



## 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.





# Finish the fight against breast cancer.

## Making Strides Against Breast Cancer

**WHAT:** The American Cancer Society Making Strides Against Breast Cancer walk is a powerful event to raise awareness and funds to end breast cancer. Last year in Tucson, the noncompetitive 3.5 & 1-mile walk welcomed more than 8,000 par-

### WHEN:

Sunday, October 18, 2015

Registration: 7:00a.m.

Program: 7:30a.m.

### WHERE:

Kino Sports Complex, 2500 E Ajo Way,

### HOW:

Sign up at [makingstrideswalk.org/tucsonaz](http://makingstrideswalk.org/tucsonaz)

Strides is supported by our Flagship sponsors: Radiology Ltd., Walmart, Supercuts and Media sponsors MixFM 94.9, KGUN9 and The CW.

**WHY:** Making Strides events celebrate and honor breast cancer survivors and caregivers; educate the public about prevention and detection to reduce risk of the disease; and raise funds to help end breast cancer. Last year, nearly 1.2 million Making Strides walkers turned awareness into action by helping to raise more than \$60 million for the American Cancer Society to help save lives from breast cancer.

**WHO:** Making Strides Against Breast Cancer bring together people who want to make a difference in the fight against breast cancer. People walk as individuals or on teams with family, friends, and coworkers. Event volunteers help with registration, logistics, and participant sup-

**T-SHIRTS:** T-shirts will be ordered online at [MSABCshirts.com](http://MSABCshirts.com). See T-shirt order form

### DAY OF ACTIVITIES:

- *SUPERCUTS* will be cutting hair for donation to Pantene Beautiful Lengths—a minimum of 8 inches is required.
- Walmart will be providing Pancake Breakfast

### SURVIVOR DINNER:

Saturday, October 17, 2015

5:30p.m. ó 7:00p.m.

Kino Sports Complex, in the Clubhouse  
Hosted by Texas Roadhouse

For more information, contact:

520-320-6382 or go to:

[tucsonazstrides@cancer.org](mailto:tucsonazstrides@cancer.org)



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

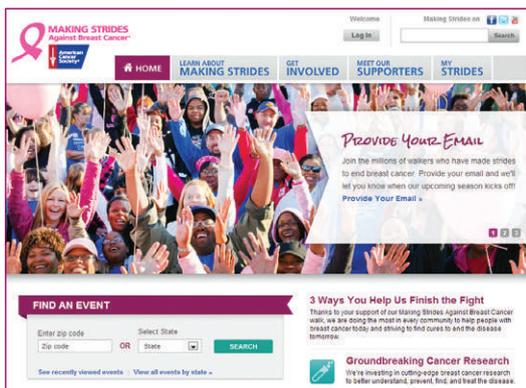
[cancer.org](http://cancer.org) | 1.800.227.2345





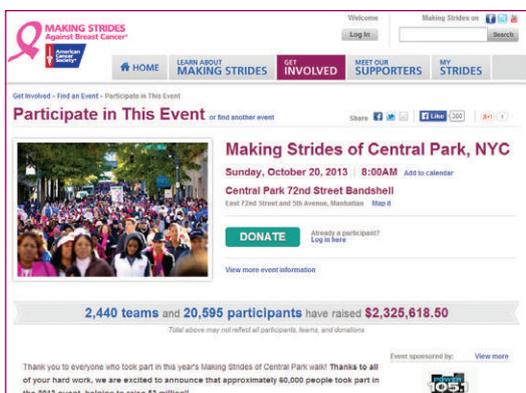


We can't finish the fight without you – it's easy to get started!



