



Prevent Cancer Foundation



5K Walk Fundraising Guide 2012
Nationals Stadium
September 30, 2012 – 9:00 a.m. to Noon



Thank you for registering for our 2012 5k FUNdraising walk. 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 help us ***Stop Cancer Before it Starts!***

Please do not hesitate to contact me if you have any questions or if I can be of assistance!

Good Luck!

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Get to know Prevent Cancer Foundation!

Knowing your charity is the key to fundraising success. You will need to become familiar with the Foundation's mission, vision and how funds raised support cancer prevention and early detection. Share this knowledge with friends and motivate them to support your cause.

Our mission is saving lives through cancer prevention and early detection. The Prevent Cancer Foundation advocates and supports the prevention and early detection of cancer through research, advocacy, education and community outreach. Our program initiatives focus on those cancers—including breast, cervical, colorectal, lung, oral, prostate, skin and testicular —that can be prevented through lifestyle changes or detected and treated in early stages.

The Foundation is the only organization that focuses solely on cancer prevention. 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!

Prevent Cancer Foundation Facts

- Since 1985, the Prevent Cancer Foundation has provided *more than \$125 million in support of cancer research, education and community outreach nationwide.*
- *Research grants and fellowships* have been awarded for cancer prevention research and training *to more than 430 scientists from more than 150 of the most prestigious academic institutions and medical centers across the country.* Of particular significance is our support of early-career scientists.
- The Foundation awards *Community Grants* to support education or screening programs in cancer prevention and early detection, across the U.S., especially among underserved communities.



- *¡Celebremos la vida!* is a long-standing breast and cervical cancer education and screening program for medically underserved Latina women in Washington, D.C., Northern Virginia and McHenry County, Illinois.
- A program partner of the George Washington University Cancer Center's mobile mammography facility, *the Prevent Cancer Foundation helps provide free mammograms to uninsured and underinsured women in the D.C. metropolitan area by supporting the Mammovan.*
- *Congressional Families Cancer Prevention Program* is a bipartisan group of spouses of members of the U.S. Congress, Executive Branch and Supreme Court that carries the message of cancer prevention and early detection to people in their home states.
- The annual *National Dialogue for Action Conference* attracts key leaders in fields related to colorectal cancer screening and focuses on increasing colorectal cancer screening rates at local, state and national levels. Since 2002, Dialogue conferences have also been convened in 17 states, and 10 American Indian/Alaska Native Dialogue projects have been implemented in Indian Country.
- The *Annual Lung Cancer Workshop* is a multidisciplinary meeting that brings together professionals and advocates to explore the use of spiral CT imaging as a tool for evaluating response to new therapies for lung cancer.
- The *Prevent Cancer Super Colon™ Exhibit* is an 8-foot high, 20-foot long replica of a human colon. It is an interactive educational tool traveling to communities all across America with the message that colorectal cancer is "preventable, treatable and beatable!"
- *National Colorectal Cancer Awareness Campaign* is a yearlong, nationwide, public awareness campaign that kicks off each March. Its messaging is reinforced by the *Super Colon* and the Buddy Bracelet that promotes the importance of colon cancer screening.



- **Health Awareness and Screening Booths at State Fairs** target rural populations by providing them with information and health screening services through partnerships the Foundation has with local medical institutions and the states' US senators and representatives.

Your Dollars at Work

Each year an estimated 1.5 million individuals are diagnosed with cancer.

Your gift makes a difference!

- \$10 1 prostate cancer screening
- \$25 1 skin cancer screening
- \$50 1 woman screened for cervical cancer at ¡Celebremos la vida!
- \$250 2 mammograms at ¡Celebremos la vida!
- \$500 2 months worth of medical supplies for breast and cervical cancer screening for 80 women at ¡Celebremos la vida!
- \$1,000 Distribution of *Breast Health Exam DVD* and a hard copy manual free of charge to 20 community groups
- \$2,500 1 day of mammogram screenings on the *Mammovan™* for 20 women
- \$10,000 1 *Prevent Cancer Super Colon™* stop to an underserved community

Helpful Hints for Fundraising

Asking people for money can be an intimidating task, but it doesn't have to be!
Remember, it's not asking them for money, it's giving them the opportunity to get involved.
...In this case, by *saving lives through cancer prevention and early detection.*

Here are some hints for how you can raise money without any hassle or stress.

- **Make it personal.** Tell people why the mission of the Prevent Cancer Foundation is important to you by including a personal message in your letters/emails or telling your story. Millions of people have been touched by cancer. Sharing your personal story of how cancer has affected you will help others relate to you and want to support cancer prevention and early detection.



- **Make it easy.** It will be helpful to you and your donors to make the donation process as easy as possible. If you're hosting an event, set up signs at your event saying "***Make checks out to Prevent Cancer Foundation***" and have pens readily available. Have donation jars for change and cash so people can donate on the go. If you want people to mail their donation to you, enclose a stamped and self-addressed envelope with your solicitation letter. Include the link to your personal or team donation page or to the Prevent Cancer Foundation online 5K donation page in all emails and correspondence: www.preventcancer5k.org.
- **Set a fundraising goal.** Your goal doesn't have to be huge. Start off small so you can easily surpass your target. A goal is a great tool to encourage donors to support your cause:
 - Mention your goal in emails, letters, i.e. "My goal is to raise \$200 for the Prevent Cancer Foundation. If everyone donates just \$5.00, I can meet my goal!"
 - Keep a "thermometer" or running total posted in full view at your event or on your page to create a fun sense of urgency to exceed your goal.
 - Use your goal as a talking point, i.e. "My goal is to raise \$100 for the Prevent Cancer Foundation. I've raised \$95 – would you like to donate the final five?"
- **Have fun!** Be sure to smile and be friendly to those who attend your event. If they see you having fun, they'll have fun too – and hopefully donate!

Asking for Support

You will never know if you don't ask. **The main reason people give is because they were asked!** Donors will want to give because it feels good. It will give them the satisfaction that they are helping someone. Plus, all donations that come straight to the Prevent Cancer Foundation are 100% tax deductible and will be acknowledged accordingly.

Remember to include your personal story in your ask your audience will want to give once they know why they are giving.

There are multiples outlets you can use for contacting donors; email, face-to-face, phone, social media, and letters. The most important thing is to know your audience. If you know that your donors are less computer savvy, stick to the phone or letter asks.



How to Raise \$1,000 in Six Days

- **Day One:** Make a gift to your own efforts. Show others that you are serious about your fundraising efforts by donating to your own team.
- **Day Two:** Ask 4 family members for \$50 each.
- **Day Three:** Ask 12 friends or family members to donate \$25 each.
- **Day Four:** Ask 10 co-workers to donate \$30 each. Check with your companies HR department on their matching gift policy.
- **Day Five:** Ask your boss for a \$100 company contribution.
- **Day Six:** Ask 6 neighbors to donate \$20 each.
- **Day Seven:** Have a party! You just raised \$1,000! Don't forget to thank all of your donors for their generous gifts!