

Finish the fight against breast cancer.



Team Leader Kit





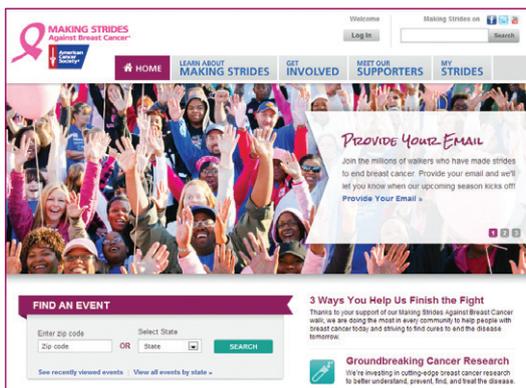
What is the Making Strides Against Breast Cancer walk?

- 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.



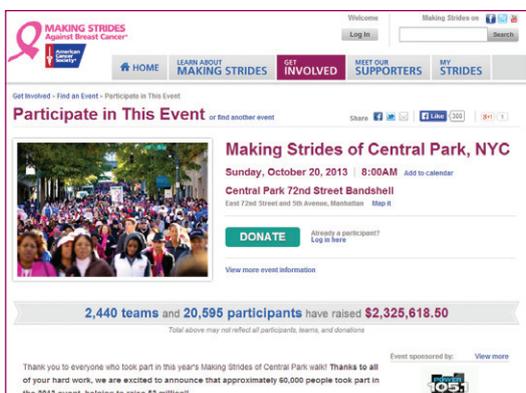


We can't finish the fight without you – it's easy to get started!



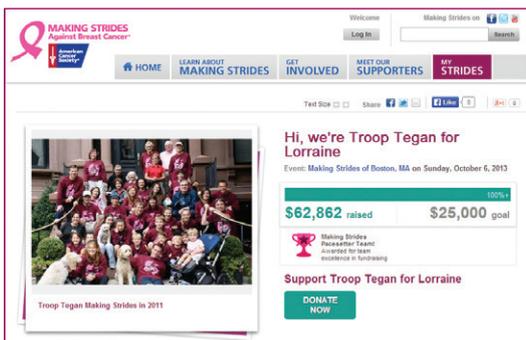
1. Sign up.

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!



MAKING STRIDES OF LAS VEGAS

Easy Steps To Online Success!

1. FIND OUR MAKING STRIDES PAGE!



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

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:

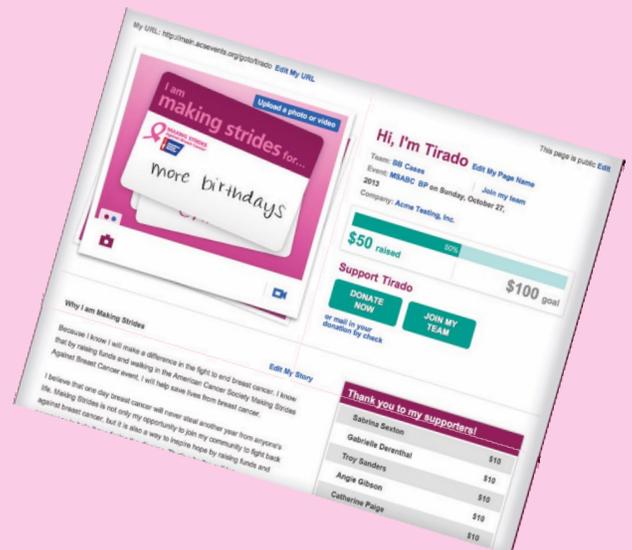
- Send emails using our sample templates
- Track your fundraising progress
- Share your messages and photos on Facebook

2. SIGN UP!

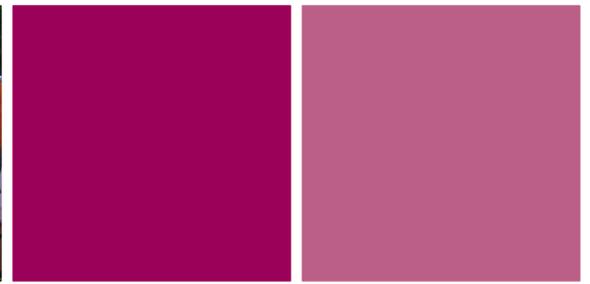
Click the Sign Up button to start! It's easy to build your team with no registration fee!

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



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.





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!



FUNDRAISING TIPS - FACTS TELL & STORIES SELL

LARGE & MIDSIZED FUNDRAISING IDEAS

Casinos:

Hold a pink bingo day or pink poker game. Players cards get turned pink for the month, new players that sign up the casino will donate a dollar on their behalf, existing players donate \$1 to get a pink "limited edition" card.

