

ZERO[®]

PROSTATE CANCER RUN/WALK

TEAM CAPTAIN FUNDRAISING GUIDE



I hate this damn disease but I love the people I have met because of it.



*~ **Fighting Men Fighting Cancer** Team Captain
and Prostate Cancer Survivor Joseph Musumeci*

This is Joe's famous line as facilitator of a support group in South New Jersey called "Fighting Men Fighting Cancer." An eleven-year prostate cancer survivor, Joe has attended over 20 events since 2021 and had the largest team on the East Coast in 2023.

Welcome!

Thank you for joining us at the ZERO Prostate Cancer Run/Walk! We're thrilled to have you on the journey to ZERO out prostate cancer.

Our cause is urgent. One in eight men will be diagnosed with prostate cancer in their lifetime. Prostate cancer is the second leading cancer killer for men, besides skin cancer.

Forming a team and leading them to fundraising success is easy when you use this step-by-step guide. Harness the generosity and power of your friends, family members, and their networks by asking for donations and having a lot of fun along the way.

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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 racers@zerocancer.org.

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

FACT

Black men are 1.7 times more likely to be diagnosed with prostate cancer than white men.



Kickstart Your Team Recruitment & Fundraising

1

REGISTER

- Register yourself as the team captain (your individual personal fundraising page will be created at the same time).
- You'll receive an email with instructions to access your Fundraising Participant Center – the place for all your fundraising efforts.

2

PERSONALIZE YOUR TEAM PAGE

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

3

START RECRUITING

- Invite others to join your team by registering using your team page link and don't forget to add a picture or video to tell them why it's important to you.

Recruit 6 Team Members Instantly!

- Ask one co-worker to join your team.
- Ask two relatives to join your team.
- Ask two friends to join your team.
- Ask your workout partner, neighbor, or another associate.

4

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, and others are more likely to donate when they see that you've donated already. *Note: fundraising or donating \$50 earns you a shirt.*
- Ask everyone you know: your friends, family, colleagues, social media networks, and more.
- You're not asking for yourself, you're asking for a prostate cancer patient in need – be BOLD in your asks..
- Don't forget to follow-up – some people intend to donate and just need a reminder.

Recruitment and Donation Ask Tips

- Directly ask family, friends, and co-workers. The number one reason people will join your team is because you asked them!
- Use social media! Share with your social media networks that you've formed a team and ask them to join. They may have a connection to prostate cancer or a personal interest that you didn't know about. Don't forget to include the link to your team page.
- Get your company involved! Share the opportunity to join as a corporate team or match donations with your employer.

ZERO[®] PROSTATE CANCER RUN/WALK



Your Participation Matters

Join us on the journey to ZERO out prostate cancer

The ZERO Prostate Cancer Run/Walk is the time to come together, raising funds and sharing hope to declare one number above others: ZERO. Your participation makes a real difference in the lives of patients and families fighting prostate cancer.

The funds you raise are invested in your community and around the country to provide research for new treatments, free prostate cancer testing, and education about prostate cancer.



ZERO Prostate Cancer is the leading national nonprofit organization with the mission to end prostate cancer. To learn more about our patient-centric programs and access our first-class education and support resources, [visit zerocancer.org](https://zerocancer.org).

How do we get to ZERO Prostate Cancer?

It starts with you. It starts with community. It starts with coming together. You're joining the ONLY national prostate cancer event, raising funds, sharing hope, and inspiring bold action to ZERO out prostate cancer.

“*When my insurance company kept billing me for things I knew should be covered, I felt frustrated and overwhelmed. Going through prostate cancer is already tough, but dealing with all the red tape is what almost put me over the edge. I'm so glad I called ZERO360 and got the expert help I needed to get the charges dropped.*”



*Carl Larsen
Prostate Cancer Patient and ZERO Champion*





Team Captain Timeline

An organized Team Captain leads a successful team. Use this sample timeline to keep your team on track and ready to nail their goals!

