DEMPSEY CHALLENGE

Presented By AMGEN Oncology

REIMAGINED FOR 2020

REGISTER

PARTICIPATE

FUNDRAISE

CELEBRATE

FUNDRAISING GUIDE

NOBODY BEATS CANCER ALONE IT TAKES A TEAM
Dear Dempsey Challenger,

Thank you for registering for Dempsey Challenge 2020! The Dempsey Challenge, presented by Amgen Oncology, is an annual run, walk, and cycle experience and is the primary fundraiser for the Dempsey Center. It is a weekend that our community eagerly anticipates and is a time of celebration and remembrance.

With the health and well-being of our community at the forefront of our concerns, we have reimagined the Dempsey Challenge for 2020. Cancer doesn’t stop because of COVID-19; and our clients need the services of the Dempsey Center, now more than ever.

To help you get started with your fundraising, we recommend:

- Log into your participant center at dempseychallenge.org to access tools including a Facebook Fundraiser feature, personal webpage and promotional materials.
- Set up a Facebook Fundraiser and link to you Dempsey Challenge fundraising page (see enclosed one-pager)
- Install the free Dempsey Challenge mobile app from the app store on your iPhone or Android device to track fundraising, send emails or texts, update your participant page and more!
- Set a fundraising goal to receive some exciting prizes from our Fundraising Incentive Program.
- Like and follow our Facebook (@DempseyCenter) and Instagram (@Dempsey_Center) pages for the latest news and updates.
- Follow our Dempsey Challenge Fundraising Group on Facebook to connect with other fundraisers, get ideas and weekly tips released on FUNdraising Fridays!

By using the tips found in this guide, you will not only meet your fundraising goal, but crush it! It’s never too early to start fundraising and we are here to support you to help you reach your goal. Remember, 100% of the dollars you raise goes directly to programs and services that make life better for people managing the impact of cancer. All of these services are provide at no cost.

Thank you for joining us this year. Nobody beats cancer alone; it takes a team. And you are an essential part of the Dempsey Center team. If you have any questions, please contact us by calling 1-866-990-1499 or email us at info@dempseychallenge.org.

Sincerely,

Deneka Deletetsy
Events Manager

Karen Page
Fundraising Coordinator
RAISE $250 IN ONE WEEK

You’ve taken the first important step by registering for the Dempsey Challenge in support of programs and services to make life better for people impacted by cancer. Thank you! Now it’s time to start fundraising! Use this interactive tool to help you reach your goal!

How it works:

1. Print off the fundraising square sheet and hang it up at work or take it with you to your social functions (book club, bridge or poker night or family bbq!)

2. Ask others to select a square, make the suggested donation and sign their name on the line.

3. Fill in the entire board and you’ve raised the $250* needed to earn the official Dempsey Challenge fundraising incentive t-shirt!

*In order to receive the official Dempsey Challenge t-shirt, participants must raise $250 by August 15, 2020.

HOW TO RAISE $250 IN ONE WEEK

1. Sponsor yourself for $30
2. Ask 3 relatives for $30
3. Ask 6 friends for $10
4. Ask 5 coworkers for $10
5. Ask 5 neighbors for $5
6. Ask spouse/partner for $25
7. Celebrate your success!
Every dollar counts to help make life better for people impacted by cancer.

Please support my Dempsey Challenge fundraising efforts. 100% of your donation goes directly to support services and programs provided at no cost for people impacted by cancer.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
<th>Thanks to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10</td>
<td>To provide grief counseling for families.</td>
<td></td>
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<tr>
<td></td>
<td>Thanks to:</td>
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<tr>
<td>$5</td>
<td>To support a teen impacted by cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>To provide a massage for a cancer client.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$25</td>
<td>Because services are provided at no cost.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>To support youth impacted by cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$5</td>
<td>Because it takes a team to fight cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$30</td>
<td>To support acupuncture to help manage side effects.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>For a reiki session to help ease side effects.</td>
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<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>Because the Dempsey Center treats the person.</td>
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<tr>
<td></td>
<td>Thanks to:</td>
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</tr>
<tr>
<td>$10</td>
<td>To make life better for people living with cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$5</td>
<td>To support virtual cancer support services.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>In memory of those who fought cancer.</td>
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<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>Because people need help through cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$30</td>
<td>For a wig consultation for a client in need.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>To support families impacted by cancer.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$5</td>
<td>To support nutrition classes and clinics.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$10</td>
<td>To support the Healing Tree program.</td>
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<td></td>
<td>Thanks to:</td>
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<tr>
<td>$5</td>
<td>Because cancer doesn't stop because of COVID.</td>
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<td>Thanks to:</td>
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<tr>
<td>$30</td>
<td>In honor of those who live with cancer.</td>
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<tr>
<td></td>
<td>Thanks to:</td>
<td></td>
</tr>
<tr>
<td>$10</td>
<td>To help reduce cancer treatment side effects.</td>
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</table>
USE SOCIAL MEDIA TO BOOST YOUR FUNDRAISING

Use Facebook to share your story. Log into your participant center and choose “Create a Facebook Fundraiser” to directly link your fundraising efforts. Share your story and inspire friends to donate to your Dempsey Challenge page. Choose a profile picture overlay and banner photo from our Social Media Tools page.