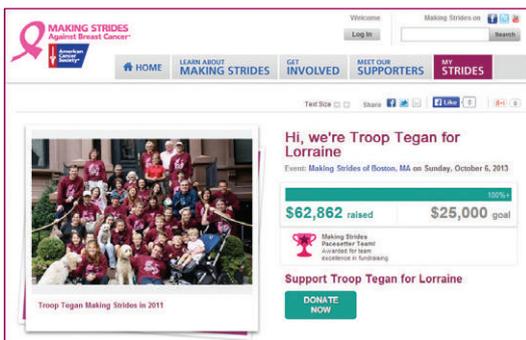
### 1. Sign up.

Visit [makingstrideswalk.org](http://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!



## 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.

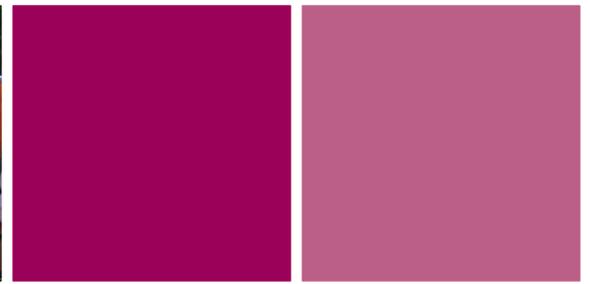
Coordinating a team and participating in the walk is going to be an amazing experience. We have plenty of fun and helpful tools to get you started today!

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!



# 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](http://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

# Order your official

Making Strides  
Against Breast Cancer  
shirts online!



You may order and design your team's shirts with the official Making Strides Against Breast Cancer artwork online at [www.MSABCshirts.com](http://www.MSABCshirts.com).

Build team spirit with shirts for your entire team. A multi-color design is printed on a short sleeve cyber pink t-shirt. Have your company/team/school name and/or logo printed in blue on the back at no extra charge!

Sizes available: Youth Small-Adult XXX-Large

Price: \$12 each. (12 shirt minimum)  
Includes back imprint and delivery.

## What you'll need to order:

- Event location: \_\_\_\_\_
- Team name
- E-mail address
- Credit card & billing address
- Number of shirts per size  
Minimum order is 12 shirts  
in any combination of sizes
- Electronic file of your company/team/school logo (optional)  
Vector art in .EPS or .AI will ensure your logo is printed exactly as you send it. A high resolution .JPEG is also acceptable but may need to be recreated and therefore may not be identical to what was submitted.

Your Online Order Deadline is: \_\_\_\_\_

Shirts are delivered to you within 15 business days (three weeks) or no later than the Thursday before your event, whichever is earliest.

A limited supply of generic shirts will be available at the event at a higher price than online, so visit [www.MSABCshirts.com](http://www.MSABCshirts.com) to place your order and receive your custom shirts before the event.

If you're unable to order online or have any questions you may call PromoSpark at **1-800-319-3038** or email [Orders@MSABCshirts.com](mailto:Orders@MSABCshirts.com).





# MAKING STRIDES OF TUCSON

Easy Steps To Online Success!

## 1. FIND OUR MAKING STRIDES PAGE!



Visit our local Making Strides website at:  
[makingstrideswalk.org/tucsonaz](http://makingstrideswalk.org/tucsonaz)

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:

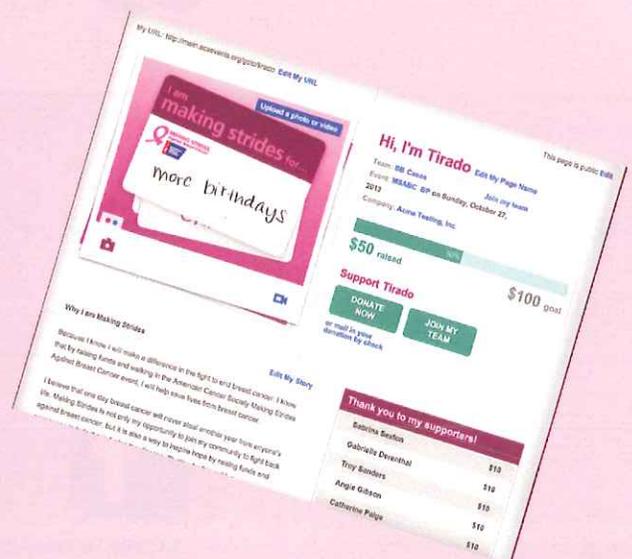
- Send emails using our sample templates

## 2. SIGN UP!

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

**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.

**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.



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

# MAKING STRIDES OF TUCSON



## FUNDRAISING ON THE GO!

Download our mobile apps for Android and iPhone!

