

# PREVENT CANCER 5k<sup>®</sup> WALK/RUN AND HEALTH FAIR

## 2017 Fundraising Guide



**Nationals Park  
Sunday, November 5, 2017  
8:00 a.m. to 12:00 p.m.**

# PREVENT CANCER 5k<sup>®</sup> WALK/RUN AND HEALTH FAIR



Thank you for registering for the 2017 Prevent Cancer 5k Walk/Run and Health Fair. We truly value your commitment to raising funds for the Prevent Cancer Foundation®, supporting our mission of saving lives across all populations through cancer prevention and early detection. Read on to learn about becoming an effective fundraiser to help us ***Stop Cancer Before it Starts!***®

Good Luck from the Special Events team!

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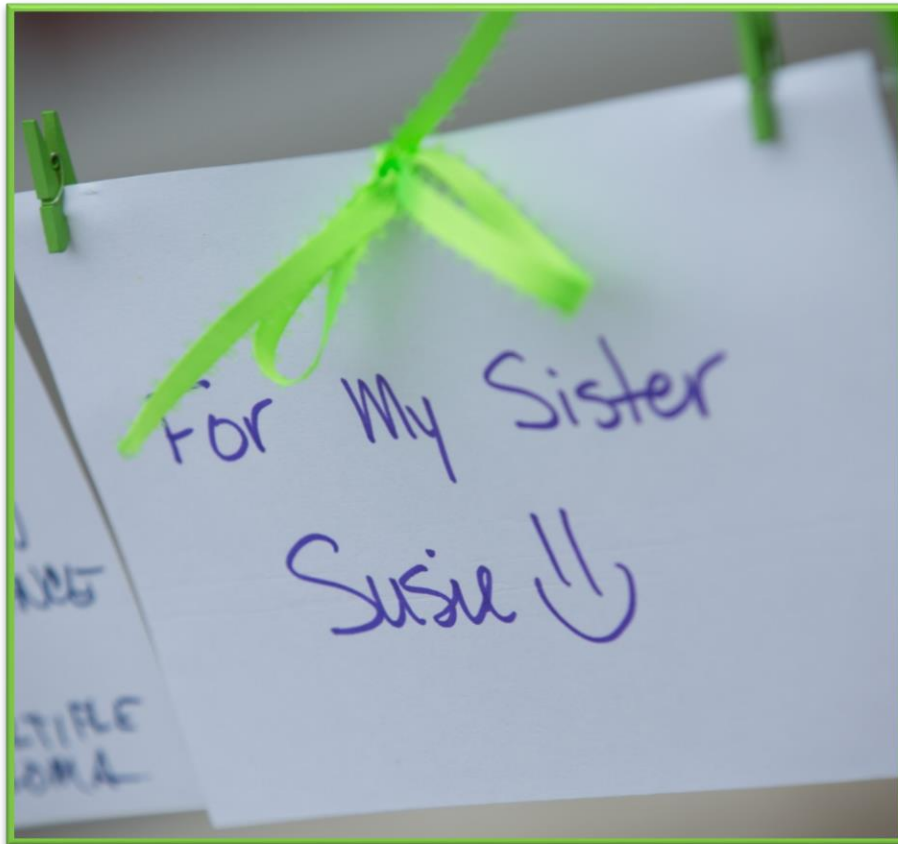
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## Why Support the Prevent Cancer Foundation?

The Prevent Cancer Foundation® is a 501(c)3 nonprofit founded in 1985 and is the only nonprofit in the United States focused solely on cancer prevention and early detection. With your help, the Foundation has invested nearly \$142 million in support of cancer prevention nationwide through research, education, advocacy and outreach. While most groups were focused on cures and treatment, our work sparked the conversation on the possibility of preventing cancer.

We continue to be a leader in the cancer community and have received a 4-star rating for 2 consecutive years from *Charity Navigator*, America's largest charity evaluator. With your help, we can truly make a difference in the lives of others.

To learn more about our impactful work, visit [www.preventcancer.org](http://www.preventcancer.org)



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## Online Fundraising

### TAKE THESE 5 STEPS TO RAISE FUNDS FOR THE 5K



**REGISTER**



**CUSTOMIZE**



**SET A GOAL**



**ASK FOR  
SUPPORT**



**THANK YOUR  
SUPPORTERS**



#### **1. Register**

Take the first step and sign up.

#### **2. Customize your Fundraising Page**

Make it your own. Let your true colors fly.

#### **3. Set a Goal**

Do your part to help us reach for the stars.

#### **4. Ask for Support**

Donate to show your commitment. Connect with your community to reach and surpass your goal.

