

End Colon Cancer  
**Coast to Coast**



**Walk/ Run to End Colon Cancer**  
Fundraising Guidebook

## Welcome Letter

Dear Ally,

Thank you for your interest in planning a event to walk/run to end colon cancer benefiting the Colorectal Cancer Alliance! Whether you are organizing a 5K walk, run, or combination of both, your efforts will help us screen, care, and cure colorectal cancer.

This guide provides resources, templates, and step-by-step guidance to help you plan a successful event. While staff support is limited, we are committed to equipping you with the tools you need to make your Walk/Run event impactful and enjoyable.

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

Sincerely,


The Alliance Peer-to-Peer Fundraising Team

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## What is a Walk/Run to End Colon Cancer?

An event to walk/run to end colon cancer is a volunteer-led 5K that raises funds and awareness to support the Colorectal Cancer Alliance. It's an opportunity to bring communities together, honor those impacted by colorectal cancer, and take meaningful steps toward a cure.

### 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-event.
  - Use the event as an opportunity to engage your community and raise awareness.
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## Planning Your Event

### Choosing Your Location:

Select a venue that suits the event's size and accessibility needs. Consider:

- Local parks, schools, or trails.
- Availability of parking and restrooms.
- Permitting requirements.

### Setting a Date:

- Choose a date that allows ample time for planning and fundraising.
  - Check for potential conflicts with other local events.
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## Fundraising Ideas

### Boost your fundraising with these creative ideas:


- Team Fundraising: Encourage participants to form teams and fundraise together.
  - Registration Fees: Charge a fee for participation and offer fundraising incentives.
  - Corporate Sponsorships: Secure local businesses to sponsor the event.
  - Merchandise Sales: Sell event T-shirts, wristbands, or water bottles.
  - Virtual Participation: Allow people to participate remotely and donate online.
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## Sponsorship

### Why Sponsorships Matter:

Sponsorships are critical to offset event costs and increase fundraising potential. Sponsors benefit from increased community visibility and supporting a meaningful cause.

### Tips for Securing Sponsors:

- Approach local businesses, gyms, and healthcare providers.
  - Offer sponsor recognition on event signage, promotional materials, and social media.
  - Follow up with sponsors with progress updates and gratitude.
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## Logistics

### Event-Day Essentials:

- Clearly marked start and finish lines.
- Water stations along the route.
- Signage for course directions and mile markers.
- First aid station for emergencies.
- Volunteer check-in and assignments.

### Route Planning:

- Ensure the route is safe and accessible.
- Work with local authorities to secure necessary permits and road closures.
- Consider a short alternate route for participants with different fitness levels.

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## Volunteer Roles


### Volunteers are crucial to the success of your event. Roles may include:

- Registration and check-in support.
- Route guides and safety monitors.
- Water station attendants.
- Encouragement teams to cheer on participants.
- Set-up and tear-down crews.

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## How the Alliance Supports You

### The Colorectal Cancer Alliance provides:

- Templates and Resources: Event planning checklists, fundraising tools, and promotional materials.
  - Event Collateral: Sign up as a Blue Level Coast to Coast fundraiser and receive a free box of collateral and swag for your event!
  - Limited Staff Guidance: Access to staff for strategic advice and support.
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## Appendix

### Sample Social Media Blurbs for Participants:

1. "The end to colorectal cancer starts here. Join me in walking/running to support the Colorectal Cancer Alliance. Donate today: [link to fundraising page]"
  2. "I'm taking on the challenge to walk/run 5K and raise funds for the Colorectal Cancer Alliance. Every step brings us closer to a cure! Support me here: [link to fundraising page]"
  3. "Together, we can create a future without colorectal cancer. Join my 5K journey and make a difference: [link to fundraising page]"
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### Sample Timeline:

#### 6-12 Months Out:

- Select your event date and location.
- Recruit a planning committee.
- Set a fundraising goal.

#### 3-6 Months Out:

- Secure necessary permits.
- Begin sponsorship outreach.
- Launch participant registration.

#### 1 Month Out:

- Confirm logistics and finalize details.
- Ramp up social media promotion.
- Send event reminders and thank sponsors.

#### Event Day:

- Arrive early to oversee setup.
- Greet volunteers and participants.
- Celebrate your impact and collect final donations.

#### Post-Event:

- Send thank-you messages to participants and sponsors.
- Share event highlights and fundraising results.
- Submit all funds raised to the Colorectal Cancer Alliance.



## Appendix

### Sponsorship Solicitation Email

Subject Line: Partner with Us to End Colon Cancer Coast to Coast

Dear [Sponsor's Name],

Colorectal cancer is the third most common cancer globally, impacting countless families and communities. At [Event Name], happening on [Date] at [Location], we are walking and running together to raise awareness, fund life-saving programs, and empower individuals to take action against this disease.

As a leader in our community, your partnership could amplify our mission and help drive real change. Sponsoring the [Event Name] offers you an opportunity to:

- Make an impact: Support colorectal cancer patients and their families through funding public awareness campaigns and educational programs.
- Engage your audience: Showcase your brand's commitment to health and community well-being to [specific audience or demographic data if available].
- Join a movement: Align with a powerful message of resilience, action, and hope.

Together, we can turn the tide against colorectal cancer. I'd love to schedule a time to discuss sponsorship opportunities and the benefits your organization can enjoy by partnering with us. Please don't hesitate to reach out to me at [Your Contact Information].

The End to Colon Cancer starts here. Let's make a difference together.

Warm regards,

[Your Name]

[Your Title]

[Contact Information]



## Appendix

### Outreach Email

Subject Line: Join Us to End Colon Cancer Coast to Coast

Dear [Recipient's Name],

Join us at [Event Name], happening on [Date] at [Location], for a powerful Walk/Run 5K event that raises awareness and funds to fight colorectal cancer. Together, we can make a difference and show our commitment to ending this disease from coast to coast.

Why join us?

- Colorectal cancer is the third most common cancer globally, yet it is highly preventable with regular screening.
- Recent trends show a concerning rise in diagnoses among adults under 55, making our work more urgent than ever.
- Every step we take together raises awareness and provides hope for those fighting this disease.

Register today at [Registration Link] and become part of a movement that's making a real difference. Bring your friends, family, or colleagues – everyone is welcome!

The End to Colon Cancer starts here, and it starts with YOU.

Warm regards,

[Your Name]

[Your Title]

[Contact Information]

