

BIKE-A-THON

BRIDGE TO THE BEACH



DETERMINATION



ACS Bike-A-Thon

June 1, 2025

Fundraising Guide

Shelbey Hindman & Darwisa Strabuk / ACS Bike-A-Thon Staff Partners

215-845-4005 & 215-586-4292 / Philadelphia.bike@cancer.org

acsbike.org

thank you

Thank you for helping us end cancer as we know it, for everyone.

The American Cancer Society is deeply grateful for your visionary leadership and partnership. Because of your support, we are able to strive to accomplish the American Cancer Society's vision to end cancer as we know it, for everyone. The American Cancer Society is the leading nonprofit organization making the most comprehensive impact on cancer and working to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

As the only organization combating cancer through advocacy, discovery, and patient support, the American Cancer Society has made significant contributions to the fight against cancer over the last 110 years. Yet there is still work to be done – which is why partners like you are crucial to our mission. Cancer is a complex problem, and it takes a comprehensive approach to make progress. Your support of our event is helping to ensuring people with cancer and their families have support every step of the cancer journey – from prevention to survivorship – so no one has to walk it alone.

By riding Bike-A-Thon your commitment, hard work and dedication will help the American Cancer Society in our mission to end cancer as we know it, for everyone.

This fundraising guide is designed to provide you with the tools and information necessary to achieve your fundraising goal. We know that if you use these tips laid out in the guidebook, you'll meet and exceed your fundraising goal while having fun along the way.

We are so proud of the work we do and so appreciative of your efforts. On behalf of the 18 million survivors, thank you for your generous support in helping us end cancer as we know it, for everyone.

With heartfelt gratitude,
Your ACS Bike-A-Thon Staff Partners Shelbey & Darwisa

MISSION INFORMATION

This section of the fundraising guide has great resources to share with potential donors so they can understand the impact they can make with a donation.

Tip: Become familiar with the mission of the American Cancer Society and share it with all potential donors.

Our National Impact

Our vision

End cancer as we know it, for everyone.

Our mission

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Who We Are

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



55 million total lives impacted each year. And counting.



3.5 million fewer cancer deaths

Invested \$3.1 billion in cancer research since 1991, contributing to 3.5 million fewer cancer deaths.



Direct patient support

Providing multiple support programs for people with cancer and their caregivers, including a home away from home at our Hope Lodge® communities when they need to travel for treatment and free access to cancer information via our 24/7 helpline



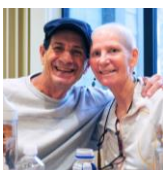
Access to care for all

Advocating for high-quality, affordable health care for everyone, including closing the Medicaid coverage gap, through our American Cancer Society Cancer Action Networks.



Every cancer

Only nonprofit supporting people with all types of cancer through advocacy, research, and patient support.



Prevention and screening

Educating and advocating for healthy lifestyles and environments, including promotion of regular screening, and trusted source of screening recommendations for health care professionals.



Every life

Ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.



More than 80% of our revenue is invested in delivering our mission.

1M+

The only nonprofit with **over one million volunteers** working in local communities across the US and Puerto Rico.

Thanks to your support, the American Cancer Society made a profound impact in the Greater Philadelphia Area in 2023.

Thanks to your support, the American Cancer Society was able to move our mission forward in the Greater Philadelphia Area this year, continuing to improve the lives of people with cancer and their families. We are the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

Research

We funded 204 research grants to 231 investigators in the Northeast Region totaling \$135.64 million, including:

Pennsylvania

40 grants/ \$26.7 million

- Children's Hospital of Philadelphia
- Drexel University
- Lehigh University
- Pennsylvania State University College of Medicine
- Research Institute of Fox Chase Cancer Center
- Temple University
- Temple University – of the Commonwealth System of Higher Education
- Thomas Jefferson University
- Trustees of the University of Pennsylvania
- University of Pennsylvania, School of Veterinary Medicine
- University of Pittsburgh

New Jersey

4 grants/ \$2.8 million

- Trustees of Princeton University
- Rutgers, The State University of New Jersey-RBHS, Cancer Institute of N.J.
- Rutgers, The State University of New Jersey-RBHS, School of Health Professions

Delaware

2 grants/ \$1.9 million

- Nemours Children's Hospital

3rd annual Diversity in Cancer Research Internship Program expanded to 32 institutions nationwide with a total of 224 interns, with one in the area.

