

# ZERO PROSTATE CANCER RUN/WALK

## TEAM CAPTAIN FUNDRAISING GUIDE



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*My family and I participate in the ZERO cancer walk to raise awareness for prostate cancer. When my family found out about my dad's diagnosis we were absolutely devastated. We never thought that at the age of 55 he would be diagnosed with stage 4 cancer and not have many options out there for him. We did some research and found out about the ZERO race and discovered this wonderful community that has so many men going through the same situation. Thanks to this new family, we are even stronger and have gained an incredible support system for my dad. ZERO has truly made a life changing impact and has continued to keep our hopes up high during this brutal fight.*

”

Kendra Johns – Team George member,  
Greater Los Angeles Area Run/Walk

# Welcome!

Thank you for joining us at the ZERO Prostate Cancer Run/Walk! We're thrilled to have you on the journey to ZERO, the first generation of men free from prostate cancer.

Our cause is urgent. One in nine men will be diagnosed with prostate cancer in their lifetime, and prostate cancer accounts for 20% of all new cancer cases.

Forming a team and leading them to fundraising success is easy when you use this step-by-step guide and fundraise online. Harness the generosity and power of your friends, family members, and their networks by asking for donations and having a lot of fun along the way.

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We also have dedicated staff across the country waiting to help you! If you have questions, ideas, or just need general assistance, don't hesitate to email us at [racers@zerocancer.org](mailto:racers@zerocancer.org).

Good luck and we'll see you on race day!

### FACT

*Prostate cancer is the second leading cause of cancer death in men, with 33,330 estimated deaths in 2020.*



## Kickstart Your Team Recruitment & Fundraising

1

### REGISTER

- Register yourself as the team captain (your individual personal fundraising page will be created at the same time)
- You'll receive an email with instructions to access your Fundraising Participant Center – the place for all your fundraising efforts

2

### PERSONALIZE YOUR TEAM PAGE

- Aim high and set your fundraising goals - team and individual
- Share your story to let people know why your team is fundraising for ZERO
- Don't forget to add a picture or video – it will help donors see your passion and connection to the cause
- Connect your individual fundraising page to a linked Facebook Fundraiser through your Fundraising Participant Center

3

### START RECRUITING

- Invite others to join your team by registering using your team page link and don't forget to add a picture or video to tell them why it's important to you

### Recruit 6 Team Members Instantly!

- Ask one co-worker to join your team
- Ask two relatives to join your team
- Ask two friends to join your team
- Ask your workout partner, neighbor, or another associate

4

### ASK FOR DONATIONS

- Be the first person to donate to your page. It's a great way to show off your commitment to the cause, plus others are more likely to donate when they see that you've donated already.
- Ask everyone you know, in every way you know
- You're not asking for yourself, you're asking to support a cause dear to you – be BOLD in your asks
- Don't forget to follow-up – some people intend to donate and just need a reminder

### Recruitment and Donation Ask Tips

- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them!
- Use social media! Share with your Facebook friends or Twitter followers that you've formed a team and ask them to join. They may have a connection to prostate cancer or an interest in supporting you in your journey. Don't forget to include the link to your team page.
- Get your company involved! Send a company-wide email, and confer with your employer about the opportunity for volunteer hours if others join as a corporate team.



## Your Participation Matters

### Join us on the journey to ZERO out prostate cancer

The ZERO Prostate Cancer Run/Walk is the time we come together, raising funds and sharing hope to declare one number above others: ZERO. Your participation makes a real difference in the lives of men and families fighting prostate cancer.

The funds raised from the run/walk are invested around the country to provide research for new treatments, free prostate cancer testing, and educate men and families about prostate cancer. At ZERO, 86 cents of every dollar donated goes directly into our life-saving programs. No prostate cancer charity is more efficient at turning donations into a tangible impact in your local community, and we're the only ones with a best-possible 4-star rating from Charity Navigator.



The run/walk series is the premier program of ZERO - The End of Prostate Cancer, the leading national non-profit organization with the mission to end prostate cancer. To learn more about our patient-centric programs and access our first-class education and support resources, [visit zerocancer.org](http://zerocancer.org).

## How do we get to **ZERO**

It starts with you. It starts with community. It starts with coming together. You're joining the ONLY national prostate cancer event, raising funds, sharing hope, and inspiring bold action to ZERO out prostate cancer.

