Society get closer to a world free from the pain and suffering of breast cancer.

PACESETTERS CLUB MEMBERS

Becoming a Pacesetter is an opportunity to take your passion to the next level – because more money raised means more lives saved from breast cancer. Plus, Pacesetters receive special, year-round perks, which may include:

- Acknowledgment at the Making Strides Against Breast Cancer event
- Special recognition gift
- Invitations to local events
- The honor and pride of knowing you're helping to save lives from breast cancer
- Recognition at our annual Appreciation Luncheon held in the Spring
- Special Pacesetter-only fundraising challenges

GET STARTED TODAY!

- Sign up online at MakingStridesWalk.org/SeattleWA to participate in Making Strides Against Breast Cancer of Seattle.
- 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 2016 Pacesetters Club member. Pacesetters are determined yearly based on the total donations collected for the Making Strides walk. Become a Pacesetter today, and challenge others to join you.



For more information on the Pacesetters Club, or the Making Strides Against Breast Cancer walk of Seattle,

Please contact:
Katie Johnson
Community Manager
Katie.Johnson@cancer.org
Phone: 1.206.674.4109

Making Strides Against Breast Cancer
of Seattle
MakingStridesWalk.org/SeattleWA

MakingStridesWalk.org | 1.800.227.2345

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345



2016 PACESETTER CLUB PRIZES

The dollars you raise are helping the American Cancer Society save lives from breast cancer by funding innovative breast cancer research, providing free information and support to those touched by the disease, and helping people reduce their breast cancer risk or find it early when it's easier to treat.

The Making Strides Against Breast Cancer Pacesetter Club was developed to motivate and reward volunteers for fundraising excellence. You can review the list of levels and items below and work toward your favorite prize. Participants have until December 31 to raise funds and achieve Pacesetter status. Those who have reached Pacesetter status will receive a gift redemption notification by email. Pacesetters can choose a prize from the level they qualify for and below.

Good luck and happy fundraising!

\$2500 - \$4999



Speaker



Ladies fleece



Mens fleece



Koozie picnic basket



Spa robe

\$5000 - \$9999



Ladies jacket



Mens jacket



3-in-1 tote



Wheeled duffel bag

\$10,000+



Alarm radio



Ladies 3-in-1 jacket



Mens 3-in-1 jacket

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345



Share your
PASSION
so no one walks alone.



MAKING STRIDES IN STYLE

Show your team spirit with our fully customizable line of apparel – now available for order!

FULL CUSTOMIZATION: Team Leaders can completely customize their team shirts, front and/or back, using an online design tool that lets you upload photos, apply cool typefaces, and draw on fun stock images to make a statement.



EVENT SHIRTS ALSO AVAILABLE:

Our awesome event shirts are available just like always, and you can still put your team name/logo on the back.

YOUR CHOICE OF TOPS: Designs can then be applied to a variety of apparel, including short- and long-sleeved cotton T-shirts, ladies V-neck T-shirts, moisture-wicking shirts, tank tops, hoodies, and crewneck sweatshirts. Order more than one item to layer up in cooler temperatures.

MINIMUM ORDERS: Order 12 or more of the same style shirts to get the best pricing and free shipping! For a little extra, you can order as little as one shirt and create a custom design. Order early to beat the rush and avoid delays!

SUPPORT THE CAUSE: Order knowing that our profits will support American Cancer Society programs.

HELPFUL ORDER DETAILS CAN BE FOUND ON THE BACK OF THIS FLYER!

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345



ORDER YOUR CUSTOM TEAM MAKING STRIDES AGAINST BREAST CANCER SHIRTS ONLINE!

Visit www.MakingStridesShop.com to order your completely customized team shirts with the official Making Strides Against Breast Cancer logo.

Build team spirit with shirts for your entire team. Your multicolor design can be printed on the shirt of your choice. Have your company/team/school name and/or logo printed on the front and/or back!

Sizes: Both youth and adult sizes are available. *See site for details on the sizes offered.*

Pricing: Pricing varies by style, size, design applied, and quantity. When you order 12 or more shirts, shipping is free. *See site for details on pricing.*

Two Ways to Save: 1. Ordering 12 or more shirts of a SINGLE Style would decrease the price of that particular shirt
2. Ordering 12 or more shirts of ANY COMBO OF STYLES and get free shipping.

WHAT YOU'LL NEED TO GET STARTED:

- Event location: **Seattle, WA**
- Team name
- Email address
- Creativity! (Choose your color and use the online design tool or upload your own art.)
- Preferred team shirt color
- Electronic file of your company/team/school logo
Art Specs: In the designer tool, you can upload designs in jpeg, gif, png and svf format. All images will need to have a minimum of 150 dpi.

DESIGN APPROVAL: Once you have submitted your design, it will be reviewed by HALO to ensure no copyrighted images or profanity is used. Once approved (within 3 business days), you will receive an email and a link with details around placing your order.

WHAT YOU'LL NEED TO ORDER:

- Approval Email w/Link from HALO
- Credit Card
- Shipping Address
- Don't forget to pool your order to get the best prices & free shipping!

Your Online Order Deadline is:
Thursday, Sept. 29th, 2016

Be sure to order early! Orders must be placed at least three weeks prior to your event to make sure you get them on time.

If you're unable to order online or have any questions, you may call HALO at **1-888-251-9883** or email at ACS.GeneralGiftshop@halo.com.

