

TEAM ZERO®

TEAM ZERO FUNDRAISING GUIDE



ZEROCANCER.RUN

A QUICK WORD FROM OUR STAFF:

We are thrilled and deeply grateful for your commitment to Team ZERO in our fight against prostate cancer. Whether you're lacing up for a marathon or pushing through a triathlon, your dedication is making a real difference in the lives of those affected by prostate cancer.

Team ZERO stands at the front of endurance-based fundraising. Your participation in these events and others is not just a test of physical strength – it's a powerful statement of hope and support for prostate cancer patients and their families.

In this comprehensive guide, you'll find lots of resources to help you hit and exceed your fundraising goal. We've included a variety of fundraising ideas, tips for creating compelling campaigns, and strategies to amplify your efforts. Remember, every dollar you raise brings us one step closer to a world where no one faces prostate cancer alone.

Your dedication to Team ZERO extends beyond just crossing the finish line. Each mile you run, each lap you swim, and every pedal you push demonstrates the resilience and strength of the prostate cancer community. We're here to support you every step of your incredible journey.

If you have questions about fundraising or need additional support, feel free to contact our team at teamzero@zerocancer.org. We're here to ensure your Team ZERO experience is as rewarding as possible.

Thank you again for being a vital part of our endurance program.

With gratitude and excitement for the road ahead,
The Team ZERO Staff



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QUICK FACTS

Quick Facts About Prostate Cancer

- Prostate cancer is the most commonly diagnosed cancer among American men after skin cancers
- 299,010 new cases of prostate cancer are expected to be diagnosed in 2024
- 35,250 people are expected to die from prostate cancer in 2024
- A person is diagnosed with prostate cancer every 2 minutes
- 1-in-8 men will be diagnosed with prostate cancer during their lifetime
- Prostate cancer is the second leading cause of cancer death in men
- A person dies from prostate cancer every 15 minutes
- Today, there are more than 3.3 million prostate cancer survivors and patients.
- The relative 5-year survival rate for prostate cancer diagnosed in its earliest stages is over 99%
- The 5-year survival rate for advanced or metastatic prostate cancer drops to 34%
- Veterans are 1.5x more likely to get prostate cancer
- Black men are 2.1x more likely to die of prostate cancer

A PERSON IS DIAGNOSED WITH PROSTATE CANCER

EVERY



A PERSON DIES FROM PROSTATE CANCER

EVERY



1 in 8



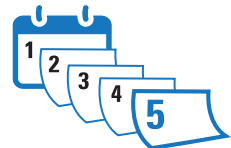
1 IN 8 AMERICAN MEN WILL GET PROSTATE CANCER DURING HIS LIFETIME

35,250

PEOPLE ARE EXPECTED TO DIE FROM PROSTATE CANCER IN

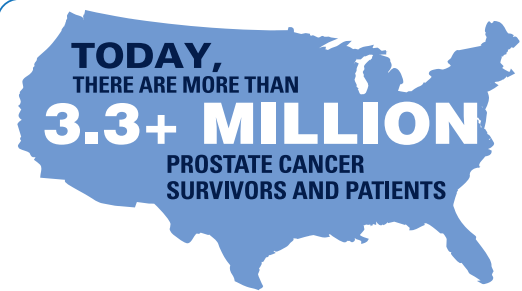


The Relative **5-year**



Survival rate for prostate cancer diagnosed in its earliest stages is over **99%**

TODAY, THERE ARE MORE THAN **3.3+ MILLION** PROSTATE CANCER SURVIVORS AND PATIENTS



VETERANS ARE



MORE LIKELY TO GET PROSTATE CANCER

AFRICAN-AMERICAN MEN



MORE LIKELY TO DIE FROM PROSTATE CANCER



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YOUR FUNDRAISING IMPACT

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When bills seem insurmountable or a family's life has been turned upside down by the stress of a new diagnosis, ZERO's programs provide life-saving support. Your fundraising, donations, and community-building make it all happen.