“ I am thankful beyond words for the financial assistance provided by ZERO. It has enabled me to receive life-extending prostate cancer treatment. ”

Charles Sweeney,  
Prostate Cancer Patient and  
Boston Run/Walk participant





## Team Captain Timeline

An organized Team Captain leads a successful team. Use this sample timeline to keep your team on track and ready to nail their goals!

### 8-12 weeks (or more) before the run/walk

- Register your team online at [zerocancer.run](http://zerocancer.run)
- Personalize your team and personal pages by adding pictures and sharing your story
- Set a team and personal fundraising goal
- Recruit team members
- Begin solicit donations for your fundraising pages (all personal page donations roll up into the team total raised)



### 4-8 weeks before the run/walk

- Keep your team motivated by updating them on the team's progress as well as individual team member's fundraising achievements
- Have a team building fundraiser. Host a yard sale, car wash, or bake sale at a local business/event
- Use social media to thank team members for joining you, call out your top fundraising members, and share overall team updates

### 2-4 weeks before the run/walk

- Stay in touch with your team; encourage them to continue fundraising and recruit their friends to join
- Follow up with potential donors and send out thank you notes to those who have already donated
- Plan your team's race day outfits! Get sizes and order team shirts. Consider adding donor names to the back of your shirt for extra recognition

### Week of the run/walk

- Send out an email with all of the event information to your team. ZERO will be sending out race day information as well, but it is good for team captains to communicate directly with their team members
- Set up a meeting place with your team and go over the event day schedule
- Remind team members to thank those who have donated to their personal pages

### After the run/walk

- Send out a reminder letting people know how much was raised and that they can still join in and support your team by making a donation
- Thank your team members and donors. Post a photo on social media of the team from race day
- Host an event wrap up party and go over how your team would like to participate next year
- Check to see if any of your donors work for companies that will match their donation



## Goal Setting

Setting a goal for your team is simple. Just use our form below and you'll get your team on the path to success in no time!

How many team members do you want on your team? \_\_\_\_\_

What should their individual goal be set at?  
*(We recommend at least \$250 per person!)* \_\_\_\_\_

Number of Team Members x \$ Per Person = \$ \_\_\_\_\_

Now add a team fundraising activity, like a bake sale or social event: \$ \_\_\_\_\_

Add it all together and there's your team goal!

**Individual Fundraising + Team Fundraising = Team Goal**

Our top three largest teams and top three fundraising teams for each run/walk will be recognized on race day at the event. Will you be one of them?

In addition, our top fundraisers across the series will be honored. Last year, ZERO rolled out the "blue" carpet for the inaugural Bold for Blue Awards. These awards acknowledge outstanding rockstar fundraisers that help empower ZERO to reach more men that need help, and also further research to put an end to the disease. If you would like more information about getting BOLD to end prostate cancer keep reading for more tips.



### 2019 Bold for Blue Award Winner Miles for Mike

The Brocato family lost a loving husband, dad and grandpa: Mike Brocato, to prostate cancer in 2017. He was known for his outgoing personality and his contagious smile. To honor Mike, Fran, his wife, and their daughter Kristin and sons Michael, Daniel, and Matthew, created team Miles for Mike and participated in the Kansas City Run/Walk. They brought it big on race day with 100 people strong and raised over \$10,000 to show that they are still fighting for Mike!



## Top Fundraising Tips

### Raise \$500 in a week!

Sponsor yourself for \$25	\$25
Ask three family members for \$25	\$75
Ask five friends to donate \$15 each	\$75
Ask five coworkers to sponsor you for \$10	\$50
Email 15 people and ask for a \$10 donation	\$150
Ask your company for a \$75 contribution	\$75
Ask two businesses you frequent for \$25	\$50
<b>Total</b>	<b>\$500</b>

## Matching Gifts - Double Your Donations

Matching gifts are a great way to increase your fundraising. Many donors work for companies with matching gift programs and can double the impact of their donation by asking for a matching gift from their employer. When making their donation, they can enter their company name in the matching gifts search tool. We'll have some information on whether or not the company matches. Please encourage donors to follow-up with their employer to get this process started as each has their own rules. Some companies will also match gifts made by spouses and/or retirees. **Don't forget to ask your own employer about matching any self-donations you made!**

