



## Quick Start Guide to Fundraising for the Run/Walk

*Already registered and don't know where to start? We're here to help!*

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! Successful fundraising is easy when you use this quick start guide.

### Start Your Fundraising Now!

#### 1. 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](http://zerocancer.run) to start fundraising.



#### 2. Tell your personal story.

Share your story to let people know why fundraising for ZERO and ending prostate cancer is important to you. Don't forget to share a picture or video. It will help donors see your passion for the cause and make them want to support you!

#### 3. Ask for Donations.

Let everyone know why you're fundraising to help end prostate cancer. Set an example and make the first donation to your page. Others are more likely to donate when they see that you've already donated.

#### 4. Use Social Media for Good.

Social media platforms are great ways to spread the word, especially when reaching out to people you don't see often. Include your personal story, photos or videos, post often, and be sure to thank your donors after they've donated!

• **Go LIVE on social media!** This is a fun and easy way to get your network's attention, explain why you're helping patients, and encourage donations. Plus it's a fun excuse to host a virtual game night or happy hour.

#### 5. Get Creative.

Take a favorite hobby or activity you enjoy doing and turn it into a way to collect donations!

- *Love to bake? Host an in-person or virtual class for a suggestion donation.*
- *Always wanted to try something a little crazy? Set a fundraising goal and let your friends and family know if you hit your goal what you'll do. Dye your hair a crazy color, face a fear you've always had, etc...*

#### 6. Follow-Up.

Some people intend to donate and just need a reminder. Thank those that have already donated to let them know how you're doing and it'll inspire others to donate too!



#### Bonus Step!

**Create a Linked Facebook Fundraiser.** Start a Facebook Fundraiser from your fundraising participant center so your donors can support you without ever leaving Facebook and your donations will automatically add to your personal fundraising page! Just following the steps below:

- Login to your fundraising participant center and click "**Registered Events**"
- Look for the blue box and click the "**Connect Fundraiser to Facebook**" button
- If you're signed into Facebook already, you're all set! If not, you'll be promoted to login. **Make sure to share your Facebook Fundraiser often!**



Visit [zerocancer.run/fundraising](http://zerocancer.run/fundraising) for more ideas  
or email us at [races@zerocancer.org](mailto:races@zerocancer.org)

# ZERO<sup>®</sup>

PROSTATE CANCER  
RUN/WALK



## Your Fundraising Matters in 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.

At ZERO, 85 cents of every dollar donated goes directly into our life-saving programs. To learn more ZERO - The End of Prostate Cancer's patient-centric programs and access our first-class education and support resources, visit [zerocancer.org](http://zerocancer.org).

*"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!***

### 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](mailto: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.

#### **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](mailto:races@zerocancer.org)



**Visit [zerocancer.run/fundraising](http://zerocancer.run/fundraising) for more ideas  
or email us at [races@zerocancer.org](mailto:races@zerocancer.org)**