With the Making Strides App, you can:

- Send emails using our sample templates
- Track your fundraising progress
- Update your personal page
- Share your messages and photos on social



**NEW!** The American Cancer Society Fundraising App allows you to easily collect donations anywhere and at any time!



Stay up to date on everything **PINK!**

Follow Us @



Making Strides Against Breast Cancer of Tucson AZ





# Making Strides Against Breast Cancer Team Fundraiser Planning Guide

1.800.227.2345 | [makingstrideswalk.org](http://makingstrideswalk.org)

Has your Making Strides Against Breast Cancer team decided to have a fundraiser, but you don't know where to start? This document will guide you through the essential steps of planning and implementing your fundraiser.

## Types of Fundraisers

With the help of your team members, determine what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the three types of fundraising: individual; team; and online.

- **Individual fundraising:** Is one of your team members an excellent cook? If so, how about a spaghetti dinner or workplace lunch?
- **Team fundraising:** As a team, host a community bake sale or car wash.
- **Online fundraising:** Do you have friends and family members who live out of state or who prefer to donate by credit card? If so, send them an email asking for a donation and include a link to your personal Making Strides fundraising page.

## Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would like to raise. When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You estimate your expenses are going to be \$50, which will cover popcorn, soda, candy, and the movie. Try working with local businesses to underwrite the expenses. Ask your local American Cancer Society staff partner for donation forms on Making Strides Against Breast Cancer letterhead to help with these requests.

You'll also want to break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 per person, and have an underwriter, then you only need 30 people to attend to reach your \$300 goal.

Don't forget about the Pacesetters Club program; when setting your team fundraising goal, aim for the Pacesetters Club level. For more information about the program, visit [makingstrideswalk.org/pacesetters](http://makingstrideswalk.org/pacesetters).

## Logistics and Details

Now that you know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser.

- What time of year would be best?
- Which day of the week and what time would work best?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating?
- Are decorations and/or signage needed?
- Make a plan to get the word out about your fundraiser. Think about the audience you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine which team member will be responsible for what and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort!

## Wrap-up

Congratulations, your fundraiser was a huge success! Now what?

- **Thanks:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- **Evaluation:** Meet with your team to review the great things that happened and to look at any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

**Now, it's your turn! Use the *Team Fundraiser Planning Worksheet* to plan your Making Strides Against Breast Cancer team fundraiser!**

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





# Making Strides Against Breast Cancer Team Fundraising Goal Worksheet

1.800.227.2345 | makingstrideswalk.org

How does your Making Strides Against Breast Cancer team set an attainable fundraising goal? It's easy to think big if you break achieving your team fundraising goal into smaller steps. Use this worksheet to figure out how much your team can raise.

### Meet with your team.

Fundraising is the entire team's responsibility. Gather your team to discuss contacts, resources, and strategies that can increase your team's fundraising success.

### Set individual fundraising goals.

Determine how much each of your team members will be able to raise individually through personal asks, matching gifts, online fundraising, etc.

### Brainstorm team fundraisers.

What fundraising activities interest your team? How many fundraisers would your team like to do? Were past fundraisers successful? If so, how can you improve them for this year? Use the *Team Fundraiser Planning Guide* as a resource. Contact your American Cancer Society staff partner or Making Strides committee for additional ideas and support.

### Add it up.

Use the table below to record individual and team goals and to determine your team's fundraising goal.