- Trustees of the University of Pennsylvania

*Grants in effect as of July 2023.

Advocacy

Through the American Cancer Society Cancer Action Network™ (ACS CAN), we continued our fight at all levels of government.

Pennsylvania

- Secured \$2.6 million for the Breast and Cervical Cancer Early Detection Program, which provides cancer screening for low-income, uninsured, and underinsured Pennsylvania residents.

New Jersey

- Secured \$4 million in funding for the N.J. Commission on Cancer Research.
- Secured \$5 million in funding for N.J. Cancer Education and Early Detection program.

Delaware

- Secured \$160 million increase for the state Medicaid program to cover inflation and volume increases in statewide Medicaid Services and an additional \$69 million in contingency Medicaid funds.
- Secured \$1 million for projects around community-based health equity projects addressing social determinants of health.
- Secured \$9,468,800 for Cancer Council recommendations, of which \$1 million is dedicated to cancer screening and treatment. Funding is included for the Cancer Council, Breast and Cervical Cancer Treatment, the Cancer Support Community, the Cancer Care Connection, and the Delaware Breast Cancer Coalition.

Patient Support

- PA and DE above the national average (61.7%) for completed HPV Vaccination Series
- Invested \$60K in three health system partners to increase cancer screening and HPV vaccination.
- Participated in a city-wide cancer disparities conference with the City of Philadelphia and Audacy to address the city's cancer burden.
- With generous support from Bristol Myers Squibb, worked to increase efforts for social determinants of health screening and resource referral. Grantees include: Jefferson Health Sidney Kimmel Cancer Center.
- Partnered with the Coalition for Food and Health Equity on the Ujamaa Cafe™ community refrigerator at the Abramson Cancer Center, Phila. to address food insecurity for cancer patients.
- In DE, collaborated with the National Lung Cancer Roundtable in November to have healthcare and imaging facilities open on the second Saturday for low-dose CE lung screenings and offer screening activities that month.
- Served 5,455 callers providing 13,315 services through our free 24/7 National Cancer Information Center.
- Provided 21,688 free night stays to 1,472 guests at Hope Lodge communities.
- Provided 5,433 free rides to treatment for 560 cancer survivors.
- Awarded \$682,000 in area grants for cancer patient transportation and lodging.

In 2023, the **Greater Philadelphia Area** raised more than **\$8.4M** to fund our mission to improve the lives of people with cancer and their families.



Funded over **\$31.4M** of cutting-edge cancer research at prestigious facilities in the Greater Philadelphia area.



"Hope Lodge is more than just a room, more than just a space for me to stay. It was, and it still is, relief to my heart and to my soul."

Hilda
Cancer Survivor



Awarded **\$682K** in area transportation and lodging grants for cancer patients.



21,688 free nights provided to **1,472** guests through our Hope Lodge program, saving guests an estimated **\$3.2M** in lodging costs.



"ACS has a long track record of funding young investigators who bring the most promising new ideas in cancer research forward to help save more lives from cancer."

Stuart Martin, PhD
ACS Research Grantee and Chair,
DC/Baltimore Advisory Board





Your Partnership Saves Lives

The End of Cancer Begins With Research

We envision a future where our children no longer live with the threat of cancer and where everyone has a fair and just opportunity to prevent, find, treat, and survive this disease. By supporting Bike-A-Thon, you help ensure the American Cancer Society can continue fighting.

Together, we can help fund the future of cancer research and programs for our loved ones today – and for the next generation.



The American Cancer Society supports scientists at pivotal points in their career to ensure a future of **groundbreaking research**. Our research program has played a role in many of the advances that save lives from cancer today.

The American Cancer Society currently invests more than **\$430 million** in cancer research grants.



We're the primary private nonprofit funder of cancer research, investing more than \$5 billion in cancer research since 1946. The **death rate from cancer dropped by 33% from 1991, averting 4.1 million deaths.**



Cancer care is one of the vast inequities communities of color face. Example: Black women develop breast cancer at similar rates as white women yet have a 41% higher risk of dying from it. Our commitment to **health equity** includes a **\$49 million investment** in research to help understand these types of cancer inequities and create strategies for overcoming them.