Tweet for support. Tweet your personal fundraising page link and ask others to “Donate now.” “Join my team” or “Share this!” Make sure to include the hashtags #DempseyChallenge2020 and #ReimagineTheChallenge.

Tap into your professional network. Share your reason for wanting to make life better for people impacted by cancer and your fundraising goal on LinkedIn. Ask contacts and colleagues for their support.

Show and tell. Use Instagram to tell your story — your reason to make life better for people with cancer — with a photo. Upload your own photo or use one we’ve created in our Social Media Tool Kit found on our website. Don’t forget to use the hashtags #DempseyChallenge2020 and #ReimagineTheChallenge

Use your best manners. Thank your donors publicly using social media. Include a link to your participant page in your message so others can donate.

Follow us. Follow us on Facebook (@DempseyCenter) and Instagram (@Dempsey_center) to get the latest event news, read about fellow participants and listen to client stories. Get inspired by other fundraisers by following our Dempsey Challenge Fundraising Group on Facebook.

Check in on Dempsey Challenge weekend. Use Facebook and Instagram to share your run, walk, cycle or whatever activity you choose to inspire last-minute donations.

For more tips + tricks, visit dempseychallenge.org and click Fundraise.
CREATE A FACEBOOK FUNDRAISER

Facebook Fundraisers are one of the fastest ways for anyone to raise money. People raise $150 on average through Facebook Fundraisers. Many donations happen within the first few minutes of the Facebook Fundraiser being published due to its relevance in the News Feed and timely alerts to friends. Give your fundraising a boost and create one today!

What are the benefits of a Facebook Fundraiser?

- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your fundraising efforts!
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Extend your reach.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

![Facebook Fundraiser Image]

How does it work?

- You must be a registered participant in order to create a Dempsey Challenge Facebook Fundraiser. Register or login at dempseychallenge.org.
- On your dashboard, click “Create a Facebook Fundraiser.” You’ll be prompted to log into Facebook with your account credentials. Or, if you’re already logged in, confirm you’re connecting the correct account.
- Once connected, your Facebook Fundraiser will automatically be created using the personal story and goal from your Dempsey Challenge page.
The best Dempsey Challenge incentive is knowing you’re helping to make life better for people living with the impact of cancer — but a little recognition never hurts! Set (and crush!) a fundraising goal that feels right for you. We’ll be here cheering you on as you go!

**RAISE $20**
- Unlock Virtual Goody Bag
- Entered into a raffle for an exclusive prize pack

**RAISE $50**
- Dempsey Challenge gift to be shipped directly to you
- **DEADLINE ITEM:** must raise $250 by August 15 at 11:59 EDT

**RAISE $250**
- Limited edition t-shirt shipped directly to you

**RAISE $500**
- Access to new Incentive Store
- Choose 1 item based on your fundraising total by September 30 at 11:59 EDT
- New items available at certain milestones

**RAISE $1,000**
- Incentive Store Milestone

**RAISE $3,000**
- Custom Dempsey Challenge bag signed by Patrick Dempsey, designed and created by Sea Bags of Portland, Maine
- Recognition into Champions of Hope circle (details to come)
- Incentive Store Milestone

**RAISE $5,000**
- Incentive Store Milestone

**RAISE $10,000**
- Incentive Store Milestone
NEW: INCENTIVE STORE

This year you have the option to customize your fundraising incentive gift. Raise as much as you can by September 30 and choose 1 item from our Incentive Store. You'll find something for everyone - including youth sizes, women and men styles and outdoor gear!

Choose scarf, fleece headband or trucker hat with custom Dempsey Challenge patch. Various colors available.

$500

Choose from hoodies, jackets, fleece vests and more. Various colors and youth sizes available.

$1,000

Choose from fleece jackets, weatherproof shell jackets and more. Various colors and youth sizes available.

$3,000

Choose from quilted vests, sport jackets, duffel bag and more. Various colors and youth sizes available.

$5,000

Choose high quality, weatherproof jackets, zip up sweaters and more. Various colors available.

$10,000