

ZERO[®] PROSTATE CANCER RUN/WALK 2024

2024 CORPORATE FUNDRAISING GUIDE



ZERO[®] OUT[®] PROSTATE CANCER

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WELCOME

Thank you for joining us for the ZERO Prostate Cancer Run/Walk! We're thrilled to have you on the journey to end prostate cancer. Our cause is urgent. Prostate cancer affects one in eight men during their lifetime and is the second-leading cause of cancer-related deaths among men. Use this step-by-step guide to harness the generosity and power of your business, friends, family members, and their networks while having fun along the way.

About ZERO

Together, We Provide Critical Resources to Prostate Cancer Patients – 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.

5 Ways the ZERO Prostate Cancer Run/Walk fights prostate cancer:

- **Financial Support:** You are connecting patients in need with personalized solutions to alleviate the many financial stressors of their diagnosis including treatment costs, transportation, insurance navigation, and more.
- **Health Equity:** Together, we can remove barriers and provide critical support for those at the highest risk for the disease who for way too long have suffered inequities.
- **Awareness:** Knowing risk factors and the importance of early detection saves lives and your support makes education and awareness efforts happen nationwide.
- **Research:** Your support advances prostate cancer research to discover new treatments and diagnostics.
- **Emotional Support:** Funds ensure patients and caregivers have support through in-person and virtual support groups and mentors across the country.

The Run/Walk series is the premiere event series of ZERO Prostate Cancer, the leading national non-profit 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.

Sponsor a ZERO Prostate Cancer Run/Walk Event

Sponsoring a local Run/Walk is a great way to support your community and have an impactful and visible presence at this meaningful event. If interested, reach out to your local Chapter Staff contact for more information.

How To: Register a Sponsor or Corporate Team

Register for a Run/Walk by visiting zerocancer.run and following the steps below. To find more in-depth registration instructions, [click here](#).

1. Visit zerocancer.run or your City Run/Walk website (zerocancer.run/cityname)
2. Click the blue 'Register' button and choose your registration type. If a sponsor, select the registration type as "Sponsor"; If a corporate team, select the registration type as "In-Person"
3. Set your fundraising goal
4. Associate your participation with your company:
 - a. Check the box next to 'Would you like to associate your participation with a company?'
 - b. Check the drop-down to see if your company is already an option
 - i) If present: Select your company from the drop-down
 - ii) If absent: 1. Click the circle next to the 'Enter a New Company' box
2. Enter a New Company
5. If registering an additional participant click the dark blue 'Register Additional Participant' button on the bottom right-hand side of the screen and begin the registration process
6. Click the 'Complete Registration' button on the bottom right-hand side of the screen
7. Congratulations, you are now registered as a sponsor or corporate team for your city's Run/Walk event!



Fundraising Ideas*

Corporate Matching

Matching gifts are a great way to increase your fundraising. Many companies already have matching gift programs and can double the impact of a donation. See if your company will match employee, retiree, and spouse gifts. When making a donation, a donor can enter the company name in the Double the Donation matching gift tool. You will need to follow up with your employer and submit proof of your donation for the corporate match.

Collection Cans

Every cent counts - even the loose change in your pockets and purse! There are lots of ways to make an impact with a bit of change. Place a collection point in different areas or offices and foster a little competition between departments.

Dress Down Day for Prostate Cancer

Pick a day when employees can dress more relaxed than the office's usual dress code, such as those who donate are given the opportunity to wear jeans to work!

Internal Communication

Make sure you use your internal communication tools to share about the ZERO Run/Walk and the impact your company can make possible when everyone comes together. Share a personal prostate cancer story if you have one.

Social Media

Social media is the best promotional tool you have to tell your network about your efforts to support the prostate cancer community. Ask your company to share your posts on their accounts as well.



Fundraising Ideas

Facebook Fundraiser

ZERO's most successful fundraisers tell us that social media is KEY to effective fundraising. 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.

- Login to your fundraising participant center
- Look for the blue "Reach Your Goal Faster" box and click the "Connect Fundraiser to Facebook" button
- 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

Throw down a friendly challenge to other corporate teams on social media

"Hey @[Other Business Name or Corporate Team Name], we noticed you're also fundraising for [City] Run/Walk too, how about a little friendly competition, business to business, to see who can raise more money to #ZeroOutProstateCancer"

Don't forget to tag them in your post.

Always post the link to your fundraising page at support.zerocancer.org.

Local Press

If you have set yourself a lofty goal or have created a unique fundraising strategy, your local media may be interested. This could be a great way to gain impactful visibility for your company and our cause. Speak to your local TV news channel, radio station or newspaper, maybe even your industry press!

Challenge Other Branches or Intra-Company teams

A little bit of friendly competition never hurt anybody! Add an incentive to the team that raises the most money, such as a free lunch or a few extra hours of PTO!

Look the part with Bonfire

Once you have registered, get some team shirts to look the part! Through our partnership with Bonfire, your team can design a t-shirt, sweatshirt, or other apparel item. Bonfire is an apparel crowdfunding site, so for each shirt purchased, a portion of the sales will be donated back to your team's fundraising.

Scan the QR code to set up a Bonfire account and get some inspiration.



* Please be aware that certain employers have compliance guidelines that may not be compatible with all the fundraising methods listed above. Please check with your company to ensure that you follow their stipulations.

Please reach out to races@zerocancer.org with questions or for more information.

Corporate Fundraising Impact

Corporate fundraising partners have the power to make a lasting impact on the prostate cancer community. Through your network of employees and partners, you can raise critical awareness and funds so more men and families know the risks of this disease. More than 299,000 patients will be diagnosed this year alone and are counting on their community to be there for them when they need it.

In a spirited display of camaraderie and compassion, Bayer Oncology united in 2023 to champion patient advocacy organizations through a lively “Battle of the Brands” Karaoke competition at a national business gathering. Brimming with talent and determination, colleagues formed teams, each vying for the prestigious title of “Best Performance - Battle of the BRANDS.” Amidst the cheers and excitement, the Prostate Singing Assassins (PSA) emerged triumphant, seizing the coveted trophy.

Bayer colleagues made their voices heard through applause and donations on the ZERO Run/Walk platform, casting their votes for the most deserving performers. As the top four vote-getters from each team took center stage for a riveting karaoke showdown, the PSA raised the roof and more than \$11,000 in a single evening, their impassioned melodies resonating with a powerful message of hope and support for prostate cancer patients everywhere.



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If you have questions about any of the information presented in this guide, please reach out to races@zerocancer.org. We are happy to help!