

**ZERO**<sup>®</sup>  
PROSTATE CANCER  
**RUN/WALK**  
2023

2023 CORPORATE FUNDRAISING GUIDE



**ZERO**  
**OUT**  
PROSTATE CANCER

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**WELCOME**

Thank you for joining us at the ZERO Prostate Cancer Run/Walk! We're thrilled to have you on the journey to reach generation ZERO, the first generation of men free from prostate cancer. Our cause is urgent. One in eight men will be diagnosed with prostate cancer in their lifetime, and prostate cancer is the second-leading cause of cancer death in men. In order to ZERO out prostate cancer, we need everyone on board. 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 business, friends, family members, and their networks by asking for donations and having a lot of fun along the way.

**About ZERO**

*Together, We Provide Critical Resources to Prostate Cancer Patients* – 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.

*5 ways the funds raised from the run/walk fight prostate cancer:*

- **Financial Support:** You are connecting patients in need with personalized solutions to alleviate the many financial stressors of their diagnosis including treatment costs, transportation, insurance navigation, and more.
- **Awareness:** Knowing risk factors and the importance of early detection saves lives and your support makes education and awareness efforts happen nationwide.
- **Research:** Your support advances prostate cancer research to discover new treatments and diagnostics.
- **Emotional Support:** Funds ensure patients and caregivers have support through in-person and virtual support groups and mentors across the country.
- **Health Equity:** Together, we can remove barriers and provide critical support for those at the highest risk for the disease who for way too long have suffered inequities.

At ZERO, 85 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).

**WHERE THE MONEY GOES**  
**85** CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES

## Consider Having Your Company Sponsor a Run/Walk Event

Sponsoring a local Run/Walk is a great way to support your community and have an impactful presence on a meaningful day for so many. Interested in becoming a local sponsor for a Run/Walk in your community? Check out our sponsorship packet below, which outlines our different sponsorship levels and benefits.

Levels and opportunities may vary between Run/Walks. Baltimore, New York, and Chicago-SEA Blue levels vary. Check in with your local Chapter Staff for more information.

	<b>PRESENTING</b> \$10,000 (Limit 1)	<b>PLATINUM</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$1,500	<b>BRONZE</b> \$750
Logo on Start/Finish Banner, and 3-up Race Flyer					
Mention by DJ/emcee throughout event.					
Social media promotion (post on ZERO Twitter and Run/Walk Facebook page prior to event)					
Table top/Booth Display at event					
Logo on Post Event Thank you Email					
Logo on Poster					
Logo on Event Shirts Name only ( <b>Bronze</b> )	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME ONLY</b>
Logo/Name ONLY ( <b>Bronze</b> ) with Hyperlink on Event Registration Website	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME ONLY</b>
Complimentary Event Shirts	<b>15</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>1</b>



If you are interested in partnering with the **Sanford J. Siegel Prostate Cancer Run/Walk** in Baltimore, please reach out to [races@zerocancer.org](mailto:races@zerocancer.org) for a **Baltimore specific sponsorship packet**.

**Have Questions?** Please reach out to us at: [races@zerocancer.org](mailto:races@zerocancer.org)



## How To: Register a Sponsor or Corporate Team

Register for one of the 45+ Run/Walks by visiting [zerocancer.run](http://zerocancer.run) and following the steps below. To find more in-depth registration instructions click [here](#). (have link to registration instructions).

1. Visit [zerocancer.run](http://zerocancer.run) or your City Run/Walk website ([zerocancer.run/cityname](http://zerocancer.run/cityname))
2. Click the blue 'Register' button and choose your registration type.  
If a sponsor, select registration type as "Sponsor";  
If a corporate team ,select registration type as "In-Person"
3. Set your fundraising goal
4. Associate your participation with your company:
  - a. Check the box next to 'Would you like to associate your participation with a company?'
  - b. Check the drop down to see if your company is already an option
    - i. If present: Select your company from the drop down
    - ii. If absent: 1. Click circle next to 'Enter a New Company' box  
2. Enter a New Company' box
5. If registering an additional participant click the dark blue 'Register Additional Participant' button on the bottom right hand side of the screen and begin registration process
6. Click light blue 'Complete Registration' button on the bottom right hand side of the screen
7. Congratulations, you are now registered as a sponsor or corporate team for your city's Run/Walk event!



## Fundraising Ideas\*

\*Please be aware that certain employers have compliance guidelines that may not be compatible with all of the fundraising methods listed below. Please check with your company to ensure that you follow their stipulations.

### Corporate Matching

Matching gifts are a great way to increase your fundraising. Many companies already have matching gift programs and can double the impact of a donation. See if your company will match employee and/or retiree/spouse gifts and get the process started. When making a donation, a donor can enter the company name in the Double the Donation matching gift tool -

[https://support.zerocancer.org/site/SPageNavigator/RunWalk\\_Matching\\_Gifts](https://support.zerocancer.org/site/SPageNavigator/RunWalk_Matching_Gifts). You will need to follow up with your employer and submit proof of your donation for the corporate match.

### Collection Cans

Why not place a collection can in your office? Every cent counts - even the loose change in your pockets and purse! There are lots of ways to make an impact with a little change. Place a collection point in your reception, in the cafe, or in the offices as competition between departments

### Dress Down Day for Prostate Cancer

Pick a day when employees can wear a more relaxed dress than the office's usual dress code, such as those who donate are given the opportunity to wear jeans to work!

### Internal Communication

Make sure you use your internal communication tools to share about the ZERO Run/Walk and the impact your company can make possible when everyone comes together. Share a personal prostate cancer story if you have one.