- **Newly Diagnosed**
A prostate cancer diagnosis can be scary and overwhelming. ZERO provides resources and support to help people with prostate cancer find a path forward.
- **Patient Support Helpline: ZERO360**
Prostate cancer can be overwhelming. ZERO360 is our free, comprehensive support service to help you and your family through a prostate cancer diagnosis.
- **Us TOO Prostate Cancer Support Groups**
Support groups provide people impacted by prostate cancer with an opportunity to connect. A support group may benefit you or your loved one in many ways.
- **ZERO's MENtor Program**
The MENtor program offers peer-to-peer (1 on 1) support for prostate cancer patients. MENtors offer their experiences to help support others.

WHAT US TEAM ZERO?

Team ZERO is ZERO Prostate Cancer's dynamic endurance-based fundraising program, empowering individuals to make a significant impact in the fight against prostate cancer through athletic challenges. Since 2013, Team ZERO has been turning miles into hope, strides into support, and finish lines into new beginnings for prostate cancer patients and their families.





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GETTING STARTED

SET UP YOUR FUNDRAISING PAGE

The first step in building a successful fundraiser is properly setting up your fundraising page. After registering, you'll gain access to your very own fundraising page, and something called a "participant center." Consider this your control room to make your fundraising page look great. Here, you can tell people why you're doing the endurance event, share your personal story, add a photo, and let everyone know how much money you're trying to raise.

Follow the tips below to make your page stand out

- **Use Your Own Voice:** Write in a way that reflects your personality. It's likely that your supporters know you well, so don't worry about sounding too formal. To capture their attention, start with an engaging statement that will pique their interest, such as a startling fact or statistic about prostate cancer or a thought-provoking question.
- **Make Your Message Personal:** Fundraising is personal, and your supporters want to know why this cause is important to you. Explain why it matters to you, and your supporters will follow suit.
- **State the Purpose:** It's essential to state the event's purpose and describe ZERO. Your supporters want to know where their money is going and how it will be used.
- **Call Them to Action:** The final paragraphs should include a clear call to action. Be specific about what you want your supporters to do, such as donating a particular amount or sharing your fundraising page if they cannot donate.
- **Express Your Gratitude:** Always show gratitude to those who have supported you. As soon as someone donates, thank them for their generosity. At the end of the event, update your participant page message with heartfelt thank you.
- **Keep Your Message Concise:** Aim for 175 to 225 words. Messages that are too short may leave your potential supporters wanting more information, while messages that are too lengthy may cause them to lose interest.

Creating a personalized participant page is a powerful tool for attracting donations. By following these best practices, you can craft a personal and impactful message that inspires your supporters to join you in the fight against prostate cancer.

Fundraising Goals and Targets

Fundraising requirements vary depending on the endurance event and participation type you've selected. Please refer to your endurance event's main page for more information about your fundraising minimum.



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FUNDRAISING BEST PRACTICES

Are you new to fundraising, or have you encountered challenges along the way? Don't be discouraged. It's normal to feel overwhelmed at first, but the great news is that fundraising is accessible to everyone! It is an incredible way to create a positive impact. Here are some valuable tips and best practices to help you succeed in your fundraising endeavors:

START EARLY

The key to successful fundraising is starting early! Here's why it's important...

- **Get a Head Start:** When you start early, you have more time to tell people about your cause or project. Fundraising usually takes longer than you think.
- **Spread the Word:** As soon as you set up your fundraiser, start telling your network about the cause and why it's important to you. This will help attract more interested people and additional donors who may not have been aware of your initiative.
- **Build Trust:** The more you share, the more likely people will buy into your efforts and believe in your cause. It shows that you're serious and committed.
- **Take Advantage of Opportunities:** Sometimes, there are special occasions where donors match the money you raise, or a company will match gifts. Starting early allows you to take advantage of these opportunities and potentially double or triple the impact of donations.
- **Deal with Challenges:** Give yourself enough time to overcome unexpected fundraising challenges. You can adjust your strategy and overcome obstacles without compromising your goals.

