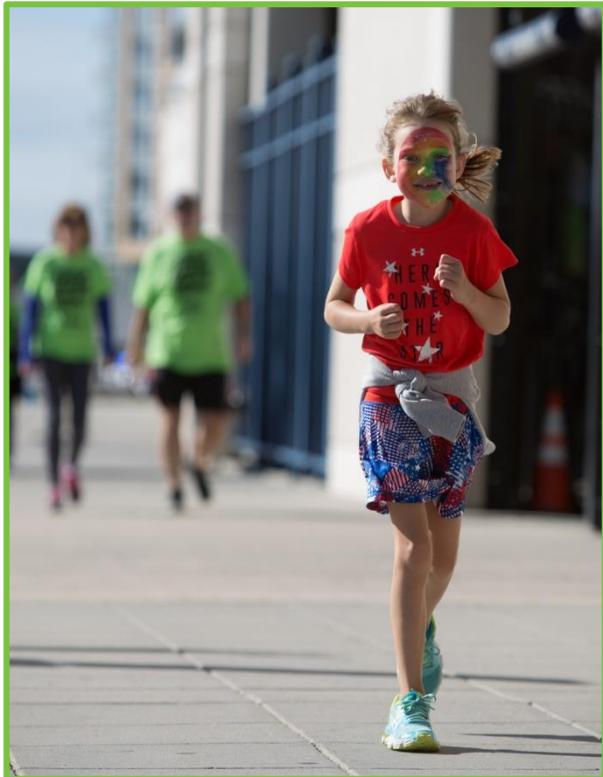




Fundraising Guide



Virtual Event
Sunday, November 1, 2020



Thank you for registering for the 2020 Prevent Cancer Health Fair and 5k Walk/Run. We truly value your commitment to raising funds for the Prevent Cancer Foundation®, supporting our mission of saving lives across all populations through cancer prevention and early detection. Read on to learn about becoming an effective fundraiser to help us ***Stop Cancer Before It Starts!***® Good luck from the Special Events team!

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Why Support the Prevent Cancer Foundation?

The Prevent Cancer Foundation® is a one of the nation's leading voluntary health organizations and the only U.S. nonprofit solely focused on cancer prevention and early detection. While most groups were focused on cures and treatment, our work sparked the conversation on the possibility of preventing cancer. Founded in 1985, it has catapulted cancer prevention to prominence and fulfills its mission through research, education, outreach and advocacy.

We continue to be a leader in the cancer community and have received a 4-star rating for 4 consecutive years from *Charity Navigator*, America's largest charity evaluator. In 2017, we were recognized as one of the "Best Charities" by Consumer Reports and; last year we received the Platinum Seal of Transparency from GuideStar! With your help, we can truly make a difference in the lives of others.



To learn more about our impactful work, visit www.preventcancer.org





Online Fundraising

TAKE THESE 5 STEPS TO RAISE FUNDS FOR THE 5K



REGISTER



CUSTOMIZE



SET A GOAL



**ASK FOR
SUPPORT**



**THANK YOUR
SUPPORTERS**



1. Register

Take the first step and sign up.

2. Customize your Fundraising Page

Make it your own. Let your true colors fly.

3. Set a Goal

Do your part to help us reach for the stars.

4. Ask for Support

Donate to show your commitment. Connect with your community to reach and surpass your goal.

5. Say Thank You

Show appreciation to your supporters and keep in touch.



Use the Power of Social Media

Let your networks know of your involvement in raising funds for the Prevent Cancer Foundation® at this year's event. Through your fundraising page, you are able to share, tweet or post an update any time you want to your social network. Just click on any of the social media buttons along the bottom of the page to start spreading awareness to your followers about cancer prevention today!



With over two billion users, Facebook has the ultimate reach in social media, empowering you to connect with all of your friends with just a push of a button! You can even use the social auto-post option to keep your network up-to-date with your fundraising efforts. Did you know you can also create a Facebook fundraiser that links to your fundraising page? Follow the instructions within the system to create a Facebook fundraiser to make it even easier for friends and family to donate to your page.



Inform your followers of your involvement in this year's event and educate them about cancer prevention and early detection. To grab their attention even more and help your fundraising efforts, use the **Your Dollars at Work** chart on the next page to show your followers the impact their donation will have.

Sample Tweet: Donate today to help me support the Prevent Cancer Foundation's vision to Stop Cancer Before It Starts! #preventcancer5k

Sample Tweet: Your \$100 donation will help a woman get screened for and educated about cervical cancer. #preventcancer5k



With 700 million registered users to date, Instagram holds its own in the world of social media platforms. Be a trendsetter! Posting videos and sharing photos with a hashtag shines a light on your campaign and will really drive the message home.

Stream your training! New this year – you can link a live stream from Youtube, Twitch or Mixer directly to your fundraising page. Keep your network involved by showing them how hard you're working to prepare for this year's 5k. You could even stream running across the finish line and thank all your supporters who helped you get there.



Your Dollars at Work

Show your followers how impactful their donations will be! Use this chart to show that each dollar really does make a difference:

\$10	10 copies of <i>Stop Cancer Before It Starts!</i> ® <i>A Guide to Preventing Cancer</i> in English or Spanish
\$24	1 set of training materials for <i>Champions against Breast Cancer/Campeonas contra el cáncer de seno</i> in English or Spanish
\$35	1 <i>Breast Health Education for Young Women Facilitator's Guide</i> to provide sessions encouraging young women to advocate for their health (in English or Spanish)
\$100	1 woman screened for and educated about cervical cancer
\$150	Educational brochures and prevention-friendly give-aways to encourage cancer prevention at a State Fair
\$300	Screening mammograms for 2 women at <i>¡Celebremos la vida!</i>
\$520	2 months' worth of medical supplies for breast and cervical cancer screening for 80 women
\$2,000	1 <i>Prevent Cancer Super Colon</i> ® stop in an underserved community in the DC metro area
\$5,000	Support for 5 breast health education sessions in DC-area community venues using the Foundation's <i>Breast Health Education for Young Women Facilitator's Guide</i>





How to Raise \$250 in one week!

- **DAY 1:** Register for the event.
- **DAY 2:** Make a \$15 donation towards your own efforts. This shows others that you are serious about fundraising for the event and reaching your own goal.
- **DAY 3:** Ask two family members to donate \$20 each.
- **DAY 4:** Ask three neighbors to donate \$10 each.
- **DAY 5:** Ask four co-workers to donate \$10 each.
- **DAY 6:** Ask five friends to donate \$15 each.
- **DAY 7:** Ask your employer for a company contribution of \$50. Then go above and beyond, ask them to match what you raise!

