

ZERO

PROSTATE CANCER RUN/WALK



TEAM CAPTAIN 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 and Team Captain
for the ZERO Prostate Cancer Run/Walk - Capital Area

Welcome!

Thank you for joining us at the 2016 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 seven men will be diagnosed with prostate cancer in their lifetime, and prostate cancer accounts for 27% of all new cancer cases – more than lung and colon combined.

Forming a team and leading them to fundraising success 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 networks by asking for donations and having a lot of fun along the way.

What You'll Find in This Guide:

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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 races@zerocancer.org.

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

FACT

Prostate cancer is the second leading cancer killer for men, with 26,120 estimated deaths in 2016.



Form Your Team in Three Easy Steps

REGISTER

- Register your team name
- Invite your team members to register using the link sent to you

1

PERSONALIZE YOUR TEAM PAGE

- Why are you walking? Share your story and let people know why you formed your team
- 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

Recruitment Ideas

- 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 Facebook friends or Twitter followers that you've formed a team and ask them to join. They may have a connection to prostate cancer or an interest in supporting you in your journey. Don't forget to include the link to your team page.
- Get your company involved! Send a company-wide email, and confer with your employer about the opportunity for volunteer hours if others join as a corporate team.

Recruit Six 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



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? _____

What should their individual goal be set at?
(We recommend at least \$250 per person!) _____

Number of Team Members x \$ Per Person = \$ _____

Now add a team fundraising activity, like a bake sale or social event: \$ _____

Add it all together and there's your team goal!

Individual Fundraising + Team Fundraising = Team Goal

Top fundraising teams are recognized at each event on our Facebook pages and with awards on race day! Be the best of the best and aim high with your fundraising!



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.
- **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, ask for Lucky Ticket entries, or ask the business to donate to a portion of that night's proceeds to your team.



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!

- 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
- Masseuse
- 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

“ 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 42,000 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 7 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!

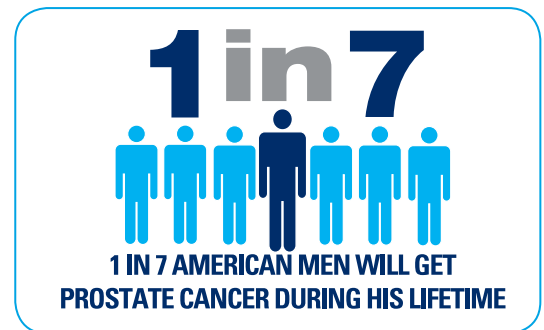


Team Captain Timeline

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 www.zeroprostatecancerrun.org
- Personalize your team page by adding pictures that share your personal story
- Contact and recruit team members
- Set a team goal
- Begin soliciting donations!



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 or a car wash or have a bake sale at a local event. Go a step further and have a dinner and silent auction with items donated from local businesses
- Use social media!

2-4 weeks before the run/walk

- Stay in touch with your team; encourage them to continue fundraising and recruiting new members
- Follow up with potential donors and send out thank you notes to those who have already donated
- Plan your team's race day fashion! Get sizes and order team t-shirts.

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 all of your team members and donors
- Host an event wrap up party and go over how your team would like to participate next year