

ZERO

PROSTATE CANCER RUN/WALK



PARTICIPANT FUNDRAISING GUIDE

“

Raising money for ZERO has allowed me to do my part to help men like my dad and families like ours battle this disease. I have far exceeded my fundraising expectations, but I'm not stopping here – this is just the beginning.

”

Val Moore, Top Fundraiser for the
ZERO Prostate Cancer Run/Walk - Capital Area

ZEROCANCER.ORG

Welcome!

Thank you for joining us at the ZERO Prostate Cancer Run/Walks! 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 19% 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:

Three Steps to Start Your Fundraising	Page 3
Top Fundraising Tips	Page 4
Who to Ask	Page 5
Using Social Media	Page 6
Fundraising Timeline	Page 7

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 rates@zerocancer.org.

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

FACT

Prostate cancer is the third leading cancer killer for men, with 26,730 estimated deaths in 2017.



Start Your Fundraising in Three Easy Steps

REGISTER

- Register for your event
- You'll receive an email with your username and password to access your Participant Center - the place for all of your fundraising efforts

1

PERSONALIZE YOUR PAGE

- Why are you walking? Share your story and let people know why you are fundraising for ZERO
- Add a picture or video – it will help donors visualize the cause

2

ASK FOR DONATIONS

- 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

3

Aim high with your fundraising goal, and be the first person to donate – participants who make their own personal donation and then ask friends and family to donate can raise up to **THREE TIMES** more money than other participants.



WHERE THE MONEY GOES

94 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES





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 total fundraising dollars for the ZERO Prostate Cancer Run/Walk. Find out if your employer has a matching gift program. Some companies will also match gifts made by spouses and/or retirees. Visit our website, www.zerocancer.org (enter matching gift in the search box) to use our matching gift finder database!

Other 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 members of your team together and clean out your closets, basements, garages, etc. Donate all proceeds to your team.
- **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, ask for Lucky Tickets entries, or ask the business to donate to a portion of that night's proceeds to your personal fundraising.

Check out our Fundraising Resources page on your event's website!



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 of anyone (and everyone!) you could invite to support you in your journey to ZERO!

- | | | |
|--|--|--|
| <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 |

“ I had 13 family members who participated with me on my team to honor my husband. It meant a lot to me. Friends from work and my personal life gave me a tremendous amount of support. The Run/Walk is now a big part of my life. ”

Dona Somera, Top Fundraiser and Team Captain
for the ZERO Prostate Cancer Run/Walk - San Francisco



Using Social Media

Facebook, Twitter, Instagram, and other social media platforms are all great ways to spread the word about your fundraising and reach people you don't see on an every day basis.

Facebook

Post at least twice a week with status updates reminding people you are fundraising with ZERO to help end prostate cancer. Include your personal URL (just copy and paste it into the status) so friends can click and go straight to your page. Here are a couple of updates you can copy and paste right now to get started:

- I am walking/running to help end prostate cancer on Event Date. Now more than ever we need to support this important cause. ZERO – The End of Prostate Cancer has supported more than 48,000 men with financial assistance for treatment and education. You can be a part of that impact with your donation to my personal campaign. [Insert Personal Page URL]
- The reason I am raising money for ZERO – The End of Prostate Cancer is 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]

Twitter

You can do great fundraising in 140 characters or less! Use a free service like Tiny URL to shorten your personal fundraising page link, and you'll be tweeting in no time. Don't forget to use a hashtag or two – it helps get our cause trending on Twitter! Try one of the tweets below to get you off and running:

- My team is fundraising for the ZERO Prostate Cancer Run/Walk! Join us or make a donation by clicking here: [insert tiny url] #endprostatecancer
- 1 in 8 men will get prostate cancer and so I'm doing something about it! Join my team or make a donation to our ZERO Prostate Cancer Run/Walk [insert tiny url here] #endprostatecancer

Instagram

Instagram frowns on putting URLs in the captions of your pictures, but you can put your personal URL in your profile. Try posting a picture of you in a ZERO shirt or a picture of your computer screen with your personal page pulled up. In the caption write, "I'm getting started on my fundraising for the ZERO Prostate Cancer Run/Walk! I need all of my friends and family member's support in this endeavor. To make a donation, click the link in my profile. Let's end prostate cancer now!"

YouTube

Create your own video sharing why you're walking. Post it on YouTube and then share it everywhere you can – Facebook, email, your team's fundraising page or your personal fundraising page. Make sure your personal fundraising URL is in the caption of the video or in the video so people know where to go to make a donation!

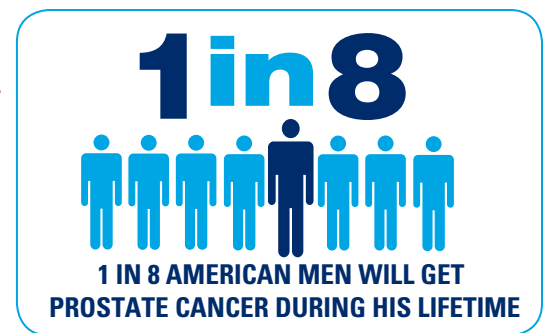


Participant Fundraising Timeline

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 www.zeroprostatecancerrun.org
- Personalize your page by adding pictures that share your personal story
- Set a personal goal - we recommend \$250 - \$500 to start
- Begin soliciting donations!



4-8 weeks before the run/walk

- Post on Facebook at least twice a week asking for donations or promoting your fundraisers
- Host a yard sale or bake sale to boost your donations and promote your fundraising efforts

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 who have already donated

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 friend 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 notes to your donors
- Post a thank you on social media with a picture of you on race day and tag the friends and family who made the donation