

ZERO[®]

PROSTATE CANCER RUN/WALK

PARTICIPANT FUNDRAISING GUIDE



By participating in your local Run/Walk, you can ensure that men like my dad get the support they urgently need during a prostate cancer battle. That's why I'm joining my local Run/Walk — to remember and honor my father and help keep families like mine intact. Let's make a difference, together!

— Athena Casamento

Athena started participating in the Run/Walk in 2019 in honor of her father who passed away from the disease. With her team, Hoboken Strong, she has raised more than \$13,000 to help prostate cancer patients and families!

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 eight men will be diagnosed with prostate cancer in their lifetime, and prostate cancer accounts for 14% of all new cancer cases.

Successful fundraising 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 network by asking for donations and having a lot of fun along the way.

What You'll Find in This Guide:

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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 aces@zerocancer.org.

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

FACT

Prostate cancer is the second leading cancer killer for men, with 34,500 estimated deaths in 2022.



Start Your Fundraising in Three Easy Steps

Did you know that 85 cents of every dollar donated to ZERO goes to programs including research, early detection, education, and advocacy? You can be a fundraising hero to families fighting prostate cancer today!

REGISTER

- Register for the event
- You'll receive an email with instructions to access your Fundraising Participant Center – the place for all your fundraising efforts
- Login at zerocancer.run to start fundraising

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PERSONALIZE YOUR PAGE

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

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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, and others are more likely to donate when they see that you've donated already. *Note: fundraising or donating \$50 earns you a shirt*
- 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

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Every year, ZERO rolls out the “blue” carpet for the Bold for Blue Awards at our annual Summit in Washington, D.C. These awards celebrate the outstanding rockstar fundraisers nationwide 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.



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, 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 one 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**[®] PROSTATE CANCER

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.

“ *ZERO360 gave me peace of mind about paying for high-priced shots and medications I needed and may need in the future. My case manager was excellent and very respectful. Thank God for her guidance and understanding. ZERO360 is a great service.* ”

Jack
Prostate Cancer Patient



ZERO360 is a free comprehensive patient support service. One of the many programs your fundraising helps support!

Learn more at zerocancer.org/zero360



Participant Fundraising Timeline

An organized fundraising plan will help you exceed your goals! Use this sample timeline to keep yourself on track.

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

- Register online at zerocancer.run
- Personalize your fundraising page by adding pictures and sharing your personal story
- Set a personal goal - we recommend \$250 - \$500 to start
- Create a LINKED Facebook Fundraiser
- Make a self-donation and begin to solicit donations by asking others to follow your lead! If you raise just \$50 on your personal fundraising page you'll receive a 2022 Run/Walk shirt



4-8 weeks before the run/walk

- Post on social media at least twice a week asking for donations and remind people why it's important to you
- Host an event (yard sale, bake sale, etc...) to boost your donations

2-4 weeks before the run/walk

- Stay in touch with your donors - send them updates on your fundraising to date, and ask them to share your campaign with their networks. You never know who has a connection to the cause and wants to help
- Send out thank you notes to those that have already donated and tag them in public thank yous on social media. Videos work great

Week of the run/walk

- Send out an email to your supporters and potential supporters getting them excited about your race day experience. Invite any local friends or family to come and be your cheering squad
- Post on social media several times during the week to share your excitement and get last minute donations

After the run/walk

- Send out a reminder letting people know how much was raised and that they can still support you by making a donation
- Send thank you messages to your donors (snail mail, email, social media, text message, etc...)
- Post a thank you on social media with a photo of you from race day. Be sure to tag and thank your donors. Let them know how much fun you had making a difference in the fight to end prostate cancer
- Check to see if any of your donors work for companies that will match their donation
- How far off are you from the next fundraising rewards tier? This is a great time to get last minute donations to get you to that next level



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
Total	\$500

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.

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 friends and family together and clean out your closets, basements, garages, etc...Donate all proceeds to your fundraising efforts.
- **Host a Fundraising Party:** Host a party at a local restaurant or bar. Invite friends and family to attend, and ask them to invite others. You can require an admission fee for attendees or ask the business to donate a portion of that night's proceeds to your personal fundraising.
- **Race Shirts:** Are you making a special shirt to wear on race day? Offer to add donor names to your shirt as a thank you.

We have more fundraising resources for you at: zerocancer.run/fundraising





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 |

“When I was diagnosed with an aggressive form of prostate cancer, I was given just two years to live. I was only 40, and married with three children. It was devastating. But ten years later, I'm still here, thanks to ZERO and the support of individuals like YOU. I have a whole new lease on life, and each year, my local ZERO Prostate Cancer Run/Walk is a chance to celebrate that.”

