

# ZERO<sup>®</sup>

## PROSTATE CANCER RUN/WALK

### STATUS UPDATES FOR SUCCESS

*Update your Facebook status regularly to share why you're fundraising to end prostate cancer! Be sure to always include your personal fundraising link. Here are a few week-by-week suggestions.*

#### **8 WEEKS BEFORE EVENT**

I'm raising money for @zerocancer and I need your help! I want to raise \$XXX for this very special cause, and I challenge YOU to support me. Click here to donate: [Insert Personal URL]

#### **7 WEEKS BEFORE EVENT**

Wow, so many people have donated already! [Tag friends and family who have made a donation]. Thank you so much for your support! Who wants to join these amazing people? Click here to make your donation: [Insert Personal URL]

#### **6 WEEKS BEFORE EVENT**

I am walking/running for ZERO on [DATE]. Now more than ever we need to support this important cause. ZERO Prostate Cancer has supported thousands of men and their families, and you can be a part of that impact with your donation to my personal campaign. [Insert Personal Page URL]

#### **5 WEEKS BEFORE EVENT**

Prostate cancer takes another life every 18 minutes. Let's beat these odds; you can help. Donate to my ZERO Run/Walk campaign today. [Insert Personal Page URL] I'm still fundraising for ZERO Prostate Cancer and I need your support! The monies raised for ZERO will ensure that men facing a prostate cancer diagnosis can get the care and treatment they desperately need. Please support this great cause. [Insert Personal Page URL]

#### **4 WEEKS BEFORE EVENT**

Thank you to everyone who has donated so far! [Tag friends who have donated] This is a pretty illustrious club, but there's room for more members! Make a donation and join this group of incredible friends and family. [Insert Personal Page URL] I thank you from the bottom of my heart for your support as I fundraise for ZERO Prostate Cancer. When I get to the start line, I'll know that you were a special part of my journey to stop prostate cancer. If you haven't done so, please donate today. [Insert Personal Page URL]

### 3 WEEKS BEFORE EVENT

I'm just \$XXX away from my goal! YOU can help me reach this milestone, and who knows? Maybe go over it! Please support me with a donation today! [Insert Personal Page URL] Many of you have asked why I care about prostate cancer. Aside from my personal reasons, I think it's unacceptable that 1 in 9 men will get this disease. Help me change these statistics and create Generation ZERO – the first generation of men free from the pain and suffering of prostate cancer. [Insert Personal Page URL]

### 2 WEEKS BEFORE EVENT

So excited that we're just two weeks away from our ZERO Run/Walk! If you haven't already done so, donate to help put an end to prostate cancer, a disease that affects 1 in 9 American men. [Insert Personal Page URL] So many of you have made a donation and I'm so thankful. Let's try to raise some awareness in addition to money: share this post with your Facebook friends – you never know who is struggling with prostate cancer. [Insert Personal Page URL]

### 1 WEEK BEFORE EVENT

This weekend I'll be participating in ZERO Prostate Cancer's Run/Walk. Come out and cheer us on! I hope to see you out there! If you can't make it out, please show your support with a donation. Thank you! [Insert Personal Page URL]

### DAY OF EVENT TIP:

Go live on your Facebook account to show your friends and family how much fun you're having at the Run/Walk. Share your story about why ending prostate cancer is important to you.

*I'm here and waiting for the ZERO Run/Walk to start! Every single message, email, and donation got me to this starting line and I am so grateful for all of you. There are so many survivors, patients, and families here all with the same goal as me, to end prostate cancer. See you at the finish line!*

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