Type of Fundraising	Planning				Team Goal
	Team Member Name	Online	Offline	Total	
Individual and Online Fundraising (Pre-event)		\$	\$	\$	\$
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
Team Fundraising (Pre-event)	<b>Fundraising Activity</b>	<b>Goal</b>			\$
		\$			
		\$			
		\$			
Team Fundraising (Post-event/Year-round)	<b>Fundraising Activity</b>	<b>Goal</b>			\$
		\$			
		\$			
		\$			
<b>FUNDRAISING TOTAL</b>					\$



# A to Z Fundraising Tips

Thank you for supporting our efforts to help finish the fight against breast cancer by raising funds 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 from breast cancer. So, set a goal and aim high!

We have many great fundraising ideas, both for individuals and teams, to help meet your goals. Be creative, have fun, and ask everyone to support your efforts to help finish the fight!

## MAKING STRIDES AGAINST BREAST CANCER FUNDRAISING TIPS

### A

**Art Sales** – This fundraiser is perfect for youth teams, as students produce creative works of art and host a show where parents, family, and friends can buy their completed masterpieces.

**Ask Everyone You Meet** – Always carry an envelope and your walk paper. That way, when you talk about your Making Strides event, you can ask people to donate right then. 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. Don't assume people will or won't donate, give them the chance to decide for themselves!

**Auctions of All Kinds** – Talk to your employer about auctioning off a prime parking space, a half-day or whole-day off from work, or offer a picnic lunch, afternoon desserts, homemade dinners, local artwork, or other creative and fun items.

### B

**Birthday Celebration** – Help save lives and create more birthdays by asking people not to purchase cards or gifts for your birthday, but to make a donation to your Making Strides team instead.

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

**Breakfast Treat Day** – Bring in healthy treats, like fruits or yogurts, for a Monday morning meeting and encourage donations in exchange for the treats. 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, they will wear all pink clothing to work the Monday after the walk.

**Challenges** – Talk to your employer about challenging another team or company to raise more money than your team.

**Chari-tea** – Invite your friends to a tea party and encourage them to wear their finest hats. Ask for a suggested donation from those attending, 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 share their story.

**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 a breast cancer survivor, someone who is currently dealing with a diagnosis, or someone lost to the disease.

**Dine Out for a Cause** – Many restaurants offer opportunities for hosting fundraisers and donating a portion of the sales. Most will have details on their website or by contacting the manager.

**Dress Casual Day** – Check with your employer about hosting a dress down day. Employees who make a donation to your Making Strides team will be allowed to dress casual on a specified work day. Use the official Making Strides dress casual stickers to recognize those who make a donation.

### E

**Envelopes at Restaurant Tables** – If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, "Please help finish the fight against breast cancer. Support the American Cancer Society Making Strides Against Breast Cancer walk."

### F

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

**Fundraise with Facebook** – Download the Making Strides fundraising app to raise funds easily on Facebook and other social media sites. You'll be able to let everyone know about your fundraising efforts throughout the season and get more friends involved.

## G

**Garage Sales** – Clean out your attic, garage, and basement and host a garage sale to raise money for your team.

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

## H

**Helper 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 and donate the profits to your Making Strides team.

## I

**Ice Cream Social** – Celebrate summer by raising funds for your Making Strides event. Set up an old-fashioned ice cream parlor and soda fountain, offering refreshing summer treats for a donation to your team.

## J

**Jail & Bail** – For a donation, employees can have another employee arrested. The arrested employee must post bail for an additional donation or a bounty can be placed on the arrested employee’s head. They will be held until the entire bounty is raised, bounties can run \$100+ per inmate.

## K

**Knock Out Cancer** – Ask your employer if you can set up a punching bag in your office lobby or cafeteria, and for a donation let staff take out their aggressions on breast cancer.