BIKE-A-THON
BRIDGE TO THE BEACH



1.800.227.2345

MATCHING GIFTS SECTION

This section of the fundraising guide has resources on how donors can multiply their gift through their employer!

Tip: Make sure to ask each donor if their company has a matching gift program before they donate to your page!

Matching Gifts



Every cancer. Every life.


The American Cancer Society (ACS) is working to end cancer as we know it, for everyone. To make the most impact, we need the support of our community to help us continue investing in breakthrough research and supporting people with cancer by arranging free rides to cancer treatment, providing lodging near hospitals, and operating our live 24/7 cancer helpline.


What is a traditional matching gift?

Thousands of companies have a matching gift program, which means they may match donations made by their employees to nonprofits like the American Cancer Society.

These matching donations come from the company and can directly benefit your fundraising efforts.

33%↓ US cancer death rate dropped 33% from 1991-2020.

 **More than 3.3 million people** facing cancer have been served through ACS since 2009.

 We have invested more than **\$5 billion** in research since 1946.

Where can I find out if my employer has a matching gift program?

Not sure if your employer has an eligible matching gift program? You can search for your employer on our [matching gift website](#).

If your company is eligible, you can follow the instructions on how to request a matching gift from your employer. We'll take it from there!

To ensure your matching gift is for the correct organization, use the ACS EIN: 13-1788491

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to matchinggifts@cancer.org.

See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation

If you have any questions about how to submit or track a matching gift, please reach out to Philadelphia.bike@cancer.org

Unique Matching Gift Fundraising Opportunities

See if your company will match your one-time fundraising.

- Companies may not have a traditional matching gift program, but they may consider a one-time match to your fundraiser!
- Use a fundraiser you already have planned (garage sale, bake sale, etc.), and ask a company to support it by committing to match all funds raised for that fundraiser.

Ask your company to match donations others have made toward your fundraising efforts.

- Invite your company to help you double their impact by matching donations made to your fundraising efforts.

This can be a fundraising challenge for a set time or for your fundraising total.

- Example: “Let’s double the impact on cancer! Company X has committed to matching all donations made to my fundraising page on my birthday from 12 a.m.-11:59 p.m.!”
 - If your company only wishes to match a certain amount, you can add “up to \$X,XXX amount.”
 - Don’t forget to ask your donors if they work for a company with a traditional matching gift program.

If a company is interested in supporting your fundraising via a match, please reach out to your staff partner for any necessary brand guidelines and agreements.

Benefits of Matching Gifts

1 IN 3

DONORS INDICATE THEY WOULD GIVE A LARGER GIFT IF MATCHING IS APPLIED TO THEIR DONATION.

Source: The Big-Give Research Initiative

65%

OF FORTUNE 500 COMPANIES OFFER MATCHING GIFT PROGRAMS.

Source: Double the Donation’s Review of Fortune 500 Companies’ Employee Giving Programs

84%

OF SURVEY PARTICIPANTS SAY THEY’RE MORE LIKELY TO DONATE IF A MATCH IS OFFERED.

Source: The Big-Give Research Initiative

If you have any questions about how to submit or track a matching gift, please reach out to Philadelphia.bike@cancer.org

FUNDRAISING SECTION

This section of the fundraising guide has fundraising worksheets for you to print off and use to raise money!

Tip: Some of these you'll want multiple copies of so don't be shy and get out there!



Every cancer. Every life.®

Your donation improves lives.

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



\$10

can help people find hope and support online through our **Cancer Survivors Network™**.



\$10

could help put **free cancer education** in the hands of those who need guidance.



\$25

can help people facing breast cancer connect with trained survivors through our **Reach To Recovery®** program.



\$30

could help 1 person find **free answers** and much-needed support through our **24-hour helpline**.



\$50

can help provide **1 free ride** to treatment through our **Road To Recovery®** program.



\$70

can help provide **1 free night's stay** at a Hope Lodge® community for people with cancer and their caregivers.

Donate today.

cancer.org | 1.800.227.2345

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Every cancer. Every life.®






Give with confidence.

81% of our expenses go directly toward funding our mission to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

The American Cancer Society is proud to hold top ratings from Charity Navigator, the Better Business Bureau Wise Giving Alliance, and Candid. High ratings from these widely recognized and respected charity rating and watchdog groups demonstrate our continuing commitment to accountability, transparency, and ethical practices.