## Fun Fundraising Ideas

- **Casual Day:** With the support of your company's management hold a "Dress Down for Prostate Cancer" day. Those who donate are given the opportunity to wear jeans to work.
- **Garage Sale:** Get members of your team together and clean out your closets, basements, garages, etc. Donate all proceeds to your team.
- **Team Fundraising Party:** Host a party at a local restaurant or bar. Ask team members to invite their donors and potential supporters. You can require an admission fee for attendees or ask the business to donate a portion of that night's proceeds to your team.
- **Race Shirts:** Are you making a special team shirts to wear on race day? Offer to add donor names to your shirt as a thank you.



## Who To Ask For Donations

Not sure who to ask for donations, silent auction items, or who to invite to your fundraising parties? Below is a list to get you started on who you could invite to support you in your journey to ZERO Out Prostate Cancer. Remember to think of everyone you know!

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Every person in your address book | <input type="checkbox"/> Aunts                           | <input type="checkbox"/> Alumni associations         |
| <input type="checkbox"/> Every person on your e-mail list  | <input type="checkbox"/> Brothers                        | <input type="checkbox"/> Athletic teams              |
| <input type="checkbox"/> Every name in your checkbook log  | <input type="checkbox"/> Cousins                         | <input type="checkbox"/> Babysitter                  |
| <input type="checkbox"/> Grandparents' friends             | <input type="checkbox"/> Father                          | <input type="checkbox"/> Bank teller                 |
| <input type="checkbox"/> Hairdresser                       | <input type="checkbox"/> Grandchildren                   | <input type="checkbox"/> Boy/Girl Scouts             |
| <input type="checkbox"/> Holiday card list                 | <input type="checkbox"/> Grandfathers                    | <input type="checkbox"/> Bus driver                  |
| <input type="checkbox"/> House sitter                      | <input type="checkbox"/> Grandmothers                    | <input type="checkbox"/> Business associates         |
| <input type="checkbox"/> Landlord/tenants                  | <input type="checkbox"/> In-laws                         | <input type="checkbox"/> Business associations       |
| <input type="checkbox"/> Local businesses                  | <input type="checkbox"/> Mother                          | <input type="checkbox"/> Car mechanic                |
| <input type="checkbox"/> Mail carrier                      | <input type="checkbox"/> Nephews                         | <input type="checkbox"/> Children's friends' parents |
| <input type="checkbox"/> Manicurist                        | <input type="checkbox"/> Nieces                          | <input type="checkbox"/> Choirs/vocal groups         |
| <input type="checkbox"/> Masseuse                          | <input type="checkbox"/> Second cousins                  | <input type="checkbox"/> Classmates                  |
| <input type="checkbox"/> Neighbors                         | <input type="checkbox"/> Sisters                         | <input type="checkbox"/> Clients                     |
| <input type="checkbox"/> Newspaper delivery person         | <input type="checkbox"/> Spouse's aunts and uncles       | <input type="checkbox"/> Close friends Clubs         |
| <input type="checkbox"/> Newsstand                         | <input type="checkbox"/> Spouse's cousins                | <input type="checkbox"/> Coffee shops                |
| <input type="checkbox"/> OBGYN                             | <input type="checkbox"/> Spouse's grandchildren          | <input type="checkbox"/> Community organizations     |
| <input type="checkbox"/> Orthodontist                      | <input type="checkbox"/> Spouse's grandparents           | <input type="checkbox"/> Co-workers                  |
| <input type="checkbox"/> Physician                         | <input type="checkbox"/> Spouse's nieces and nephews     | <input type="checkbox"/> Dentist                     |
| <input type="checkbox"/> PTA                               | <input type="checkbox"/> Step-parents                    | <input type="checkbox"/> Doctors' receptionist/staff |
| <input type="checkbox"/> Restaurants                       | <input type="checkbox"/> Step-siblings                   | <input type="checkbox"/> Dog walker                  |
| <input type="checkbox"/> Social Networking Web sites       | <input type="checkbox"/> Uncles                          | <input type="checkbox"/> Dry cleaners                |
| <input type="checkbox"/> Spouse's co-workers               | <input type="checkbox"/> Florist                         | <input type="checkbox"/> Employer/boss               |
| <input type="checkbox"/> Spouse's employer/boss            | <input type="checkbox"/> Former co-workers               | <input type="checkbox"/> Faith-based communities     |
| <input type="checkbox"/> Support groups                    | <input type="checkbox"/> Former employers                | <input type="checkbox"/> Fitness center instructors  |
| <input type="checkbox"/> Teachers                          | <input type="checkbox"/> Former teammates and coaches    | <input type="checkbox"/> Fitness center owner        |
| <input type="checkbox"/> Therapist                         | <input type="checkbox"/> Former/current professors       | <input type="checkbox"/> Fitness trainer             |
| <input type="checkbox"/> Travel agent                      | <input type="checkbox"/> Friends across the country      | <input type="checkbox"/> Friends from former jobs    |
| <input type="checkbox"/> Veterinarian                      | <input type="checkbox"/> Friends from college            | <input type="checkbox"/> Friends from high school    |
| <input type="checkbox"/> Volunteer groups                  | <input type="checkbox"/> Friends from current activities | <input type="checkbox"/> Friends overseas            |
| <input type="checkbox"/> Wedding invitation list           | <input type="checkbox"/> Friends from former activities  | <input type="checkbox"/> Friends' aunts and uncles   |
| <input type="checkbox"/> Workout partners                  | <input type="checkbox"/> Friends' employers              | <input type="checkbox"/> Friends' friends            |
|  |  | <input type="checkbox"/> Friends' grandparents       |
|  |  | <input type="checkbox"/> Friends' siblings           |
|  |  | <input type="checkbox"/> Gardener                    |