**Knit to Save Lives** – Use your knitting or crochet skills to make easy items like coffee cup cozies, scarves, or hats and offer them for 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 to your team.

**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!

## M

**Matching Gifts** – Ask your human resources or personnel department if your employer offers a matching gift program. If so, complete and submit the required form to the American Cancer Society. Your donations could be doubled!

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

## N

**Name Bead Bonanza** – Take orders and create personalized bracelets, key chains, necklaces, etc., for a donation to your team.

## O

**October Festival** – Celebrate fall 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 a bake sale.

## P

**Pancake Breakfast** – Host a breakfast with fresh, hot pancakes and offer a variety of fillings and toppings. All proceeds benefit your team.

**Percentage of Sales** – Work with a local store to host a special shopping day where a percentage of sales are donated to your team or offer a special item whether for a day or any length of time where a percentage of the proceeds benefit your efforts. Could also work with a local restaurant on a similar opportunity.

**Pet Service** – Love pets? Offer to walk dogs or feed animals when people are traveling or working long hours for a donation to your team.

**Pies** – Make delicious pies and sell them for a donation. Use fresh fruits and seasonal flavors.

**Pink Shirt and Jeans** – Check with your employer to offer an opportunity for staff to wear a pink shirt and jeans on a designated day for a donation to your Making Strides team.

**Potluck Lunches in the Workplace** – Ask your employer if you can raise funds by naming every Wednesday “Making Strides Against Breast Cancer Potluck Day.” Team members take turns preparing dishes, and offer to feed coworkers for a set price or donation.

## Q

**Quilts** – Sell quilt squares made by friends and coworkers. The squares can be sold in honor or in memory of people touched by breast cancer.

## R

**Romance** – Auction off a romantic dinner. Either prepare the meal yourself or seek a donated meal from a local restaurant.

## S

**Sign up.** – Sign up at [makingstrideswalk.org](http://makingstrideswalk.org), set up your personal fundraising page, and send emails to everyone you know asking them to join your team or make a donation. It’s easy!

## T

**Turkey Dinner** – Around the holidays, organize a festive turkey dinner for your coworkers and ask they make a donation to attend.

## 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 you can offer a bonus day off for the team member who raises the most money.

## W

**Wall of Hope** – Designate a wall for display at work or in your community. 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 it to the wall. Create a competition between colleagues or team members to get 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** – Work with a local yoga studio to host a special one-time class, or a weekly class, where either all or a percentage of the proceeds benefit your team.

## Z

**Zzzz** – Work with your boss to plan one day where all team members are allowed to come in a half-hour late. Each member will pay a fee to sleep in and dream of a world without breast cancer.

[makingstrideswalk.org](http://makingstrideswalk.org)  
1.800.227.2345



# The A to Z of Team Recruitment

Thank you for helping to finish the fight against breast cancer by recruiting teams and raising funds for an American Cancer Society Making Strides Against Breast Cancer event. We couldn't do this without you – Team Leaders and their teams are the heart and soul of Making Strides events!

We have many great team recruitment ideas to help you meet your goals and grow your event. Be creative, have fun, and ask everyone to support your efforts to help finish the fight!

## MAKING STRIDES AGAINST BREAST CANCER TEAM RECRUITMENT IDEAS

### A – Ask!

The most common reason people are not involved with a Making Strides Against Breast Cancer event is they were never asked! Talk to your family, friends, coworkers, and other community members about getting involved. Ask them to form a team, join the planning committee, or volunteer at the event.

### B – Build relationships.

Throughout the year, stay in touch with your team members. Remember to send cards for birthdays and holidays, or take the time to go out for coffee now and then. Year-round awareness and communication about your Making Strides Against Breast Cancer team will help keep it growing and strong.

### C – Create opportunities.

If you don't have a reason to connect with team members, then create one! Schedule a luncheon or an information forum. Keep it simple – sometimes even an occasional phone call will help keep the momentum going.