You can give with confidence, knowing that we have been independently evaluated for effectively stewarding donations.



-  Patient Support Discover
-  Policy Advocacy Management
-  and general
-  Fundraising
- 

Donate today.

cancer.org | 1.800.227.2345

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4 STEP FUNDRAISING SECTION

This section of the fundraising guide breaks down each step of the fundraising process so you can create a plan for success!

Tip: Make notes during each step on the printouts provided!

FOUR STEP FUNDRAISING

Now that you have joined Bike-A-Thon, it's time to start spreading the word! It's also time to come up with your plan of attack for your fundraising strategy. You may be a little worried about meeting your fundraising goal, but we've come up with a Four Step Fundraising Plan to help you!

PREP. ASK. REMIND. GIVE THANKS.

STEP 1 | PREP

Before you dive head first into making the ask, we recommend that you identify your audience and outline your story.

IDENTIFYING YOUR AUDIENCE

When you commit to a fundraising event, you need to THINK BIG about who you know. From the moment you signed up, the whole world has become your audience. We have created a helpful document for you to brainstorm "Who Do I Know" *see the Print Off Section).

Don't be afraid to ask people! You may be thinking, "That person won't donate to me" but how do you know? Have you asked yet? Probably not! You don't know the answer unless YOU ASK! You may also think, "I barely talk to that person anymore. I feel awkward asking." Don't! You never know if the person has been personally affected by cancer. We have some helpful sample emails for you to use for situations like this.

Before moving onto to perfect your story... PAUSE and start brainstorming. DO NOT SKIP THIS STEP! Now go print off the "Who Do I Know" worksheet , grab a pencil, and start brainstorming!

PERFECTING YOUR STORY

Now that you've completed your "Who Do I Know" worksheet, it is time to outline your story to tell your future donors. To help you perfect your story, answer the questions on the "Perfecting My Story" page.

1. **What does ACS Bike-A-Thon mean to you?**
2. **Why did I sign up to ride ACS Bike-A-Thon?**
3. **What are my goals this year?**
4. **How has cancer impacted my life?**
5. **Why do I believe it's important to fight for a world without cancer?**
6. **If I had a donor tell me their donation wouldn't make a difference, what would I tell them?**
7. **Where does the money go once donated to the American Cancer Society?**

FOUR STEP FUNDRAISING

STEP 2 | ASK

Now that you have your “Who Do I Know” worksheet completed and your story is finalized, it’s now time to focus on MAKING THE ASK. Over the years, we have found that most successful fundraisers have some simple thing in common: they ask as many people as they can for their support, in a very personal and meaningful way.

Tip: Don’t procrastinate– from the time you sign up – it’s time to start telling the world what you’re doing and reaching out to all those potential donors!

IT’S TIME TO MAKE THE ASK!

1. On your “Who Do I Know” worksheet identify each individual and how you’re going to reach out to them using abbreviations:
2. Email – EM
 - Mail – M
 - Facebook Message – FM
 - Call – C
3. Creating an email and/or letter. When you sit down to start this process make sure that you address the topics from the “Perfecting your story” worksheet.
4. Whether or not it’s your first time fundraising, you are MAKING A DIFFERENCE! See the Sample Section in this Fundraising Guide to help you succeed in MAKING YOUR ASK!
5. Once you’ve completed your first draft ask a co-worker, friend and family member to review it.
TIP: Make sure your email/letter on a word or google document first and save it, so you can copy and past it as needed.

5. Think about how you can enhance this initial letter to create several communications (both email and print). We recommend sending at least four written communications to your donors throughout the year using this format:
 - Announce that you are participating in the ACS Bike-A-Thon and share your story. Share why this cause is important to you and make your first ask.
 - After training rides, share details about how your experience has been so far and include some photos. This is a great opportunity to thank everyone who has supported you and give a little reminder to those who haven’t yet.

FOUR STEP FUNDRAISING

STEP 2 | ASK (cont.)

