

# ZERO<sup>®</sup>

PROSTATE CANCER  
RUN/WALK



## Quick Start Guide to Fundraising for the Run/Walk

*Already registered and don't know where to start? We're here to help!*

With this guide, you can provide support to families fighting prostate cancer today!  
Thank you for being a hero in your community.

### Start Your Fundraising Now!

#### 1. Register for the event

After registering, you'll receive an email with instructions to access your Fundraising Participant Center – where you will launch your fundraising efforts. Login at [zerocancer.run](http://zerocancer.run) to start fundraising.



#### 2. Tell your personal story

Share your story to let people know why fundraising for ZERO and ending prostate cancer is important to you. Don't forget to share a picture or video. It will help donors see your passion for the cause and make them want to support you.

#### 3. Ask for Donations

Don't forget to ask. Every donation is critical to provide a place for patients to turn for support when they need it most. Start with making a donation yourself. Others are more likely to donate when they see that you've already donated.

#### 4. Use Social Media

Social media platforms are great ways to spread the word, especially when reaching out to people you don't see often. Include your personal story and photos or videos. Post often and be sure to thank your donors after they've donated.

- Go LIVE on social media! This is a fun and easy way to get your network's attention, explain why you're helping patients, and encourage donations. Plus it's a fun excuse to host a virtual game night or happy hour.

#### 5. Get Creative

Take a favorite hobby or activity you enjoy doing and turn it into a way to collect donations.

- *Love to bake? Host an in-person or virtual class for a suggestion donation.*
- *Always wanted to try something a little crazy? Set a fundraising goal and let your friends and family know if you hit your goal what you'll do. Dye your hair a crazy color, face a fear you've always had, etc...*

#### 6. Follow-Up

Some people intend to donate and just need a reminder. Thank those that have already donated to let them know how you're doing and it'll inspire others to donate too!



#### Bonus Step!

**Create a Linked Facebook Fundraiser.** Start a Facebook Fundraiser from your fundraising participant center so your donors can support you without ever leaving Facebook. Your donations will automatically add to your personal fundraising page! Just following the steps below:

- Login to your fundraising participant center and click "**Registered Events**"
- Look for the blue box and click the "**Connect Fundraiser to Facebook**" button
- If you're signed into Facebook already, you're all set! If not, you'll be prompted to login. **Make sure to share your Facebook Fundraiser often!**



Visit [zerocancer.run/fundraising](http://zerocancer.run/fundraising) for more ideas  
or email us at [races@zerocancer.org](mailto:races@zerocancer.org)

# ZERO<sup>®</sup>

## PROSTATE CANCER RUN/WALK



**ZERO OUT**  
PROSTATE CANCER

## Your Fundraising Matters in the Journey to ZERO Out Prostate Cancer!

The ZERO Prostate Cancer Run/Walk is the time we 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.

*"I needed financial assistance for high-priced medications. With nowhere else to turn, I found support through ZERO360. My case manager provided the help I needed to get my treatment."*

**Jack – Prostate Cancer Patient**

***ZERO360 is a free comprehensive patient support service.  
One of the many programs your fundraising helps support!***

### 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.

#### ***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. Also, we have individual fundraising rewards for participants that fundraise more than \$50! You'll also be in the running to be a part of our annual Bold for Blue Awards, which recognizes top fundraisers nationwide.

#### ***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 event day donations will appear within four weeks. If you do not see your donations, please email ZERO at [races@zerocancer.org](mailto:races@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, 9:00 a.m. to 5:00 p.m. EST, and we can process a credit card payment over the phone. Or if they prefer they can mail in a check. 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 website.

#### ***Can I continue to collect donations after the event?***

Absolutely! Participants can fundraise up until two weeks after the event to be eligible for many fundraising rewards.

#### ***I have more questions, who can I talk to?***

Please contact us Monday through Friday, 9:00 a.m. to 5:00 p.m. EST. All emails will be answered within 24 hours.  
Phone: 202-303-3110 • Email: [races@zerocancer.org](mailto:races@zerocancer.org)



**Visit [zerocancer.run/fundraising](https://zerocancer.run/fundraising) for more ideas  
or email us at [races@zerocancer.org](mailto:races@zerocancer.org)**