



ZERO

PROSTATE CANCER RUN/WALK

PARTICIPANT FUNDRAISING GUIDE



I was hit with stage 4 prostate cancer in 2015 and saw the ZERO LA 5K event upcoming from the zerocancer.org site in 2017. I was astounded at the number of informative booths, the survivor tent, pre-race warm-up, but especially the honoring of the “brothers” who are dealing with prostate cancer. I did the run/walk in LA, NYC, and Bakersfield last year.

The most memorable part was when Jimmy Charles sang his poignant song “Superman” about a man dealing with this disease. The brothers hugged each other, and many teared up at this tribute. ZERO has been so supportive of those stricken with funds going to research, education, PSA screening, and outreach. I plan to run five ZERO events in 2020 to commemorate my five-year survival.



An avid runner, Randy has completed more than 150 marathons in his life, six of those while undergoing chemotherapy treatment. He has raised more than \$12,000 for ZERO!

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 nine men will be diagnosed with prostate cancer in their lifetime, and prostate cancer accounts for 20% 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
Your Participation Matters:	Page 4
Fundraising Timeline:	Page 5
Top Fundraising Tips:	Page 6
Who to Ask:	Page 7
Using Social Media:	Page 8
Create a Linked Facebook Fundraiser:	Page 9
Frequently Asked Questions:	Page 10

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 33,330 estimated deaths in 2020.



Start Your Fundraising in Three Easy Steps

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

1

PERSONALIZE YOUR PAGE

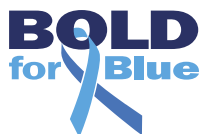
- Aim high and set a fundraising goal
- Share your story to let people know why fundraising for ZERO is important to you
- Don't forget to add a picture or video – it will help donors see your passion and connection to the cause
- Connect your page to a linked Facebook Fundraiser through your Fundraising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

2

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, plus others are more likely to donate when they see that you've donated already
- 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

3



Last year, ZERO rolled out the "blue" carpet for the inaugural Bold for Blue Awards.

These awards acknowledge outstanding rockstar fundraisers 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.



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 soliciting donations by asking others to follow your lead!



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



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



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 |

“ I participated because I have always liked to raise money for good causes and last year I was diagnosed with prostate cancer and had my prostate removed in December. The surgery was hard on me and recovery has been difficult, the general public has no idea how serious this cancer can be. I will use this fundraiser as my main event going forward because education and support is badly needed towards this disease. ”

Tom Klugh,
Charlotte Run/Walk Participant



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:** They frown 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 9 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!

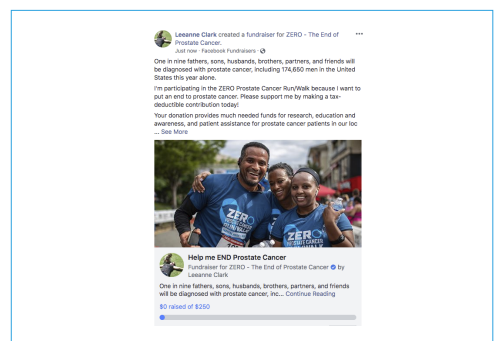
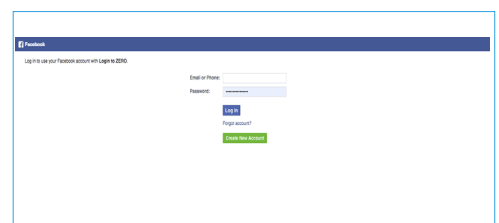
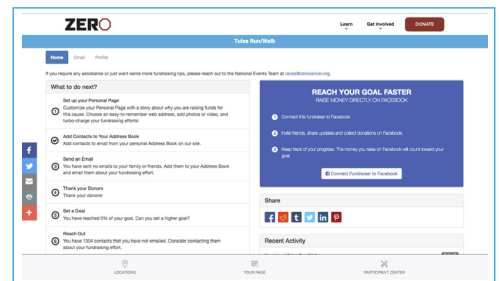
In just a couple of clicks, you can give your friends and family a fast way to learn more about why you are fundraising and they can even donate without leaving their Facebook account.

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. Please consider making a self-donation or raise at least \$100.

Are all donations tax-deductible?

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law. If the donation was made online, the tax receipt will be emailed to the email address provided. If you donated via check, you can request a tax receipt by emailing rates@zerocancer.org.

Is my registration fee tax-deductible?

No. Your registration fee is not tax deductible.

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 at the event (please note that all monies need to be in your accounts by 3 p.m. on the day prior to race to be eligible for these awards).

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 race day donations will appear within four weeks. If you do not see your donations on your page, please email ZERO at rates@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 a.m. – 5 p.m. EST, and we can process a credit card payment over the phone. Or if they prefer they can mail in a check for their donation.

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 event details website or on your donation form.

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 fundraising rewards.

I have more questions, who can I talk to?

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