- Share an update on your training and progress of your goal. This is also a great time to thank everyone who has already donated and offer a gentle reminder to those who haven't yet done so.
- After ride day, we will share how much the ACS Bike-A-Thon raised. Share this exciting news with all your donors and remind them that it wouldn't have been possible without them! Also, share your experience with them and how this event made you feel. Don't forget to include some event photos!

DO YOU HAVE YOUR 30 SECOND ELEVATOR SPEECH READY TO GO WHEN YOU ARE TALKING TO POTENTIAL DONORS? IF NOT, WE'VE GOT YOU COVERED!

Example One:

“Donors support riders (like myself) by donating to the American Cancer Society’s mission to help those fighting cancer and support cutting edge research to end cancer as we know it, for everyone. I will be riding 66 (or however many miles) from the Ben Franklin Bridge down to the Jersey shore to raise money to support cancer patients and their families. You should check out acsbike.org to find out more information about Bike-A-Thon and ways to support. While on the site, you can register to ride or donate to my fundraising campaign...”

Example Two:

“I’m riding the ACS Bike-A-Thon this June and would love your support! I’m riding <insert ride distance> in support of the American Cancer Society! Funds raised can help support the Hope Lodges, which is a free residential hospitality house where cancer patients can stay when traveling for treatment. My goal is to raise \$XXX to help support this program as well as other programs and services provided by ACS; will you help support me and the American Cancer Society by making a donation? You can donate online by going to my fundraising page. *Here is the link:*”

Example Three:

“Have you heard of the ACS Bike-A-Thon? It is a community of cyclists who ride to benefit the American Cancer Society. I’m committing to ride the <insert ride distance> at Bike-A-Thon and dedicating my time to fundraise for the American Cancer Society in hopes to help them end cancer as we know it, for everyone. If you’re interested in riding with us or donating, visit our team *link here* to learn more about Bike-A-Thon and how to get involved.”

FOUR STEP FUNDRAISING

STEP 3 | REMIND

Over the years of fundraising for cancer, we've heard how participants will make an ask and their contacts will respond back with, "I'll do it later this week," or "I'll give you money next time I see you" or "I'd love to support you. I'll donate!", but they forget to follow through. We've all seen this! Trust us! This is why we've added in the REMINDER STEP to help sending reminders out to those certain individuals. We suggest sending a final reminder 10-14 days before ride day. By adding in the number of days until the ACS Bike-A-Thon, it will add a sense of urgency to your reminder and will let you share your story one last time. See the example in the Print Off Section.

*Tip: Do not over think the reminder email. Just spice up the opening paragraph a bit. Type out how many days left until Bike-A-Thon and make sure to **BOLD** it!*

STEP 4 | GIVE THANKS

WOOHOO! CONGRATULATIONS! YOU DID IT!

Now it's time to **thank your donors**! Even though this may be the most time-consuming part, it's the MOST IMPORTANT PART of the fundraising process. Taking time to give a heartfelt and gracious THANK YOU means the world to people. We have a couple ideas to share with you on how to GIVE THANKS to your donors:

1. Make personalized postcards with a hand written thank you to mail out.
2. Buy generic thank you cards from the store, then write your thank you and mail it out.
3. Send a thank you email (BONUS – Include some photos)!
4. Make a personalized thank you video that can be posted on social media.

WORKSHEET SECTION

This section of the fundraising guide has worksheets that are designed to help and support your fundraising efforts.

Tip: Block off 30 minutes (or more) in your schedule to dedicate to this task. Use a pencil. Turn off all distractions around you.

TELLING MY STORY

**WHAT DOES
BIKE-A-THON
MEAN TO ME?**

**WHY DID I SIGN UP
TO PARTICIPATE IN
BIKE-A-THON?**

**HOW HAS CANCER IMPACTED MY LIFE? WHY DO I BELIEVE IT'S
IMPORTANT TO END CANCER AS WE KNOW IT, FOR EVERYONE?**

**WHO AM I
RIDING FOR?**

**WHAT ARE MY
GOALS THIS YEAR?**



Facebook Fundraiser

Makes Raising Money to Attack Cancer Easier Than Ever

IDEA! What about donating your special day to help fight cancer? Turn a milestone – think birthday, anniversary, or even “cancerversary” – into a day that helps others, by asking for donations instead of gifts or cards.