### Social Media

Social media is the best promotional tool you have to tell everyone about what you are doing. It is a fantastic way of reaching people quickly and easily. Remember to tell us all about it on twitter, Facebook, Instagram or LinkedIn. You can also see if your company will share your posts!

### Go Live!

- Are you a chef, Musician, Exercise buff comedian gamer, golfer? Or do you find yourself casually browsing Twitter, Facebook, or Instagram? Do you have a passion, hobby, or special skill that you can demonstrate live and online? If so, then virtual fundraising is for you! Put your creativity on display, spread the word on social media, and you'll be making an impact for prostate cancer patients who need help.
- Tell your audience why you're fundraising for ZERO's Run/Walk.  
If someone on your team has a personal connection to prostate cancer, share it! Lives are a great place to also educate your donors (visit [zerocancer.org](http://zerocancer.org) to read up).
- Lead with "*One in eight men will get prostate cancer*" and encourage your followers to spread the word about your Run/Walk.
- For more information or some Go Live inspiration please visit <https://zerocancer.org/fight/fundraise/go-live/> or scan the QR code →

**ZERO**<sup>®</sup>  
PROSTATE CANCER  
*Live!*



## Fundraising Ideas

### **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.
  - Login to your fundraising participant center
  - Look for the blue "Reach Your Goal Faster" box and click the "Connect Fundraiser to Facebook" button
  - 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
  - How to setup Facebook Fundraiser - make additional edits to your linked fundraiser, as well as easily invite your Facebook Friends to donate and share your story. Facebook will remind you periodically to share (just in case you forget) and even remind your Friends that you have started to donate to finish (if they haven't already). Congratulations! Your Facebook Fundraiser is now connected and has been posted on your timeline letting people know you need their support!

### **Throw down a friendly challenge to other corporate teams on social media**

- "Hey @[Other Business Name or Corporate Team Name], we noticed you're also fundraising for [City] Run/Walk too, how about a little friendly competition, business to business, to see who can raise more money to #EndProstateCancer?"
- Don't forget to tag them in your post.
- Always post the link to your fundraising page at [support.zerocancer.org](https://support.zerocancer.org).

### **Local Press**

If you have set yourself an unusual challenge or have created something unique about your fundraising, your local media may be interested. This could be a great way to advertise for your business and for our cause. Speak to your local TV news channel, radio station or newspaper, maybe even your industry press!

### **Challenge Other Branches or Intra-Company teams**

A little bit of friendly competition never hurt anybody! Add an incentive to the team who raises the most money, such as the front-runner wins lunch

### **Look the part with Bonfire**

Once you have decided how you are fundraising for us, get some team shirts to look the part! Through our partnership with Bonfire, your team can design a t-shirt, sweatshirt, or other apparel item for FREE while also supporting the cause. Bonfire is an apparel crowdfunding site, so for each shirt purchased, a portion of the sales will be donated back to your team's fundraising. Scan the QR code to set up an account and get some inspiration →



**Please reach out to [rac@zerocancer.org](mailto:rac@zerocancer.org) with questions or for more information on any of these programs.**

## Corporate Fundraising Impact

In 2022, Bayer raised more than \$7,000 in 36 hours by hosting a karaoke competition! Nine team leaders across the company volunteered to sing karaoke at their annual sales meeting Happy Hour. Each dollar donated to a leader’s fundraising page translated into 1 vote for them to sing. By Tuesday evening, the three leaders with the most votes performed a song of their choosing and battled it out for the title of “Bayer Karaoke Legend.” The person with the loudest applause was crowned the victor!



As you can see, creative fundraising can be a great way to engage your team, have some fun, and raise awareness and funds for the cause. By using creative tactics like the Karaoke Legends campaign, Bayer was one of our top corporate fundraising team in 2022.

Check out their flyer below:

*You've heard of them and seen them, but never like this!*

They've honed their talents in their cars, showers and in public when they thought no one was listening. Now, for your amusement and in support of our ZERO Run/Walk Fundraising efforts, they're competing to win a spot on the big stage. Or maybe they're crossing their fingers that they come in dead last.

**Either way, it's up to you to vote for your favorite legend.**

Here's how it works:

- ◊ 1 Vote = \$1 donation
- ◊ The top 3 contestants with the most donations will perform a song of their choice live, on-stage Tuesday evening.
- ◊ The contestant with the loudest applause claims the title of Karaoke Legend!

How to vote:

- ◊ Scan the QR code to view the Karaoke Legends team page on ZERO's fundraising site.
- ◊ Click on the contestant of your choice to vote (aka, make a donation).
- ◊ Watch your favorite rise to the top of the leaderboard.
- ◊ Voting begins July 11<sup>th</sup> at noon EST and continues through July 12<sup>th</sup> at 7:15 p.m. EST.
- ◊ You can vote as often as you like or not at all. The choice is yours.

Note:

- ◊ All funds raised will be attributed back to region or team with which the donor is affiliated.
- ◊ Donors will receive a donation receipt that can be submitted for Bayer matching funds. Bayer will match donations from \$25 to \$2500. You can request a match by visiting <http://bayer.yourcause.com>.

Scan the QR Code to Vote Now!

**MAKING THEIR DEBUT APPEARANCE**

**Karaoke Legends**

**ONE NIGHT ONLY — JULY 12, 2022**

**VENTANAS ATLANTA**

*If you have questions about any of the information presented in this guide, please reach out to [races@zerocancer.org](mailto:races@zerocancer.org). We are happy to help!*