### D – Drive to your Making Strides community.

Make it easy for team members to stay connected. When planning Making Strides Against Breast Cancer get-togethers, meetings, and luncheons, make every attempt to hold them in the community where your walk takes place.

### E – Entertain and empower team members.

Hold a brainstorming session for team members to strategize new ideas for recruiting other members. Reference the circle of influence diagram in your *Team Leader Kit* and start thinking about all the people you can ask for a donation.

### F – Follow up.

After you have made contact with a friend, business, or group and invited them to participate in the Making Strides Against Breast Cancer walk, always be sure to follow up! Keep an ongoing list of potential contacts, and make sure to “close the loop” on any initial conversations.

### G – Get excited!

Try to think about recruiting teams not as hard work, but as making new friends. Each time you approach someone new about forming a Making Strides Against Breast Cancer team, think of making a new contact and learning more about their interest in the issue of breast cancer. The sincere investment of your time and energy will motivate others to become involved and form a team.

### H – Hold on.

Keep an eye on the most excited team members at the event (hint: they might not be the Team Leader). These are the individuals who go all out with their pink attire and crazy hats – the ones who motivate the rest of their team to fight breast cancer while having fun. Grab hold of these people and nurture a relationship; they may end up bringing even more teams to the event.

*continued on back*

### **I – Incentives, incentives, incentives!**

Give committee members and Team Leaders a reason to recruit more teams. Offer a small incentive that might provide another reason to encourage a friend or colleague to form a team. Prizes can be simple and fun, such as an offer to cook and deliver breakfast or dinner to their home.

### **J – Just ask!**

Make phone calls, then get out there and knock on doors. Ask schools, companies, stores, clubs, student groups, and places of worship to form Making Strides teams. Just ask!

### **K – Keep asking!**

Until someone says no, you have every reason to keep asking them to get involved in a Making Strides Against Breast Cancer event. Send a note or drop off information about the event to those who are interested in the issue of breast cancer. Sell the team concept to everyone you know, and everywhere you go.

### **L – Learn.**

Learn to turn a no into a yes, or at least a maybe. No doesn't mean never – it might mean the need for more information before saying yes. If someone is concerned about the time commitment, suggest they delegate to potential teammates. If they don't think they know enough people, ask them to get out their holiday card list and think about who might have an interest in breast cancer.

### **M – Make sure.**

Make sure everyone on the event committee knows how to recruit teams! Go over team recruitment tips and strategies often. Just because someone is in charge of the day-of-event logistics doesn't mean they can't also recruit their neighbor or social club to form a Making Strides team. Talk up team recruitment at every meeting. Remember, team recruitment is everyone's responsibility!

### **N – Never be afraid.**

Team Leaders and team members are often grateful for the opportunity to get involved in Making Strides Against Breast Cancer events, and they will be thanking you for the experience.

### **O – Offer support.**

Offer unending support to volunteers on the planning committee. Make sure everyone feels appreciated and encouraged to enjoy Making Strides Against Breast Cancer events as a team member, too.

### **P – Paint the town pink.**

Display Making Strides Against Breast Cancer posters and walk papers and breast cancer information throughout the community. Never miss an opportunity to think pink!

### **Q – Quit saying “It won't work.”**

Never allow this statement at a committee meeting. Enough said!

### **R – Recruit.**

Be on the lookout for potential Team Leaders everywhere you go ... always recruit, recruit, recruit!

### **S – Secure student involvement.**

Student teams will add energy and enthusiasm to your event – along with the potential for increased fundraising, if you teach them how. Reach out to youth groups, schools, and clubs to recruit even more teams.

### **T – Teach.**

Hold a training session following your kickoff, and empower existing teams to multiply. Share tips and strategies for team recruitment, and challenge each Team Leader to recruit one more team.

### **U – Use publicity.**

Find ways to include information about forming a Making Strides Against Breast Cancer team often. Include team recruitment information in meeting notices, fundraising activities, and event press releases.