Whether you’re celebrating something special, or just wanting to make a difference fast, Facebook Fundraiser simplifies and supercharges your fundraising for the American Cancer Society movement. You can inspire your social network to donate by sharing why you’re dedicated to the fight against cancer.

Here’s how in 4 easy steps.

1 Sign in to your event fundraising

From Your Dashboard:

- Sign in
- Select CONTINUE WITH FACEBOOK

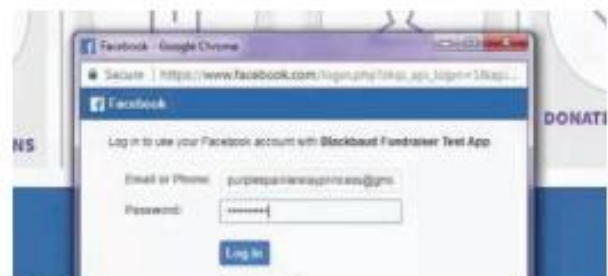
From Your Phone:

- Open FUNdraising app
- Tap FUNdraise at the bottom of the screens
- Select CONTINUE WITH FACEBOOK



2 Log In to Facebook

Grant permission to link to your event dashboard.



3 Click GO TO FACEBOOK FUNDRAISER



4 Invite friends to donate, and track your progress.



Want to learn more and see a demo? Watch this video: youtube.com/watch?v=3RitK8sLOdQ

Additional Information

What do I need to do to get started?

Once you sign up on your fundraising page, you can connect it to Facebook Fundraiser right through your dashboard.



What if I have already created a fundraiser on Facebook?

If your Facebook Fundraiser isn't already connected to your dashboard, please close that fundraiser, and connect your fundraising page by logging into the dashboard and creating a new Facebook Fundraiser.

If you've already raised funds through Facebook without connecting to your dashboard, contact your staff partner to help you ensure all your funds are accounted for.

How do I know if my Facebook Fundraiser is connected to my dashboard?

If your Facebook Fundraiser is successfully connected to your dashboard, you will see a link telling you Your Fundraiser is Connected to Facebook.



Can I go directly to Facebook to create my Facebook Fundraiser?

No, you must log in to your dashboard to create and connect your fundraiser to Facebook.

Will my event get credit for funds raised through Facebook Fundraisers?

Yes, if you create a Facebook Fundraiser through your dashboard, your event automatically gets credit.

How will these donations appear on my website?

Donations received through Facebook Fundraiser will come through as an online donation, just like any other donation received through the event website.

How will these donations show up on my fundraising page's honor roll?

Donations will appear with the recognition names from your Facebook Fundraiser.

What does my Facebook Fundraiser look like when I connect to my dashboard?

You'll see a photo, and your personal page story. Once you create your fundraiser you can customize your photo and story. Remember, sharing your own story of why you fight will go a long way in helping people decide to donate to your cause!

Will my fundraising totals (and progress toward my goal) increase as I receive donations on my personal page and Facebook Fundraiser?

Yes! Both your personal page and Facebook Fundraiser will display totals of all donations.

How does a Facebook Fundraiser close?

The Facebook Fundraiser closes anytime you choose, or whenever the event website closes.

How do donors get a receipt?

Donors will receive an on-screen thank-you and an email receipt from Facebook. Donors can always view their payment history in Facebook.

What if a donor needs a refund?

The donor should contact Facebook to issue a refund, or they can contact the American Cancer Society at 1-800-227-2345.

If you'd like additional help from Facebook, please visit www.facebook.com/help/contact/162031714239823

Thanks for leading the fight against cancer – through your Facebook Fundraiser!



American Cancer Society

FUNdraising App - Venmo



Participants can now request a donation through Venmo!

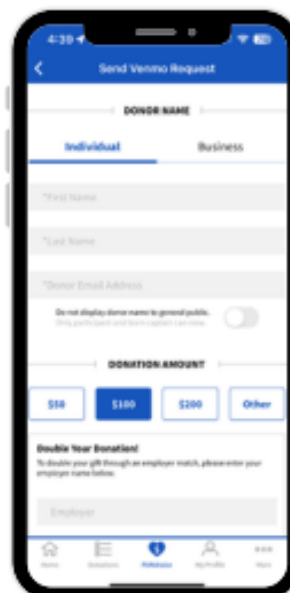
Participant chooses to request payment through Venmo.