8-12 weeks (or more) before the run/walk

- Register your team online at zerocancer.run
- Personalize your team and individual pages by adding pictures and sharing your story
- Set a team and personal fundraising goal
- Recruit team members
- Begin to solicit donations for your fundraising pages (all personal page donations roll up into the team total raised)
- Make a donation to kick-start your fundraising



4-8 weeks before the run/walk

- Keep your team motivated by updating them on the team's progress as well as individual team member's fundraising achievements
- Have a team building fundraiser. Host a yard sale, car wash, or bake sale at a local business/event
- Use social media to thank team members for joining you, call out your top fundraising members, and share overall team updates

2-4 weeks before the run/walk

- Stay in touch with your team; encourage them to continue fundraising and recruit their friends to join
- Follow up with potential donors and send out thank you notes to those who have already donated
- Plan your team's race day outfits! Get sizes and order team shirts. Consider adding donor names to the back of your shirt for extra recognition

Week of the run/walk

- Send out an email with all of the event information to your team. ZERO will be sending out race day information as well, but it is good for team captains to communicate directly with their team members
- Set up a meeting place with your team and go over the event day schedule
- Remind team members to thank those who have donated to their personal pages

After the run/walk

- Send out a reminder letting people know how much was raised and that they can still join in and support your team by making a donation
- Thank your team members and donors. Post a photo on social media of the team from race day
- Host an event wrap up party and go over how your team would like to participate next year
- Check to see if any of your donors work for companies that will match their donation
- How far off are you from the next prize incentive tier? This is a great time to get last minute donations to get you to that next level of fundraising prizes



Goal Setting

Setting a goal for your team is simple. Just use our form below and you'll get your team on the path to success in no time!

How many team members do you want on your team? _____

Individual Fundraising goal (We recommend \$250 per person!) _____

Total Individual Fundraising Goal (Team Members x \$Goal) \$ _____

Additional Fundraising Goal (Hold a fundraising event) \$ _____

Total Team Fundraising Goal \$ _____

Individual Fundraising + Team Fundraising = Team Goal

Our top three largest teams and top three fundraising teams for each run/walk will be recognized on race day at the event. Will you be one of them?

At the annual ZERO Prostate Cancer Summit, we roll out the **blue** carpet for the Bold for Blue Awards to honor our top fundraisers. 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.



2024 Bold for Blue Award Winner Walter Jones



Walter "Buck" Jones is the true definition of a prostate cancer survivor. After his recurrence last year, he knew he wanted to get more involved in helping others. Buck learned about ZERO's Baltimore Run/Walk at his doctor's office and immediately got rolling, creating Team Buck. The energy and time Buck put into this effort, reaching out to his network of contacts, was well worth it. This first-year team is one of the Top 5 Fundraising Teams for 2023, raising over \$14,000! Knowing the passion this ZERO Champion has in fighting for a cure, we can't wait to see what he has in store for 2024.



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 and how to get the process started. 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. **Don't forget to ask your own employer about matching any self-donations you made!**

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 members of your team together and clean out your closets, basements, garages, etc. Donate all proceeds to your team.
- **Team Fundraising Party:** Host a party at a local restaurant or bar. Ask team members to invite their donors and potential supporters. You can require an admission fee for attendees or ask the business to donate a portion of that night's proceeds to your team.
- **Race Shirts:** Fundraise for your team with custom t-shirts. ZERO has partnered with crowd fundraising partner, Bonfire, to make it easier than ever to raise money for your team. You can choose your designs and launch and promote your new merch. When your campaign ends, shirts are printed and shipped for you. 100% of the campaign proceeds and additional donations will be sent to ZERO and are credited to your team fundraising!
Visit zero.bonfire.com to learn more and to start your campaign.



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!