Chris Meyer
Prostate Cancer Survivor
Twin Cities Run/Walk Team Captain



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
- **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. 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:** Instagram frowns 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:

- *I am raising money for ZERO – The End of Prostate Cancer because [insert personal story]. Help me create Generation ZERO – the first generation of men free from the pain and suffering of prostate cancer. Donate here: [Insert Personal Page URL]*
- *1 in 8 men will get prostate cancer and I'm doing something about it! Join me and make a donation to my 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!

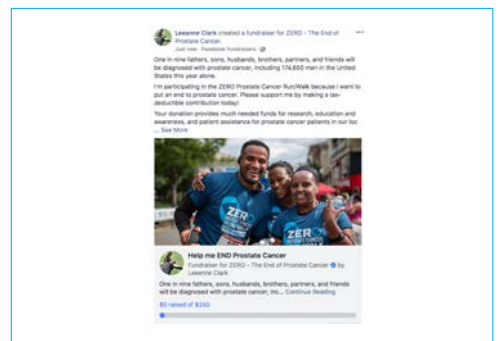
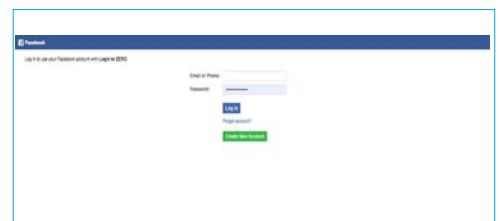
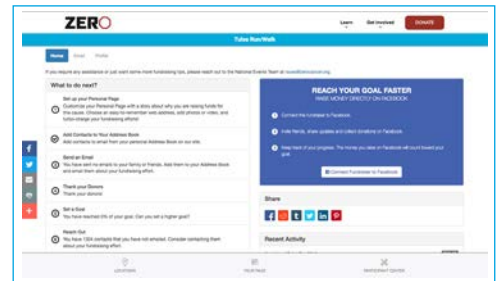
In just a couple of clicks, you can give your friends and family a fast way to learn more about why you are fundraising and they can even donate without leaving their Facebook account.

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 Asked 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. All participants that fundraise at least \$50 will have an option to receive a 2022 Run/Walk shirt.

Are all donations tax-deductible?

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law.

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.

Also, we have individual fundraising rewards for participants that fundraise more than \$50! You'll also be in the running to be a part of our annual Bold for Blue Awards, which recognizes top fundraisers nationwide.

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 event day donations will appear within four weeks. If you do not see your donations, please email ZERO at races@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, 9:00 a.m. to 5:00 p.m. EST, and we can process a credit card payment over the phone. Or if they prefer they can mail in a check. 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 website.

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 many fundraising rewards.

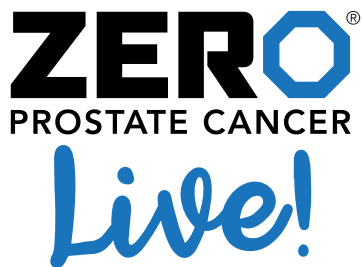
I have more questions, who can I talk to?

Please contact us Monday through Friday, 9:00 a.m. to 5:00 p.m. EST. All emails will be answered within 24 hours. Phone: 202-303-3110 • Email: races@zerocancer.org

Virtual Fundraising & LiveStreaming

Fundraise with **ZERO GoLive!** and support patients and families

Your voice is mighty! Sure, not everyone is a professional “influencer,” full-time livestream personality, or social starlet, but you don’t have to be famous to have a vast impact. No matter who you are, YOU can create a successful virtual fundraiser and help ZERO Out prostate cancer! **As an added bonus, going live is a great way to fundraise if you’re socially distancing.**



GoLive! for ZERO is any activity that draws a crowd online and intentionally focuses on interaction with (and getting donations from) those who tune in. It doesn’t have to be complicated, use new and unfamiliar technology, or even live completely “in the cloud.”

For some people, GoLive! might take the form of an ongoing back-and-forth over Twitter replies, social media comment threads, YouTube video chat, Facebook messenger groups, Slack, Internet forums, or Reddit. For others, it could be a face-to-face videoconference over Zoom, Skype, Google Meet, or Microsoft Teams. And for those who are already using sites like Twitch, YouTube Live, or Facebook Gaming, GoLive!

We have surpassed all the previous 12 years of raising funds, and we did it all VIRTUALLY! Team Nikituk’s hair-dying challenge raised \$19k in 2020.

Are you a chef? Musician? - Fundraising Creative Explorations and Fun

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.

Other Ideas:

- Happy hour with a how to on creating a signature cocktail
- Host a class (exercise, baking, etc...) to teach others your special skill for a donation
- Take a pie to the face for the cause or pie others (with their permission of course!)



**For More GoLive!
Ideas and Information,
Scan code.**