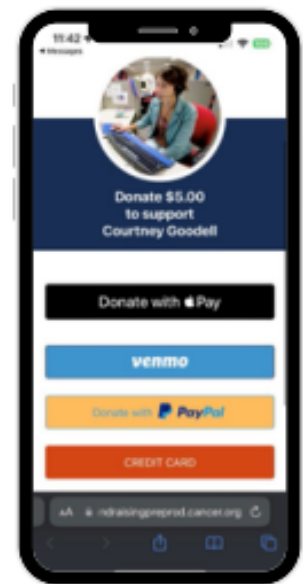
Participant chooses how to send link to donor



Participant enters donor details



Page donor receives to complete their donation.



Every cancer. Every life.™

Need help? 1.888.277.5552 | cancer.org/app

FUNDRAISING SECTION

This section of the fundraising guide has fundraising worksheets for you to print off and use to raise money!

Tip: Some of these you'll want multiple copies of so don't be shy and get out there!

RAISE \$200 IN 4 DAYS



RAISING \$200 IS EASIER THAN YOU THINK if you break it down into smaller donations. Everyone knows someone affected by cancer. Ask everyone you know. You may be surprised at the number of people willing to support you.

DAYS	ACTIVITY	TOTAL	COMPLETE
Day 1	Sponsor yourself for \$25 – did you know participants who make self-donations raise 4-7x more?!	\$25	<input type="text"/>
Day 2	Ask 3 family members to donate \$25	\$75	<input type="text"/>
Day 3	Ask 4 friends to contribute \$20	\$80	<input type="text"/>
Day 4	Ask 2 co-workers to contribute \$10	\$20	<input type="text"/>



CONGRATULATIONS!
YOU RAISED \$200!

BIKE-ATHON
BRIDGE TO THE BEACH

American
Cancer
Society

DETERMINATION

Team Determination



Race Date _____

Race Name: _____

Please select a box, donate, and sign your name!

cancer.org | 1.800.227.2345

First \$5!	\$20 for a future with less cancer.	\$5 to help buy a wig.	\$5 for:	\$10 for my first grandchild.	I'll donate the cost of a coffee = \$5.	\$10 to "Save the Boobies!"	\$5 for:	\$10 for my parents.	\$5 to help people quit smoking.	\$5 for sun safety.
\$10 for:	\$5 to fight breast cancer.	Sure, here's \$20!		\$5 <i>just because.</i>	\$10 to fight leukemia!	\$10 because I'm proud of you.	\$5 for:	\$5 for someone fighting cancer.		
\$15 in memory of:	Sure, here's \$15!	\$10 for:	\$5 for my aunt.	\$5 for my dad.	\$10 in honor of Mom.	\$5 for:	\$5 for my sister.	\$15 to encourage a healthy lifestyle.	\$5 for my dad.	Curing cancer is worth \$25 to me!
Sure, here's a \$20!	\$10 for:	\$15 for:	Here's \$5. Thanks for fighting!	\$10 for:	\$15 so my grandchildren won't worry about cancer.			\$10 for:		
\$15 because I believe in you!	\$10 to Fight the Fight!	\$25 in honor of:	\$25 for cancer prevention education.	\$10 to fight pancreatic cancer.	\$5 for my brother.			\$10 to END lung cancer.	Continuing research is worth \$5 to me.	I'll Finish the Fight! \$10

Thank you for supporting my fundraising efforts and the American Cancer Society!

Team Name _____

Team Member Name _____

EXAMPLES SECTION

This section of the fundraising guide has examples to get your wheels turning on writing letters to your soon to be donors. You can change, add and delete anything you'd like from these samples.

Tip: Make it sound like you!

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

EXAMPLE 1: Donation request to friends and family

Subject: Please support me with the American Cancer Society's Bike-A-Thon!

Dear [insert name],

In the month of June, I will be riding the ACS Bike-A-Thon, which will be a **66 (insert BAT miles)** mile journey from Philadelphia across the Ben Franklin Bridge to the Jersey Shore. This ride will be the most meaningful one yet – as I am riding to raise awareness and fundraise for the American Cancer Society.

You might have heard that I'm fundraising to [insert reason why you're fundraising]. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm truly excited to be part of this team and I'd like to humbly ask for your support. My goal is to fundraise **\$[insert dollar amount]** for the American Cancer Society. You can help me achieve this with a gift of any amount.