“ I participated because I have always liked to raise money for good causes and last year I was diagnosed with prostate cancer and had my prostate removed in December. The surgery was hard on me and recovery has been difficult, the general public has no idea how serious this cancer can be. I will use this fundraiser as my main event going forward because education and support is badly needed towards this disease. ”

Tom Klugh, Charlotte  
Run/Walk Participant



## Using Social Media to ZERO Out Prostate Cancer

Facebook, Twitter, Instagram, and other social media platforms are great ways to spread the word about why fundraising to ZERO Out Prostate Cancer is important to you, especially when reaching out to people you don't see every day.

### TOP SOCIAL MEDIA TIPS:

- **Make it personal:** Share your personal connection to prostate cancer
- **Make them stop and take notice:** Share photos and videos (keep them short, 1-2 minutes) to grab their attention. We recommend using images with all posts.
- **Post Often:** It'll usually take several mentions before your posts or tweets will show up in the feeds for everyone in your network. Post reminders and update them on your fundraising progress.
- **Encourage Team Members:** Tag them to thank them for joining your team and for their great fundraising efforts.
- **Thank Your Donors:** Tag your donors on your social media platforms and thank them for their donation (even if you've already thanked them). It will make them feel appreciated and inspire others to follow their lead.
- **Use Hashtags:** Hashtags can help get more eyes on your posts, but be sure to use them only when the content is relevant. You can even create your own for your team! ZERO suggests #EndProstateCancer for Run/Walk promotions.
- **Tiny URL:** Use the free service to shorten your personal fundraising page link. It saves you valuable space, especially on Twitter.
- **Instagram URLs:** They frown on putting URLs in the captions of your pictures, but you can put your fundraising url in your Instagram bio.

#### Here are some sample posts to get you started:

- *My team [insert team name] is raising money for ZERO – The End of Prostate Cancer because [insert personal story]. Help us create Generation ZERO – the first generation of men free from the pain and suffering of prostate cancer. Join or donate here: [Insert Team Page URL]*
- *1 in 9 men will get prostate cancer and my team [insert team name] is doing something about it! Join us or make a donation to our ZERO Prostate Cancer Run/Walk page [Insert Tiny URL] #endprostatecancer*



## Create a Linked Facebook Fundraiser

ZERO's most successful fundraisers tell us that social media is KEY to raising lots of awareness and money.

An easy first step is to create a Facebook Fundraiser directly from your fundraising participant center!

