

End Colon Cancer Coast to Coast



Move To End Colon Cancer Fundraising Guidebook

Welcome to Coast to Coast!

Dear Ally,

Thank you for your interest in raising funds and awareness for the Colorectal Cancer Alliance by taking on a physical challenge! Whether you're running a race, hiking a trail, cycling, or engaging in another activity, your efforts are vital to our mission to end colorectal cancer in our lifetime.

This guide will provide you with the resources, templates, and guidance needed to make your activity both impactful and enjoyable. While staff support is limited, we're here to ensure you have the tools to succeed as you move to end colon cancer.

Thank you for your dedication and energy. Together, we will create a world free of colorectal cancer.

Sincerely,

The Alliance Peer-to-Peer Fundraising Team

What Does it Mean to Move to End Colon Cancer?

Taking on a physical challenge to raise funds and awareness is a powerful way to support the Colorectal Cancer Alliance. Whether you participate in an organized race or create your own activity, your efforts inspire others to get involved and contribute to this critical cause.

Key Guidelines:

- Set a fundraising goal using the resources provided in this guide.
- All funds raised must go directly to the Colorectal Cancer Alliance and should be submitted no later than 30 days post-activity.
- Use your physical challenge as an opportunity to share your story and engage your community.



Planning Your Activity

Choosing Your Challenge:

Select an activity that excites and motivates you. Some ideas include:


- Participating in a marathon, half-marathon, or 5K.
- Organizing a local group walk, run, or bike ride.
- Tackling a unique physical challenge, such as hiking a specific trail or completing a fitness milestone.
- Partnering with a group fitness class.

Setting a Date:

- If joining an organized event, confirm the registration deadline and race date.
 - For self-organized activities, choose a date that gives you ample time to train and fundraise.
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Fundraising Ideas

Maximize your fundraising impact with creative strategies:

- **Personalized Fundraising Page:** Use the Colorectal Cancer Alliance's tools to create a page where supporters can donate.
 - **Social Media Campaigns:** Share your journey on social media with updates, photos, and progress toward your goal.
 - **Dedications:** Offer to complete miles or milestones in honor of donors' loved ones.
 - **Corporate Matches:** Encourage donors to check if their employers offer matching gift programs.
 - **Fitness Challenges:** Set mini-goals, such as completing a certain distance or time, and ask for donations when you achieve them.
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Sponsorship

Why Sponsorships Matter:

Sponsorships can help offset costs for larger organized events and boost your fundraising efforts. Sponsors also benefit from aligning their brand with a meaningful cause.

Tips for Securing Sponsors:

- Approach local businesses, gyms, and healthcare providers.
 - Offer sponsor recognition on your fundraising page, social media posts, or custom event materials like T-shirts.
 - Provide updates to sponsors about your progress and results.
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Training and Preparation

Training Tips:


- Follow a training plan tailored to your chosen activity and fitness level.
- Stay consistent and gradually increase intensity to avoid injury.
- Include rest and recovery days to maintain balance.

Event-Day Readiness:

- Prepare your gear and pack essentials, including hydration and snacks.
 - Arrive early to familiarize yourself with the venue or route.
 - Warm up before starting and cool down afterward.
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Volunteer Roles (For Group Activities)

If organizing a group event, enlist volunteers to assist with:

- Registration and check-in.
 - Route guidance and safety.
 - Setting up hydration and rest stations.
 - Sharing updates on social media during the activity.
 - Supporting post-activity clean-up and celebrations.
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How the Alliance Supports You

The Colorectal Cancer Alliance provides:

- Templates and Resources: Fundraising pages, email templates, and promotional materials.
 - Event Collateral: Brochures, banners, and participant incentives.
 - Limited Staff Guidance: Access to staff for strategic advice and support.
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Appendix

Sample Timeline

6-12 Months Out:

- Select your activity and date.
- Create a training and fundraising plan.
- Set a fundraising goal.

3-6 Months Out:

- Register for your activity or finalize logistics for your self-organized event.
- Launch your fundraising page and start sharing your story.
- Begin training consistently.

1 Month Out:

- Confirm all logistics, including travel and gear needs.
- Increase social media updates to drive final donations.
- Thank donors and sponsors for their support.

Event Day:

- Stay focused and enjoy the experience.
- Share updates and photos to celebrate your progress and inspire others.

Post-Activity:

- Send thank-you notes to donors, sponsors, and volunteers.
- Share results and reflections on your journey.
- Submit all funds raised to the Colorectal Cancer Alliance.



Appendix

Sample Social Media Language

- "The end to colorectal cancer starts here. I'm taking on [describe your activity] to raise funds and awareness for the Colorectal Cancer Alliance. Join me in making a difference by donating today: [link to fundraising page]"
- "The end to colorectal cancer starts with me. I'm proud to be part of the Coast to Coast community, a nation of allies united in the fight to screen, care, and cure. Support my journey by donating here: [link to fundraising page]"
- "I've joined the Coast to Coast community to end colorectal cancer in our lifetime. Together, we're raising funds and awareness to support patients, caregivers, and survivors. Every step I take brings us closer to the cure. Support my mission: [link to fundraising page]"
- "Colorectal cancer is preventable and treatable. I'm raising awareness and funds to ensure more people have access to screening and life-saving care. Join me in the fight: [link to fundraising page]"
- "One nation. One mission. The end to colorectal cancer starts with us. Help me make an impact by supporting my [activity name]: [link to fundraising page]"
- "Every mile matters. Every dollar counts. I'm taking on [activity name] to fund critical research, patient support, and awareness. Be part of the journey by donating today: [link to fundraising page]"
- "Together, we can create a future without colorectal cancer. I'm taking action and raising funds for the Colorectal Cancer Alliance. Your support can save lives: [link to fundraising page]"
- "Colorectal cancer impacts too many lives, but together we can make a difference. I'm proud to support the Alliance through my [activity name]. Donate to help us screen, care, and cure: [link to fundraising page]"



Appendix

Sample Email

Subject: Join Me in the Fight Against Colorectal Cancer!

Dear [Recipient's Name],

I am excited to share that I have taken on the challenge of [describe your activity, e.g., running a half-marathon, cycling 100 miles, hiking a challenging trail] to raise funds and awareness for the Colorectal Cancer Alliance. This cause is deeply important to me because [share personal connection if applicable, or general commitment to the cause].

The end to colorectal cancer starts with us. By joining the Coast to Coast community—a nation of allies dedicated to ending colorectal cancer through fundraising—I am determined to make a difference. But I can't do it alone. Your support can save lives by increasing access to screenings, supporting patients and caregivers, and funding research for better treatments.

Will you join me in this mission? Every donation, no matter the size, brings us closer to a future free of colorectal cancer. You can contribute directly to my fundraising page here: [insert link to fundraising page].

Thank you for considering supporting this critical cause. Together, we can make an impact and ensure a brighter future for those affected by colorectal cancer.

With gratitude,

[Your Name]

[Optional: Link to fundraising page again]