### **V – Vary meeting times.**

Hold committee and Team Leader meetings on different days and times of the week to give people plenty of opportunities to participate.

### **W – Write often.**

Send letters, emails, and information about the Making Strides Against Breast Cancer walk to large groups, hospitals, clubs, companies, and places of worship, and ask them to include a blurb in their newsletter.

### **X – “Xamine” attitudes.**

Recruiting teams is not just the responsibility of the team recruitment chair, it is everyone's job! Encourage all committee members to keep team recruitment information with them as they travel throughout the week, and to find ways to recruit even more teams everywhere they go.

### **Y – Yell.**

Yell “Good job!” to anyone who recruits a new team. Recognition goes far in validating volunteers and keeping them energized to do even more to fight back against breast cancer.

### **Z – Zero in.**

Don't forget about clubs and organizations that might not be mainstream. Quilters, crafters, farm market councils, etc., are usually already attending fairs and fundraisers to help promote and share their interests. Ask them to promote Making Strides Against Breast Cancer events as well.

[makingstrideswalk.org](http://makingstrideswalk.org)  
1.800.227.2345





# JOIN THE PACESETTERS CLUB!

**Be a leader in helping to finish the fight against breast cancer.**

Members of the Pacesetters Club are committed to achieving extraordinary fundraising results for American Cancer Society Making Strides Against Breast Cancer events. And those results are helping us get closer to finishing the fight.

## Pacesetters Club members

Becoming a Pacesetter is an opportunity to take your passion to the next level – because more money raised to help finish the fight 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 are helping to end breast cancer
- Hear from someone in your community who has been affected by breast cancer.

## Ready to set the pace? Get started today!

Sign up online at [makingstrideswalk.org/tucsonaz](http://makingstrideswalk.org/tucsonaz) to participate in Making Strides Against Breast Cancer of Tucson.

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 Pacesetters Club member for 2015. 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 Tucson, please contact:

Mike Ely  
Sr. Director, Community Events  
[tucsonazstrides@cancer.org](mailto:tucsonazstrides@cancer.org)  
Phone: 1.520.320.6382

Making Strides Against Breast Cancer  
of Tucson  
[makingstrideswalk.org/tucsonaz](http://makingstrideswalk.org/tucsonaz)

[makingstrideswalk.org](http://makingstrideswalk.org)  
1.800.227.2345





# Making Strides Against Breast Cancer Matching Gift Intake Form

1.800.227.2345 | [makingstrideswalk.org](http://makingstrideswalk.org)

Matching gifts are an easy way to increase support for your Making Strides Against Breast Cancer event. Many employers offer a matching gift program. Most of these programs match contributions dollar for dollar, and some will even triple the amount of your gift with a 2-to-1 match.

Please contact your human resources department to see if your employer offers a matching gift program, and if so confirm your company's process for submitting a matching gift. For more information, visit [matchinggifts.com/acs](http://matchinggifts.com/acs) or contact your local Society office.

Follow the instructions below to submit a matching gift donation to the American Cancer Society.

- Attach the donation check, made payable to the American Cancer Society, to your employer's matching gift form.
- Submit the check and your employer's matching gift form, along with this completed intake form, to your Team Leader or mail them to your local American Cancer Society office:

**American Cancer Society**  
**1636 N. Swan Rd, Suite 151**  
**Tucson, AZ 85712**

- Submit one intake form for each matching gift donation received.
- Each team/participant will be credited when the matching gift donation check is received by the American Cancer Society.

