

Rollin to Colon

A Short Ride for Colon Cancer Awareness

www.rollintocolon.org

Jennifer Dunavan MS, RD - Nebraska Cancer Coalition (NC2)
of the Nebraska Comprehensive Cancer Control Program
Kelli Sweet – Great Plains Colon Cancer Task Force



INTRODUCTION & BACKGROUND

The Great Plains Colon Cancer Task Force, formerly the Douglas/Sarpy County Task Force, was formed in 1999 in the interest of increasing public awareness of colon cancer and the importance of early detection and prevention.

Health organizations, businesses and volunteers throughout the community collaborated to develop a comprehensive effort to get the community talking about colon cancer, provide free colon cancer screening through FOBT kit distribution and save lives.

Bringing this diverse group together has strengthened our efforts in reaching more people with the message of education, detection and prevention. The efforts include a multi-media awareness campaign in March supported by the Rollin' to Colon cycling event in June and the Boxer 500 5K Run/Walk in August.

PROBLEM STATEMENT:

Creating financial stability for a 501c3

ROLLIN' CO-HOSTED BY:



For additional questions and information
contact: coloncancertaskforce@gmail.com

THE EVENT:

A Colon Cancer Awareness Ride to Colon, Nebraska

A multi-distance cycling event to increase colon cancer awareness through a healthy activity while raising funds for the Task Force

- 3-cycling distances of 53 miles, 20 miles and 10 miles.
 - *Long distance riders pedal through Colon, Nebraska.
- Cool t-shirts & water bottle featuring logo for event branding!
- SAG stops along the route and bike shop cycle support.
- Post-event party featuring food, live music, nutrition & cancer info booths!
- Online registration via Paypal and mail-in forms.
- Awesome volunteers to support the riders!

KEY TO SUCCESS = EVENT PROMOTION:

- Dedicated website at www.rollintocolon.org
 - *\$10/year for custom URL utilizing Blogger.com (no programming!)
- Full-color brochures distributed through community and at local bike shops
 - * \$200 for 2,000
- Newspaper Advertisement month prior to event
 - * 400 for two full-color ads
- Facebook
 - * FREE! Task Force Page and event invite – maximize social media!
- Email blasts via partnering non-profit with established distribution list

SAFETY IS A PRIORITY!:

- Helmets required! Routes on public roads.
- Obey traffic laws.
- Signal stops and turns.
- No pace lines, this is not a race!

SIMPLIFIED BUDGET:

200 participants x \$30 registration fee = \$6000
Sponsorship & in-kind donations = \$6000
Participant and promotional cost = -\$3,000

SUCCESS: 200 cyclists & \$9,000 Raised

THE FUTURE OF 2011:

Increasing participant registration.
Adding Kid's cycling event
Finish line recognition gift!

ROLLIN' TO COLON