- **Use Your Resources Wisely:** Starting early lets you spread your fundraising efforts, so you stay calm and avoid fundraiser burnout. It helps you make the most of your time and energy.

OTHER BEST PRACTICES INCLUDE...

- **Craft a Compelling Story:** Fundraising is personal. Supporters follow your lead when you explain why ending prostate cancer matters to you.
- **Know Your Audience:** Understand who your potential supporters are and tailor your message to resonate with them. It is crucial to know what motivates them to give, whether it's friends, family, or local companies.
- **Utilize Multiple Channels:** Don't rely on just one method of fundraising. Explore various channels such as email, social media, in-person events, and snail mail to reach a wider audience.
- **Ask Everyone and Be Specific:** Don't hesitate to ask everyone you know for support. Never assume that someone isn't interested in helping you. Keep in mind that the worst they can say is no. It's also helpful to be specific with your request, such as "Can you donate \$5 to help my event reach its fundraising goal?" This makes it easier for people to decide how they can contribute and encourages quicker action.



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FUNDRAISING BEST PRACTICES

- **Build strong relationships:** Foster connections with your supporters. Keep them updated on your progress (including training and fundraising) and ensure they feel like valued partners in the fight against prostate cancer.
- **Show Gratitude:** Always show gratitude to those who have supported you. As soon as someone donates, thank them for their generosity. At the end of the endurance event, update your supporters with a heartfelt thank you.
- **Set Clear Goals:** Clearly define and communicate your fundraising goals to potential supporters. People are more likely to contribute when they understand what their donation will help achieve.
- **Show Passion and Commitment:** Your passion and commitment to ZERO Prostate Cancer are contagious. Share your enthusiasm with potential supporters and inspire them to join you in making a difference.
- **Be Persistent but Respectful:** Fundraising can be challenging, but persistence pays off. Don't be afraid to follow up with potential supporters to remind them — on average, people need five or six reminders to get involved. Also, it's important to respect their decisions if they choose not to contribute. If someone cannot contribute directly, consider asking them to share your page with their network.
- **Have Fun:** Most importantly, fundraising should be fun! It's about building a community that supports a good cause.





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DONOR RECOGNITION

Donor recognition is a crucial aspect of any successful fundraising campaign, as it helps to acknowledge and appreciate the generosity of those who have contributed to the cause. Here are some donor recognition recommendations:

- **Personal Thank-You Notes:** Going the extra mile to write personalized thank-you notes or emails to each donor shows deep appreciation for their support. Opting for a handwritten note adds a personal touch that can significantly enhance the donor's feeling of being valued.
- **Social Media Shout-Outs:** Utilize your social media platforms to regularly highlight and thank your donors by their name or handle. This provides public recognition and encourages others to support your cause while showing your existing donors the appreciation they deserve.
- **Donor Wall or Leaderboard:** Establishing a virtual or physical donor wall or leaderboard to exhibit your top contributors is an excellent way to publicly appreciate donors. This method honors their contribution and might stimulate friendly competition and further engagement from your supporter base.
- **Progress Updates:** Keep your supporters in the loop with regular updates about your training progress, fundraising milestones, and the overall impact of the endurance event. Transparency and ongoing communication can result in a stronger connection between you and your supporters, making them feel more involved in your journey.
- **Post-Event Recognition:** After your Team ZERO event is completed, sending a final thank-you message to all donors is important. This should highlight the collective impact of their support and might include sharing impactful photos or stories from the event to show the direct results of their contributions.
- **Donor Appreciation Event:** Hosting a donor appreciation event or a virtual gathering is a wonderful way to personally thank and celebrate your donors. Depending on your capacity, this could range from a simple thank-you dinner at your home to a more elaborate event. It's a gesture that can deeply convey your gratitude and strengthen relationships with your supporters.