\_\_\_\_\_  
Making Strides Against Breast Cancer of (name of event)

\_\_\_\_\_  
Making Strides participant name

\_\_\_\_\_  
Matching gift company name

\_\_\_\_\_  
Employee name, if different than participant

\_\_\_\_\_  
Date of donation

\_\_\_\_\_  
Amount of donation

Credit donation to:  Participant  Team

## For American Cancer Society Office Use Only

Date request submitted: \_\_\_\_\_

Date matching gift submitted to company: \_\_\_\_\_

Amount of matched donation received: \_\_\_\_\_

Date matched donation received: \_\_\_\_\_

Date entered into database: \_\_\_\_\_

AMERICAN CANCER SOCIETY  
MAKING STRIDES AGAINST BREAST CANCER

*Dress casual, and help finish  
the fight against breast cancer.*

Donate to our team, and  
you can dress casual on:

Help save more lives with a  
recommended donation of  
\$ \_\_\_\_\_



**Finish the fight**  
against breast cancer.

Join the American Cancer  
Society Making Strides  
Against Breast Cancer walk,  
a powerful event to raise  
awareness and funds to  
end breast cancer.

- Make a donation to our American Cancer Society Making Strides Against Breast Cancer team to honor or remember a loved one. You'll be able to dress down, and help finish the fight.
- Every dollar raised will help the American Cancer Society continue to invest in groundbreaking breast cancer research; provide free, comprehensive information and support to those touched by breast cancer; and help people take steps to reduce their breast cancer risk or find it early when it's most treatable.

**READY TO JOIN OUR TEAM AND  
HELP FINISH THE FIGHT?**

Please contact:

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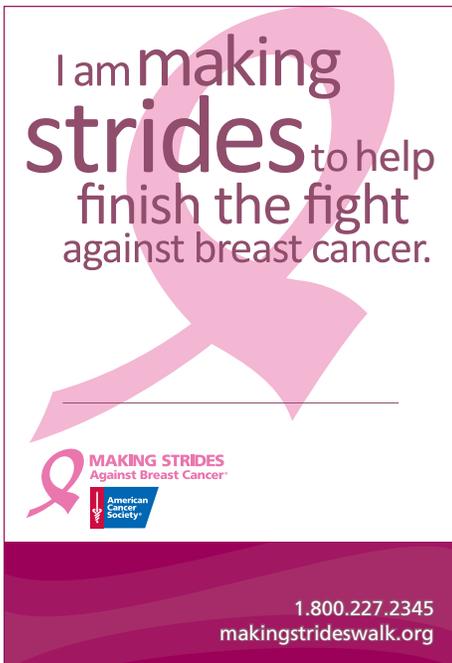
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makingstrideswalk.org  
1.800.227.2345



# Create a Making Strides Against Breast Cancer Wall of Hope.

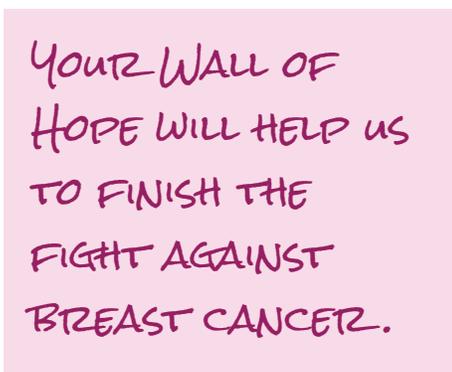


A Making Strides Against Breast Cancer Wall of Hope can grab people's attention and motivate them to support the American Cancer Society in helping to finish the fight against breast cancer.

Creating a Wall of Hope is easy; get started today!

## How a Wall of Hope works:

- Ask permission to hang pink ribbon donation cards in a common area at work, school, etc.
- Set up a table during high-traffic hours to distribute Making Strides information, sign up walkers, and ask for donations. Give each donor a pink ribbon donation 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 donation cards as people contribute 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 and website. If your display is in your community, take a photo for the local newspaper.



## 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

## Be creative! You can create a Wall of Hope almost anywhere.

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

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 finish the fight!



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.

[cancer.org](http://cancer.org) | 1.800.227.2345

1.800.227.2345  
[makingstrideswalk.org](http://makingstrideswalk.org)