Dealerships:

Each participating dealership appoints a 'Strides Champion'. Participating dealerships form teams online and implement internal fundraising ideas/campaigns. A Strides Hero tracks progress of each team, implements incentives, sets fundraising deadline, etc. Participating dealership teams come to the event and have 1 - 10X 10 booth at the event as well Pink wrapped vehicles (if applicable). Dealership teams of 12 or more have the opportunity to purchase Strides Flagship T-Shirts with company logo/team name on back at discounted price.

Restaurants:

Create a special cookie with a special insignia on it and donated \$1 per cookie sold. Include table tents with options on how the public could help them reach their goal. Give each server a \$4 per shift goal to increase fundraising.

Financial Institutions:

Hold internal competitions of branch decorating where each branch would have to donate to participate in the contest. The winner of the best decorated branch would receive bragging rights and a prize. If the company met certain fundraising goals the higher-ups would have to do fun things at the walk, for example, the CEO would have to wear a pink tutu at the walk, etc.

Superstores (Smiths, Walmart, Sam's Club, Lowes, Home Depot):

Hang upside down umbrellas from the ceiling near the registers so that people could throw their spare change into them. Have a craft fair and sold spots for people to sell their wares for donation only Institute roundup's at the register when people are checking out where they have the ability to round to the nearest dollar as a donation.

Athletic clubs / Gyms:

Secure a DJ to spin for several hours, turned the lights off and put on strobe lights/disco balls. Charge a dollar amount for four hours of club workout. Box for Boobies, set dollar amount and receive a pair of pink gloves, an hour of instruction, and an hour of free bag time.

Night Clubs / Bars:

Attach a one dollar donation to the price of several of their drinks for the night. Charge an additional "cover" for entrance to the club. Have suppliers donate products and all sales of that specific product come to MSABC.

Chain Hair Salons:

Salons open their doors after hours with all cash proceeds from haircuts donated to Making Strides. Salon requests partnership with specific products and designate as "pink products" in the month of October with partial proceeds going to Strides. Hold a team building activity to make tutus, charge and provide materials and supplies needed to make a tutu to where in the Salon in October and at the event. Have a table in the waiting area with baked goods, pink ribbon donation cards. Day of event, the Salon can have a tent where they cut hair that is then donated to Pantene Beautiful Lengths and all of the tips from the event go towards fundraising efforts.



FUNDRAISING TIPS - FACTS TELL & STORIES SELL

SMALL FUNDRAISING IDEAS

Guess the Number

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

Appreciation/Compliment Grams

Design notes of thanks or congratulations for co-workers to buy and send to each other.

Guess the Baby Picture

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

Penny Wars

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or "green" into the jars of other departments. Pennies count as positive while quarters and "green" are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

Lunch Box Auction

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

Charge Late Fees

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to Making Strides Against Breast Cancer.

Silent Auction

The company donates auction items such as corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services.

Front Row Parking

Raffle front row parking spots for a week, month, or year, or during the winter or summer months. Lunch with CEO - Auction or raffle off lunch with the CEO – CEO's treat!

Costume War

Choose an executive to wear a costume for the day by placing money jars outside the office doors of willing participants.

Box Raffle

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

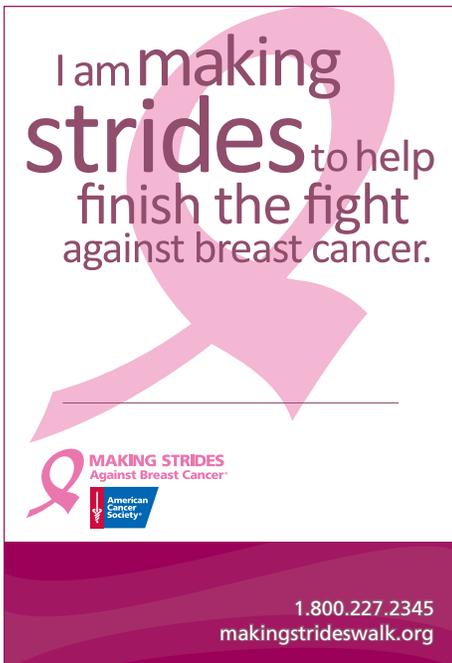
Mystery Boxes

People put together gift boxes with fun things (signed memorabilia, tickets to a game in company suite, high end purse, "experience" nights, etc.) They don't announce what's in the box, but employees buy raffle tickets to get entered to win. They try to have 2-3 boxes going at one time.