- Every person in your address book
- Every person on your e-mail list
- Every name in your checkbook log
- Grandparents' friends
- Hairdresser
- Holiday card list
- House sitter
- Landlord/tenants
- Local businesses
- Mail carrier
- Manicurist
- Masseur
- Neighbors
- Newspaper delivery person
- Newsstand
- OBGYN
- Orthodontist
- Physician
- PTA
- Restaurants
- Social Networking Web sites
- Spouse's co-workers
- Spouse's employer/boss
- Support groups
- Teachers
- Therapist
- Travel agent
- Veterinarian
- Volunteer groups
- Wedding invitation list
- Workout partners
- Aunts
- Brothers
- Cousins
- Father
- Grandchildren
- Grandfathers
- Grandmothers
- In-laws
- Mother
- Nephews
- Nieces
- Second cousins
- Sisters
- Spouse's aunts and uncles
- Spouse's cousins
- Spouse's grandchildren
- Spouse's grandparents
- Spouse's nieces and nephews
- Step-parents
- Step-siblings
- Uncles
- Florist
- Former co-workers
- Former employers
- Former teammates and coaches
- Former/current professors
- Friends across the country
- Friends from college
- Friends from current activities
- Friends from former activities
- Friends' employers
- Alumni associations
- Athletic teams
- Babysitter
- Bank teller
- Boy/Girl Scouts
- Bus driver
- Business associates
- Business associations
- Car mechanic
- Children's friends' parents
- Choirs/vocal groups
- Classmates
- Clients
- Close friends Clubs
- Coffee shops
- Community organizations
- Co-workers
- Dentist
- Doctors' receptionist/staff
- Dog walker
- Dry cleaners
- Employer/boss
- Faith-based communities
- Fitness center instructors
- Fitness center owner
- Fitness trainer
- Friends from former jobs
- Friends from high school
- Friends overseas
- Friends' aunts and uncles
- Friends' friends
- Friends' grandparents
- Friends' siblings
- Gardener

“ As a ZERO Champion, mentor, and race committee member, it was very refreshing to see so many people (patients, family members, and friends) from around the country participate in the run/walk series! Being able to share the importance of early detection with others during the run/walk was a key point. I hope that we were able to touch at least one person to go and get a checkup for early prevention. ”

Sarah Barron, Napa Valley
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.
- **Encourage Team Members:** Tag them to thank them for joining your team and for their great fundraising efforts.
- **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. You can even create your own for your team! ZERO suggests #ZEROProstateCancer for Run/Walk promotions.
- **Instagram URLs:** Add your personal fundraising page link to your Instagram bio.
- **LIVE Streaming:** Already on Tik Tok, Facebook, Instagram or Twitch? Let your followers know that your fundraising for a great cause and why it's important to you!

Here are some sample posts to get you started:

- *My team [insert team name] is raising money for ZERO Prostate Cancer because [insert personal story]. Help us create Generation ZERO – the first generation free from the pain and suffering of prostate cancer. Join or donate here: [Insert Team Page URL]*
- *1 in 8 men will get prostate cancer and my team [insert team name] is doing something about it! Join us or make a donation to our ZERO Prostate Cancer Run/Walk page [Insert Tiny URL] #ZEROProstateCancer*



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!

Your linked Facebook Fundraiser is for your individual personal fundraising page. All donations on your individual personal fundraising page roll up into your team fundraising page for the total raised!

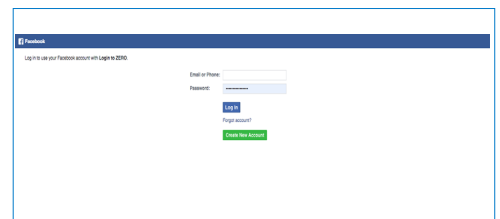
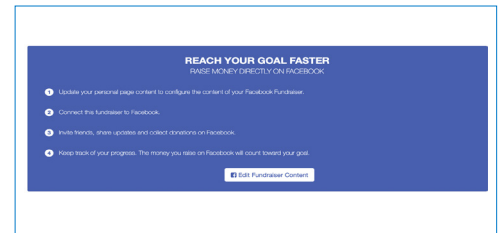
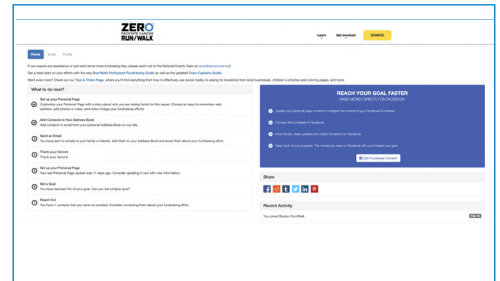
In just a couple of clicks, you can give your friends and family a fast way to learn more about why you are fundraising and they can even donate without leaving their Facebook account.

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. All participants that fundraise at least \$50 will have an option to receive a 2024 Run/Walk shirt.

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.

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