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MATCHING GIFTS

DOUBLE YOUR DONATIONS

One effective yet often overlooked strategy for increasing fundraising contributions is to utilize gift-matching programs. These programs are an excellent way to amplify the impact of your fundraising efforts. A matching gift program involves an employee's company matching their donation dollar for dollar.

[Check here to see if your company has matched with us before!](#)

Don't see your company? Don't worry; they may still have a matching program!

Reach out directly to your employer's human resources or community giving department. Additionally, you can encourage your donors to inquire with their employers about similar opportunities. By doing so, you can potentially double the impact of the donations you receive without requiring your donors to contribute more from their own pockets. Leveraging matching gift programs is a powerful way to maximize the effectiveness of your fundraising efforts, requiring only a small amount of additional research and communication.





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SOCIAL MEDIA

TIPS AND TRICKS

- 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 take several mentions before your posts or tweets show up in the feeds for everyone in your network. Post reminders and update them on your fundraising progress!
- Thank your donors: Tag them 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 use them only when the content is relevant. We suggest #ProstateCancerAwareness or #ZEROProstateCancer
- Tiny URL: This free service will shorten your personal fundraising page link. It will save you valuable space, especially on Twitter!
- Instagram URLs: Instagram frowns on URLs in picture captions, but you can put your fundraising URL in your Instagram bio.
- Don't forget to tag ZERO in your posts!

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK

- "I'm thrilled to announce that I've joined Team ZERO! I'll be participating in [Event Name] to raise funds that directly support prostate cancer patients and their families. Your donation can help improve the quality of life for those affected by this disease. Please consider supporting my journey: [Fundraising Page Link] #TeamZERO #ProstateCancerAwareness"
- "Training update: I just completed a challenging [#]-mile [run/ride/swim] as part of my [Event Name] preparation. Every mile I complete is dedicated to improving the lives of prostate cancer patients. Help me make a difference: [Fundraising Page Link] #TeamZERO #TurningMilesIntoHope"





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SOCIAL MEDIA

SAMPLE SOCIAL MEDIA POSTS

INSTAGRAM

- [Photo of you in Team ZERO gear] “Proud to be part of Team ZERO! I’m taking on the [Event Name] to support prostate cancer patients and their families. Swipe up in my story to visit my fundraising page and help save lives! #TeamZERO #ProstateCancerAwareness”



- [Training photo or video] “Another day, another training session for [Event Name] and Team ZERO. Every mile brings us closer to a world where no one fights prostate cancer alone. Join my journey: link in bio. #TeamZERO #TrainingWithPurpose #SupportProstateCancer”

X (PREVIOUSLY TWITTER)

- “Excited to join Team ZERO for [Event Name]! Help me support prostate cancer patients and their families. Donate here: [Short Link] #TeamZERO #ProstateCancerAwareness”
- “Halfway to my Team ZERO fundraising goal! Your donations directly support prostate cancer patients. Let’s keep the momentum going: [Short Link] #TeamZERO #TurningMilesIntoHope”



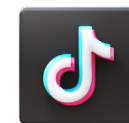
LINKEDIN

“I’m proud to announce my participation in [Event Name] as a member of Team ZERO. This endurance challenge is more than just a physical test - it’s an opportunity to raise crucial funds that directly support prostate cancer patients and their families. As a professional committed to making a difference, I invite my network to join me in this important cause. Your support can significantly improve the quality of life for those affected by prostate cancer. Learn more and donate here: [Fundraising Page Link] #ZEROProstateCancer #TeamZERO #SocialResponsibility #ProstateCancerAwareness”



TIKTOK

[Video of participant training] “Come with me to train for the [Event Name] with Team ZERO! Every step supports prostate cancer patients. Donate through the link in my bio! #TeamZERO #ProstateCancerAwareness #EnduranceChallenge”





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EMAIL CAMPAIGNS

Email campaigns are a great way to connect personally and professionally with people you know. You can send them personalized messages, update them about important things, and share interesting content. When done right, these email campaigns can help you track how well they're doing, build good relationships with supporters, and make it easier for people to donate regularly.

