



# WALK for AWARENESS

Our Moment in the Fight Against Breast Cancer

Englewood Field Club | Memorial Park, Fair Lawn | Virtual Walk

Be sure to bring your favorite canine companion  
for the Susan Lucianna Memorial Dog Walk. 🐾

## Let's go team!

Organizing a team in support of the Walk is a wonderful way to encourage camaraderie between colleagues, employees, families and friends. It is also a great way to make a difference for patients fighting breast cancer in our community!

### Step 1: Select a Team Captain

This person will get down to the nitty gritty.

Visit [www.walkforawareness.org](http://www.walkforawareness.org), click **Form a Team** and follow the prompts. Once you register, easy-to-use team and personal fundraising pages are generated for you. Personalize your pages by uploading photos and telling your story. Be sure to donate to your own page to show others you are serious about this cause.

### Step 2: Cast a Wide Net

Everyone loves a good team working toward a great cause! Use email templates to invite co-workers, friends, family, neighbors and classmates to join. Be sure to email your 5-10 closest people. Getting your "inner circle" to donate will build momentum.

Make the most of social media. Tag and thank those that donate so your posts share on their feeds to help spread the word. Don't make every post an ask. Include inspiring stories, updates and photos!

### Step 3: Think Outside the Box

There are so many fun and creative ways to fundraise – host a game night or sports event and charge a small entry fee for each player, organize an office brown bag lunch day, where co-workers donate money saved by eating in, place a canister near the office vending machine to collect spare change ... Set a fundraising goal and get creative!

### Step 4: Be a Team Cheerleader

Keep your team motivated and excited with regular updates and progress reports from your fundraising page, in email and on social media. Cheering on the team will help you reach your goal more quickly!

Check out more helpful  
team-building tips on the back!

Presented by





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## TIP

Create some healthy competition by hosting contests: the first 10 registrants earn a 'dress down' day or other incentive exclusive to your group.

## FACT

Participants who take the time to personalize their page have been shown to receive 3 TIMES more donations than those who do not. Let your colleagues, friends and family know why the Walk for Awareness is important to your group.

## TIP

Encourage your teammates to personalize their pages, too!

## FACT

Just \$225 will provide a free mammogram to an uninsured woman in need. With your help, we can help thousands of patients.

## Sample Messaging to Help You Get Started

### Email #1

Being a good community member goes beyond words – it takes action. And today, we can make a difference in the fight against breast cancer to make sure our family, friends and colleagues have access to the very best care, close to home!

[Your Organization Name] will participate in the [year] Walk for Awareness at Englewood Health on [date] and we need your help! Go to [team page link] and join our team. Then, recruit your friends and family to come along for the ride. The more, the merrier!

Have questions? We're here to answer them! Our Team Captain, [name], is your one-stop resource to learn more about the Walk and how you drive its success!

### Email #2

A special thanks to those who joined our team! If you're still thinking about it, now's the time to join! [Announce a contest.]

You can also win cool prizes from the Englewood Health Foundation. Visit [www.walkforawareness.org](http://www.walkforawareness.org) and check out the incentives page.

### Email #3

[Your Organization Name] is on its way to fundraising success! Thank you for joining us in this very special quest to make a difference for women battling breast cancer.

You can maximize your impact by recruiting friends and family to walk with us or asking them to support your efforts by making a donation. Don't forget, just \$225 will provide a free mammogram to an uninsured woman!

### Email #4

Twitter, Facebook, Instagram ... we all have our favorite social media channel so why not use it to spread the word about the Walk! Simply share your personal fundraising page on social media and watch the donations roll in from friends and family.

[Announce a new contest.]



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