



# PARTICIPANT STARTER KIT

AACR Foundation

[together@aacrfoundation.org](mailto:together@aacrfoundation.org)  
[AACRFoundation.org](http://AACRFoundation.org)

## About the AACR

- Founded in 1907, the AACR is the first and largest cancer research organization in the world, with more than 40,000 members in 120 countries
- Of every dollar donated, 88 cents goes to support cancer research for more than 200 types of cancer
- The AACR publishes eight scientific journals and *Cancer Today*, a magazine for patients and caregivers
- Critical dollars raised are distributed to scientists through grants, fellowships and awards
- The AACR organizes more than 30 scientific conferences every year where the cancer research community comes together and share their latest discoveries and breakthroughs in finding cures.

## Interested in becoming an AACR Foundation Ambassador?

Please contact your team captain if you are interested in helping the AACR spread the word about our mission! What would this role entail? Read below for some of the activities our ambassadors may opt to participate in!

- Passionate about cancer research and finding cures
- Serves as a representative of the AACR in the community
- Participates in AACR events and promotional activities
- Recruits the community to participate in events or get involved as a volunteer
- Champions fundraising efforts
- Inspires others to support the AACR and cancer research
- Available for media interviews should you want to participate
- Promotes the AACR on social media

## Getting Started

I just registered to fundraise for the AACR... now what?!

### 1. Personalize your fundraising website

- Bookmark [www.aacr.donordrive.com](http://www.aacr.donordrive.com) for quick access to your fundraising webpage
- Write your story for why you are an ambassador for AACR and why cancer research is important to you
- Upload photos and a video if you're not camera shy! (recommend to keep video to 1 minute in length, no more than 2 minutes); check out this video example
- Share your personalized webpage with your contacts via email and social media

### 2. Learn about your fundraising requirements

- Review key deadlines for reaching your fundraising goals (if any)
- Learn about your team benefits from the event website
- Contact your AACR team captain with any questions

### 3. Start collecting donations

- Online through your personalized website
- By check payable to AACR with participant name in the memo line and mail to ATTN: Special Events Team, AACR Foundation, 615 Chestnut St., 17<sup>th</sup> floor, Philadelphia, PA 19106
- Cash donations may be received in several ways - Please email [together@aacrfoundation.org](mailto:together@aacrfoundation.org) to learn more.

### 4. View "Resources"

Located on your fundraising webpage at the top of the page are fundraising tips on:

- Social media
- How to quickly reach \$200
- Email samples
- Sample calendar for your emails and social media posts
- Employer match
- Planning a fundraising event

### 5. Have Fun!

## Frequently Asked Questions

*Q. When are the donations due?*

A. Please send in donations immediately when they are received. You may collect donations up to 30 days from the time your event or fundraiser has ended.

*Q. What if I receive a check for my run that is made out to me, not the AACR?*

A. If a donor makes the check out to you, simply endorse the check with your signature and underneath add “Payable to the AACR” and submit it with your donation form.

*Q. Can I accept the bulk of the donations and write AACR one check?*

A. It is not advisable that you write one consolidated check, so the individual donor may be recognized accordingly and for tax purposes. If you must, checks should be made out to the AACR with “Your Fundraiser Name” written in the memo line.

*Q. What do the funds raised support?*

A. Funds support lifesaving cancer research through the AACR. For more details, please visit [aacrfoundation.org](http://aacrfoundation.org).

*Q. Can the AACR provide any brochures or giveaways for my fundraiser?*

A. Please contact your AACR team captain to discuss what is available at least one month before your fundraiser and learn how we may help!

*Q. Where can I find more tips about fundraising?*

A. Visit the [Resources](#) page on our AACR Foundation Events site or check the **Resources** section at the top of your fundraising portal for more information.

*Q. Can I use the AACR logo on my Facebook page or Twitter?*

A. Yes, please contact your AACR team captain who will provide you with the appropriate logo and approval process.

*Q. My question is not answered here. How can I contact you?*

A. Please contact your AACR team captain or email [together@aacrfoundation.org](mailto:together@aacrfoundation.org) with any questions!