

ZERO[®]

PROSTATE CANCER



FUNDRAISING IN A SOCIAL DISTANCING WORLD

Keeping you and your loved ones safe is our priority and we are closely monitoring the rapidly changing coronavirus (COVID-19) pandemic. We know how passionate you feel about fighting for prostate cancer patients and families in your community so we wanted to share a few ideas to keep the fundraising going.

1 in 8 American men will be diagnosed with prostate cancer in their lifetime.

Your fundraising provides assistance to cancer patients who are at a high-risk of contracting COVID-19 due to already weakened immune systems.



The most important thing to remember when fundraising: *Share your personal story about why fundraising for ZERO and helping end prostate cancer is important to you.*

Who should you ask to donate? Everyone! Take advantage of checking in on friends and family you don't talk to regularly. Check your phone contacts and leverage your social networks - Facebook friends, LinkedIn connections, Twitter and Instagram followers.

Here are some fundraising ideas to get you started:

Start a Facebook Fundraiser: With everyone spending more time online staying updated, take a minute to share your story using short videos and photos.

Was your special occasion (birthday, anniversary, etc...) cancelled or postponed? This is a great opportunity to ask for donations instead. Don't forget to thank your donors and post updates on how the fundraising is going.

Grow & Give COVID-19 Style: Stop shaving and grow those beards out during self-isolation. Post updates letting other people know why you're doing it and how itchy you are! Sign up and get more tips at zerocancer.org/grow

DIY Fundraisers: It's time to get crafty to end prostate cancer! Use your crafting skills (crochet, card making, drawing, etc...) and sell for a donation.

Run/Walk Virtually: Sign up at zerocancer.run and run on your own schedule and pace. We're even flexible on the run part...run, walk, hike, bike, etc...we don't care! Just get moving!

Already signed up for a run/walk team later this year? Start a team fundraising challenge: See who can walk the most miles while alone and solicit the most donations.

Charity Miles: You can still exercise outdoors. This app (Apple and Android) lets you turn your steps into donations for ZERO. Download the app today or learn more at charitymiles.org.

Order Shirts: Work with an online vendor to order fun t-shirts and sell them to others supporting your fundraising. After everyone gets their shirt ask them to take pictures and share on social media letting others know why they're wearing it and ask their friends for a donation.

Twitch Streaming for Charity: Alreading streaming to chat and game with others? Turn it into a fundraiser. While gaming tell your followers about the cause and ask them to support you.



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Start An Online Challenge:

Make a video of yourself self-isolating in your home by walking the distance from one side to the other, counting how many steps it takes. Make a donation that matches that amount (25 cents a step or more!) and then tag others encouraging them to do the same and challenge someone else to take the challenge as well. Have a pet that followed you the whole way? Throw in an extra \$5! Have a lazy pet that didn't move? Throw in an extra \$1!

Create a TikTok video and show off your best running man and help out run prostate cancer. #tiktokforgood, #endprostatecancer. Tag your friends and encourage others to follow your lead. It's fun, quick, and a great way to spread awareness about prostate cancer.

Taking a social media break?

Here are some other ideas to connect with others and collect donations.

Snail Mail: You may not be able to visit with friends and family in person, but you can still mail notes letting them know you're fundraising and letting them know you're thinking about them.

This is a great chance to get kids involved! Let them make and decorate the cards/letters you're sending!

Texting Groups: Set up a text message group with friends and family that's for talking about non-COVID-19 things going on in your life, including fundraising for ZERO.

Host a Google Hangout or Facetime Your Friends: Some people want a face to face donation ask, you can still do it. Just do it virtually! If schedules don't sync up you can always make a video and share via text and social media.

Host a Virtual Happy Hour! Ask others to join you for a \$15 donation: As the host play light music in the background and provide a recipe for a signature cocktail (be sure to list some alternative ingredient suggestions for those that haven't been to the store recently). Have a lot of people joining? Consider using a Zoom meeting to allow everyone to hop on easily.

Ending prostate cancer is important, but please be respectful in your donation asks at this time.

For more information and fundraising ideas, email info@zerocancer.org or visit zerocancer.org