*** For more specific details on these fundraisers talk to your Making Strides Community Manager.**



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.

YOUR WALL OF HOPE WILL HELP US TO FINISH THE FIGHT AGAINST BREAST CANCER.

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 | 1.800.227.2345

1.800.227.2345
makingstrideswalk.org



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Use your Smith's *rewards* Card & help **Making Strides of Las Vegas** grow!

Supporting our organization has never been easier — just shop at Smith's and swipe your *rewards* Card!

Here's how to Sign Up & Enroll*:

1. Visit www.SmithsCommunityRewards.com
2. Sign in to your Online Account, or create an account
3. Click "My Accounts" in the upper right hand corner
4. Scroll to the bottom of the page to Community Rewards
5. Find and select your local *Making Strides* event and click "Save"
6. You'll start earning rewards for our organization right away on qualifying purchases made using your Smith's *rewards* Card!
Learn more at www.SmithsCommunityRewards.com, and thank you for your support!



*There is no cost to you and this will not effect your fuel points or coupons.



STAY. PLAY. WALK!

The Red Rock Casino Resort and Spa is offering participants of Making Strides of Las Vegas an exclusive room rate! Hurry and book your room at the luxurious Red Rock Casino Resort and Spa and be ready to Fight for a Cure on October 25th!

Red Rock Casino Resort & Spa

October 24-25, 2015

\$125 plus tax & \$15 Resort fee

Call to reserve your room today!

1-866-767-7773

When booking your room please mention the offer code:

MAKING STRIDES



It is agreed that individual reservations will be phoned or faxed directly into the Resort's reservation's department. Each individual is required to provide a credit card and one night's room and tax deposit. Rates cannot be changed at check-in or check-out for guests who fail to identify their affiliation at the time the reservation is made. These rates are based on availability and are not guaranteed.

MakingStridesWalk.org/LasVegasNV | 1.800.227.2345

MAKING STRIDES OF LAS VEGAS



FUNDRAISING ON THE GO!

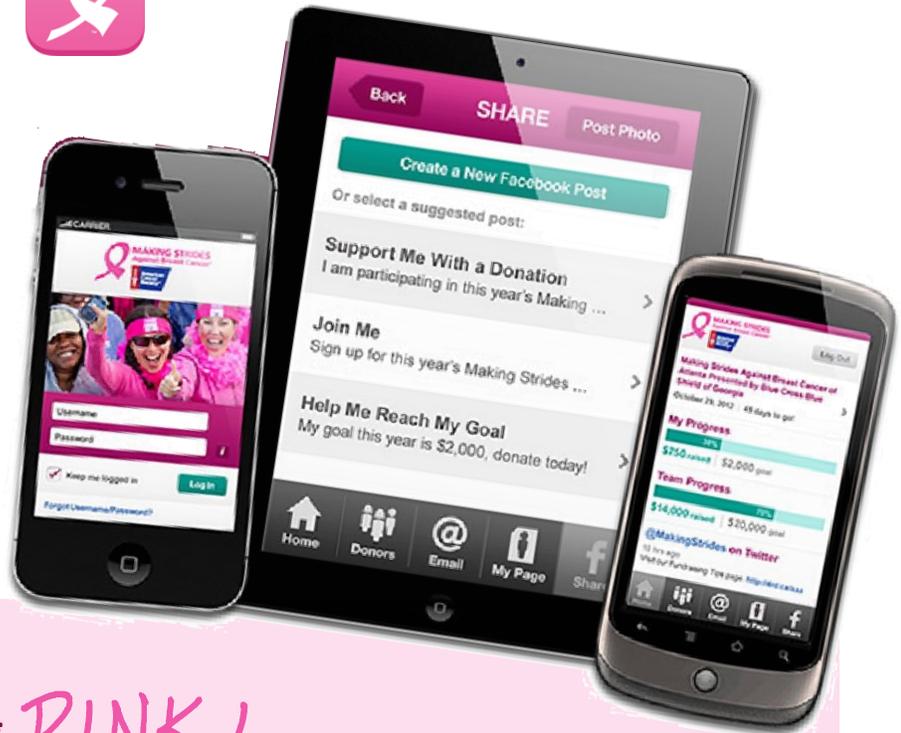
Download our mobile apps for Android and iPhone!

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 @MAKINGSTRIDESLV



#MAKINGSTRIDESLV

#PINKPLEDGEV

**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.

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: Las Vegas, Nevada

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: **October 1, 2015**

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 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-**





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