#### **5. Say Thank You**

Show appreciation to your supporters and keep in touch.

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## Use the Power of Social Media

Let your networks know of your involvement in raising funds for the Prevent Cancer Foundation® at this year's 5k. In your Headquarters (HQ), you are able to share, tweet or post an update any time you want to your social network. Just click **Promote via Social Media** along the left side in your HQ to start spreading awareness to your followers about cancer prevention today!



With over two billion users, Facebook has the ultimate reach in social media, empowering you to connect with all of your friends with just a push of a button! You can even use the social auto-post option to keep your network up-to-date with your fundraising efforts.



Inform your followers of your involvement in this year's event and educate them about cancer prevention and early detection. To grab their attention even more and help your fundraising efforts, use the **Your Dollars at Work** chart on the next page to show your followers the impact their donation will have.

*Sample Tweet: Your \$50 donation will help a woman get screened for and educated about cervical cancer. #preventcancer5k*



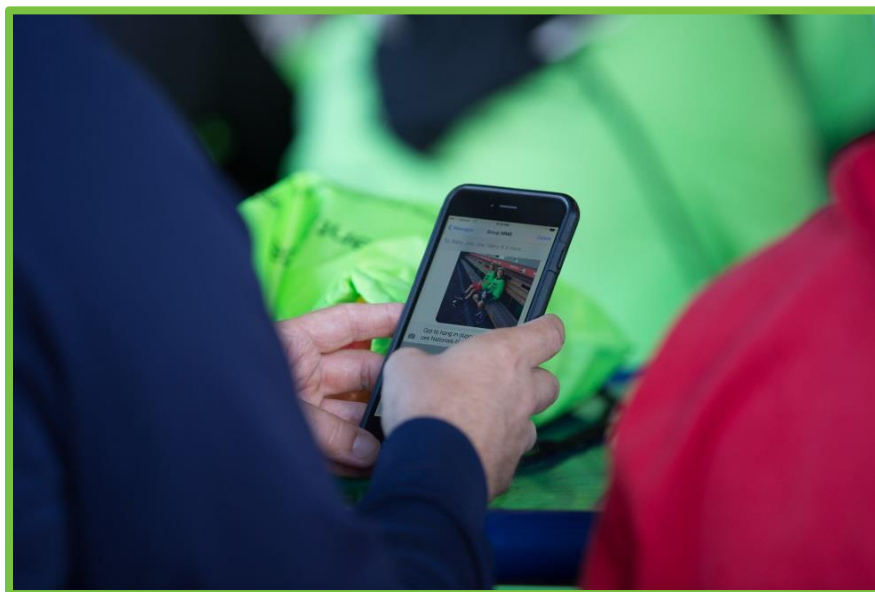
With 700 million registered users to date, Instagram holds its own in the world of social media platforms. Be a trendsetter! Posting videos and sharing photos with a hashtag shines a light on your campaign and will really drive the message home.

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## Your Dollars at Work

Show your followers how impactful their donations will be! Use this chart to show that each dollar really does make a difference:

• \$10	10 copies of <i>Stop Cancer Before It Starts!</i> ® <i>A Guide to Preventing Cancer</i> in English or Spanish
• \$24	1 set of training materials for <i>Champions against Breast Cancer/Campeonas contra el cáncer de seno</i> in English or Spanish
• \$35	1 <i>Breast Health Education for Young Women Facilitator's Guide</i> to provide sessions encouraging young women to advocate for their health (in English or Spanish)
• \$50	1 woman screened for and educated about cervical cancer
• \$150	Educational brochures and prevention-friendly give-aways to encourage cancer prevention at a State Fair
• \$250	Screening mammograms for 2 women at <i>¡Celebremos la vida!</i>
• \$500	2 months' worth of medical supplies for breast and cervical cancer screening for 80 women
• \$3,000	1 <i>Prevent Cancer Super Colon</i> ™ stop in an underserved community in the DC metro area
• \$5,000	Support for 5 breast health education sessions in DC-area community venues using the Foundation's <i>Breast Health Education for Young Women Facilitator's Guide</i>



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## How to Raise \$250 in one week!

- **DAY 1:** Register for the event
- **DAY 2:** Make a \$15 donation towards your own efforts. This shows others that you are serious about fundraising for the event and reaching your own goal.
- **DAY 3:** Ask two family members to donate \$20 each.
- **DAY 4:** Ask three neighbors to donate \$10 each.
- **DAY 5:** Ask four co-workers to donate \$10 each.
- **DAY 6:** Ask five friends to donate \$15.
- **DAY 7:** Ask your employer for a company contribution of \$50. Go above and beyond, ask them to match what you raise!