Below are some email campaign ideas:

- **Kickoff Email:** Start by sending an initial email introducing Team ZERO to your contacts. In this email, explain your personal motivation for participating and share your fundraising goals. Include a clear call to action to donate and a link to your personal fundraising page.
- **Progress Updates:** Send regular emails to your supporters, highlighting your training progress, fundraising milestones, and any notable achievements or challenges you've faced. These updates can help maintain engagement and remind supporters of the importance of their contributions.
- **Matching Gift Opportunities:** Highlight any matching gift programs from companies that you or your supporters work for. Supporters may be more inclined to contribute if they know their employer will match their donation. Check out this guide's "Matching Gifts" section for more information.
- **Donor Spotlights:** In your email updates, feature and thank your top donors to showcase their generosity and potentially inspire others to contribute as well.





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EMAIL CAMPAIGNS

Some email campaign ideas (continuation):

- **Fundraising Challenges or Contests:** To encourage donations, create friendly competitions or challenges within the email campaigns. This can include offering recognition or special prizes for the top donors within a specific timeframe.
- **Personalized Emails:** Segment your email lists and send personalized messages with tailored messaging and appeals to different groups (e.g., family, friends, and colleagues).
- **Countdown Emails:** As the Team ZERO event approaches, send countdown emails to build anticipation and urgency for last-minute donations before the event.
- **Post-Event Thank-You and Impact Emails:** After the endurance event, send a heartfelt thank-you email to all donors, sharing their experiences, highlighting the collective impact of the funds raised, and expressing gratitude for the support.
- **User-Generated Content:** Share personal stories, photos, or videos in your email campaigns, as these authentic and emotional elements can resonate deeply with potential supporters.



To create effective email campaigns, it's important to craft them carefully, make them visually appealing, and tailor them to the needs and interests of your specific audience. Keep an eye on how often you send emails - you don't want to overload your contacts. Finding the perfect frequency and incorporating these tips can help you use email campaigns effectively to connect with others, share your experiences, and inspire support for Team ZERO.



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EXTRA! EXTRA! READ ALL ABOUT IT

LEVERAGING SOCIAL MEDIA

Engaging with local media outlets can effectively raise awareness about your participation with Team ZERO and inspire further support for your fundraising efforts.

Here are some strategies to consider:

- **Pitch Your Story:** Reach out to local newspapers, magazines, radio stations, and TV news channels to share your personal journey and connection to the cause. People love hearing about real experiences, so sharing your training, fundraising goals, and what motivates you can really inspire others to donate.
- **Promote Local Events:** If you're organizing any fundraising events, such as bake sales, car washes, or charity nights, be sure to submit details to community event listings and calendars maintained by local media outlets.
- **Use Social Media:** Engage with local media outlets on social media platforms by tagging them and sharing updates, photos, and videos related to your progress. This can increase the chances of your story being picked up and shared.
- **Issue Press Releases:** Write simple, attention-grabbing press releases to let the media know about any big fundraising milestones or interesting and unique parts of your journey. They might find your story newsworthy and want to share it.
- **Explore Personal Sponsorships:** Ask local businesses if they'd like to sponsor you in exchange for some publicity through media coverage.

When talking to local media, be ready to provide clear, accurate information about Team ZERO, ZERO Prostate Cancer, and your own fundraising goals. A good story, clear messaging, and eye-catching pictures and videos can help grab the attention of reporters and editors.

Raising awareness through local media can boost your fundraising efforts and help educate the community about the importance of supporting prostate cancer research, treatment, and support services.

CONCLUSION

Thank you for your dedication and effort in joining Team ZERO. Your involvement not only raises crucial funds but also spreads hope and strengthens the community of those affected by prostate cancer. Together, we are saving lives.