**Your linked Facebook Fundraiser is for your individual personal fundraising page. All donations on your individual personal fundraising page roll up into your team fundraising page for the total raised!**

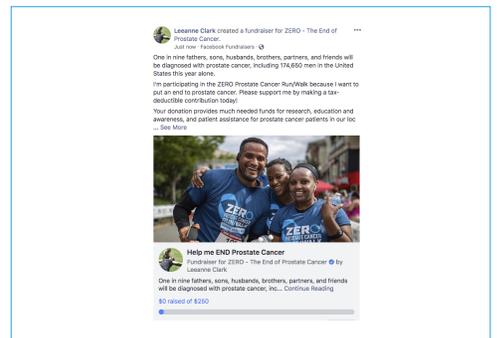
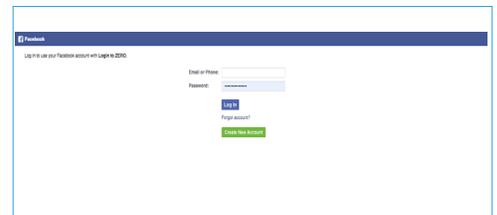
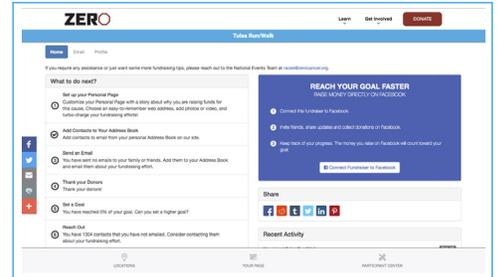
In just a couple of clicks, you can give your friends and family a fast way to learn more about why you are fundraising and they can even donate without leaving their Facebook account.

Setting up your Facebook fundraiser through your Participant Center, will ensure all donations are added to your personal fundraising page automatically!

- 1) Login to your fundraising participant center
- 2) Look for the blue "Reach Your Goal Faster" box and click the "Connect Fundraiser to Facebook" button
- 3) Login to your Facebook account. If you're new to fundraising on Facebook with ZERO you'll be prompted to click "Ok" to allow access to manage fundraisers
- 4) Congratulations! Your Facebook Fundraiser is now connected and has been posted on your timeline letting people know you need their support!

From Facebook you can make additional edits to your linked fundraiser, as well as easily invite your Facebook Friends to donate and share why.

Facebook will remind you periodically to share (just in case you forget) and even remind your Friends that started to donate to finish (if they haven't already).





## Frequently Ask Questions

### **Is there a fundraising minimum to participate in the run/walk?**

No. There is no fundraising minimum, but we need your help to end prostate cancer. Please consider making a self-donation or raise at least \$100.

### **Are all donations tax-deductible?**

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law. If the donation was made online, the tax receipt will be emailed to the email address provided. If you donated via check, you can request a tax receipt by emailing [rates@zerocancer.org](mailto:rates@zerocancer.org).

### **Is my registration fee tax-deductible?**

No. Your registration fee is not tax deductible.

### **Are there any awards or fundraising incentives for top fundraisers?**

Yes! Our top three individual fundraisers, top three fundraising teams, and three largest teams will receive special recognition at the event (please note that all monies need to be in your accounts by 3 p.m. on the day prior to race to be eligible for these awards).

### **I received a donation, but don't see it on my fundraising page?**

All mailed donations should appear on your page within two weeks of being received by ZERO. All race day donations will appear within four weeks. If you do not see your donations on your page, please email ZERO at [rates@zerocancer.org](mailto:rates@zerocancer.org).

### **If a donor doesn't want to donate online what can they do?**

They can call ZERO at 202-303-3110, Monday – Friday, 9 a.m. – 5 p.m. EST, and we can process a credit card payment over the phone. Or if they prefer they can mail in a check for their donation.

If mailing in a donation be sure to indicate the name of the event, and the name of the team or individual whose fundraising efforts it is supporting. Checks should be mailed to the P.O. address listed on your run/walk event details website or on your donation form.

### **What if people want to give me cash?**

Please send a personal check covering the amount, along with corresponding donation form to ZERO. We will be able to credit your donors for their generosity if you include their information. If this is not possible, you can always bring the cash donations and donation forms to the race.

### **Can I continue to collect donations after the event?**

Absolutely! Participants can fundraise up until two weeks after the event to be eligible for fundraising rewards.

### **I have more questions, who can I talk to?**

Please contact us Monday through Friday, 9 a.m. to 5 p.m. EST. All emails will be answered within 24 hours. • Phone: 202-303-3110 • Email: [rates@zerocancer.org](mailto:rates@zerocancer.org)