

# PREVENT CANCER 5k WALK/RUN

## Prevent Cancer 5k Walk/Run Fundraising Guide



**Nationals Park**  
**Sunday, September 25, 2016**  
**8:00 a.m. to 12:00 p.m.**

# PREVENT CANCER 5k WALK/RUN



Thank you for registering for the Prevent Cancer 5k Walk/Run. We truly appreciate your commitment to raising funds for the Prevent Cancer Foundation. With your help we hope to spread the word of early detection and education for the preventable cancers. Read on to learn how to become an effective fundraiser and to help us *Stop Cancer Before it Starts!*

Please do not hesitate to contact me if you have any questions.

Good Luck!

Jessie Edington

Special Event Manager

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# PREVENT CANCER WALK/RUN 5k

## Why Support the Prevent Cancer Foundation?

*The mission of the Prevent Cancer Foundation is saving lives through cancer prevention and early detection.* Since 1985, we have invested more than \$138 million in support of cancer prevention research, education, advocacy and community outreach programs nationwide. Our programs focus on cancers such as breast, cervical, colorectal, lung, oral, prostate, skin and testicular, that can be prevented through lifestyle changes or detected and treated in early stages.

Prevent Cancer is the only organization that focuses solely on cancer prevention and early detection. We continue to be a leader in the cancer community and were recently recognized by *Philanthropedia*, a charity watchdog group, as one of the top 14 high impact cancer charities in the United States. Our vision is to *Stop Cancer Before It Starts!* By joining us, you will be a part of that!

Learn more at [www.preventcancer.org](http://www.preventcancer.org)



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## Online Fundraising

Follow these 10 easy key steps to get started today:



1. Visit [preventcancer5k.org](http://preventcancer5k.org) and click the register tab or button.
2. Register as an individual, create a team or join an existing team.
3. Once you complete the registration process a fundraising page will automatically be created for you.
4. Log in to your Headquarters to customize your personal page.
5. Set a fundraising goal – we suggest an individual goal of \$250 and a team goal of \$2,500.
6. Import your contacts and start sending emails asking people to join your team or make a donation.
7. Connect to your social media accounts and start posting updates about your fundraising cause.
8. Make a donation to your own team to get that thermometer moving.
9. Follow up with your contacts.
10. Thank your donors.



## Promote via Social Media

Let your networks know you are involved in raising funds for the Prevent Cancer Foundation. In your Headquarters, you are able to share, tweet or post an update any time you want. Just click “Promote via Social Media” along the left side of your Headquarters and get started spreading awareness of cancer prevention!

### Facebook

With over one billion users, Facebook has the ultimate reach in social media. Using your Facebook profile you can reach all of your friends with a push of a button. You can use the social auto-post option to have your network constantly updated on your fundraising efforts.

### Twitter

Let your followers know about your involvement and educate them about cancer prevention and early detection. Use the “Your dollars at work” chart to form an attention grabbing tweet. For example, “Donate \$25 to the Prevent Cancer 5k Walk/Run. You’ll be giving a free skin cancer screening to help detect cancer early! #preventcancer5k”

### Your dollars at work:

- \$10 5 pedometers given out to screening patients to encourage regular exercise
- \$24 Materials for 1 Champions against Breast Cancer (lay health worker) training
- \$50 1 woman screened and educated for cervical cancer
- \$150 Educational brochures for cancer prevention at 2 State Fairs
- \$250 2 mammograms at ¡Celebremos la vida!
- \$500 2 months worth of medical supplies for breast and cervical cancer screening for 80 women
- \$2,500 1 day of mammogram screenings on the *Mammovan*<sup>™</sup> for 20 underserved women in the community
- \$5,000 1 community-level colorectal cancer screening and awareness grant awarded through the annual National Challenge
- \$10,000 1 *Prevent Cancer Super Colon*<sup>™</sup> stop to an underserved community

### LinkedIn:

Used by over 300 million professionals, LinkedIn is another valuable resource to ask for support and share your story.

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## How to Raise \$500 in one week!

- **DAY 1:** Register for the event
- **DAY 2:** Make a \$25 gift to your own efforts. Show others that you are serious about your fundraising efforts by donating to your own goal.
- **DAY 3:** Ask two family members for \$50 each.
- **DAY 4:** Ask five friends to donate \$25 each.
- **DAY 5:** Ask four co-workers to donate \$10 each.
- **DAY 6:** Ask your employer for a company contribution of \$100. Go beyond and ask them to match what you raise!
- **DAY 7:** Ask four neighbors to donate \$20 each.

