

# Ideas to Promote Your Fundraiser

Thank you for taking bold action to improve the lives of those affected by prostate cancer by hosting a fundraiser benefitting ZERO Prostate Cancer. Here are some suggested tips and resources to help you promote your fundraiser.



## 1. CREATE COMPELLING MATERIALS

- Design eye-catching flyers, posters, and digital graphics using Canva templates
- Incorporate blue elements to represent prostate cancer awareness
- Use the “Proceeds Benefit ZERO Prostate Cancer” logo (please get approval before publishing)
- Craft an engaging event summary for local community calendars and papers
- Use QR codes on your printed materials



## 2. LEVERAGE DIGITAL PLATFORMS

- Set up an event website or fundraising page
- Develop an email marketing campaign to reach your network
- Share your event on all social media platforms (Facebook, Instagram, Twitter, etc.)
- Create a unique event hashtag (e.g., #ProstateCancerFundraiser2024)
- Always use #ZEROProstateCancer in your posts



## 3. PERSONALIZE YOUR MESSAGE

- [Share statistics](#) about prostate cancer’s impact in your community
- Highlight how funds raised will support ZERO Prostate Cancer’s programs
- Include personal stories of prostate cancer survivors (with permission)



## 4. UTILIZE VISUAL CONTENT

- Share attention-grabbing photos and short videos (1-2 minutes)
- Create a countdown to your event with daily prostate cancer facts
- Go live on social media to amplify your message and engage supporters
- Produce short, engaging videos about event preparation or personal stories



PODCAST

## 5. ENGAGE TRADITIONAL MEDIA

- Draft a press release and contact local media for coverage
- Seek local radio or podcast appearances to discuss your event



## 6. HARNESS THE POWER OF PERSONAL CONNECTIONS

- Share your personal connection to prostate cancer and why you’re fundraising
- Ask friends and family to spread the word about your event
- Seek employer support through company emails, newsletters, or social media

**Contact Us:**

[fundraise@zerocancer.org](mailto:fundraise@zerocancer.org)  
**202-344-9058**

# Ideas to Promote Your Fundraiser



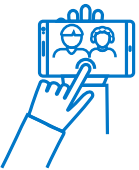
## 7. PARTNER WITH LOCAL ENTITIES

- Reach out to local businesses (urology practices, hospitals, gyms, etc.)
- Connect with civic organizations and local prostate cancer support groups
- Engage local sports teams for promotion or participation
- Partner with local social media influencers or community leaders



## 8. CREATE BUZZ WITH PRE-EVENT ACTIVITIES

- Host a wrap event (like a kick-off party or education session) to generate interest
- Organize a social media contest related to prostate cancer awareness



## 9. MAXIMIZE DAY-OF-EVENT PROMOTION

- Set up a photo booth or selfie station at your event
- Encourage attendees to share photos using your event hashtag
- Live stream parts of your event for virtual participants



## 10. FOLLOW UP AND SAY THANKS

- Post-event highlights and photos on social media
- Tag and publicly thank donors to inspire others
- Send personalized thank-you notes to volunteers, donors, and sponsors

**Together, we are saving lives!**

### Remember:

- *Always get your marketing materials approved by ZERO before publishing*
- *Keep your messaging positive and focused on the impact of contributions*
- *Regularly update supporters on your fundraising progress*
- *Don't be afraid to directly ask for registrations, donations, and support*

**Your fundraising matters. THANK YOU for your commitment to supporting patients and saving lives!**