To donate, simply click the link to my team fundraising page below:
[Insert link to fundraising team] If you would rather donate by check, please make a check payable to the American Cancer Society and be sure to include my name and Bike-A-Thon in the memo line. Checks can be mailed to the PO Box address listed below:

American Cancer Society
ATTN: Bike-A-Thon, DRW64U
PO Box 970
Fort Washington, PA 19034

It would also mean a lot if you could share my team fundraising link on social media. The more exposure I get, the faster I will reach my fundraising goal. I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

Yours in the fight against cancer,

[Your name]

EXAMPLE 2: Time-sensitive donation request to friends and family

Subject: Only [insert days] to help me reach my fundraising goal

Dear [insert name],

I only have [number] days to reach my fundraising goal for the American Cancer Society's Bike-A-Thon.

Cancer has touched us all in some way. In fact, 1 in 3 people are diagnosed with cancer in their lifetime. Together we will end cancer for everyone, as we know it.

On a personal note, I am riding the ACS Bike-A-Thon to honor _____, **who has survived/was taken by cancer/is currently battling this disease**. With your help and support, I know I can reach my goal of crossing the finish line and creating a world with more survivors! I will continue to be reminded during my ride of what (**insert honoree's name**) has been through and that this ride is minimal compared to that. **[insert photo of honoree]**

I hope my efforts makes a difference in fighting a disease that has affected (insert honoree) and so many others, but I cannot do this alone. Though this sounds extra challenging, my determination to fight cancer and fundraise every mile will keep me going.

Please consider supporting me in this effort by making a tax deductible donation to the American Cancer Society. Every dollar counts! You can donate online to my fundraising page here **[insert fundraising link]** or mail a check (with my name and ACS Bike-A-Thon in the memo) to the PO Box address listed below:

American Cancer Society
ATTN: Bike-A-Thon, DRW64U
PO Box 970
Fort Washington, PA 19034

I appreciate all of your support! I wouldn't be able to accomplish [fundraising goal] without your help.

With gratitude and appreciation,

[Your name]

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

EXAMPLE 3: Thank You

Subject - [Add Powerful Subject Line]

Dear [Name],

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for the American Cancer Society (ACS).

With your help, I have raised [\$X] towards the ACS mission. I encourage you to follow Bike-A-Thon and ACS on Facebook and Instagram to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

SOCIAL MEDIA EXAMPLES

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your team fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Facebook Example

"I'm raising money for the American Cancer Society by riding the ACS Bike-A-Thon. I've raised [amount] so far, but I still need [amount] to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts?"

Please feel free to share this post and encourage your own friends to support the mission of the American Cancer Society.

Thank you in advance for your generosity! [insert relevant #hashtag, URL, and photo]"




Instagram Example

"I'm raising money for the American Cancer Society by riding the ACS Bike-A-Thon and I need your help! Even a small donation would assist me in reaching my goal of [amount]. With a donation of [amount], you'll be helping the American Cancer Society and their vision to end cancer as we know it, for everyone. Read more about my campaign and make a donation by clicking the link in my profile! [insert relevant #hashtag]"

***Unfortunately, if you place a link in the description of your Instagram photos, your followers won't be able to click on it. Make sure you include the link in your bio so that supporters have access to your campaign!*

SOCIAL MEDIA BEST PRACTICES

Check out the table below for best practices when sharing your participation across all social media channels.

Channel	Optimal Media Type	Optimal Copy Length	Optimal Image size	Best For
	<ul style="list-style-type: none"> • Video • Photos 	Under 120 characters	1:1	Telling personal stories of impact. Share why you're riding Bike-A-Thon with family and friends.
	<ul style="list-style-type: none"> • Photos • Short Videos 	Under 150 characters	1:1	Photography from events, real-time moments. Share a picture of your activity.
	<ul style="list-style-type: none"> • Links to articles • Photos 	Under 100 characters	1:1	Sharing news about your business, corporate partners, announcements, etc. Share why you're supporting ACS with your connections.

<p>Tag us in any content you post:</p> <ul style="list-style-type: none"> • Instagram/Instagram Stories: @phillybike @ACSDNation • Facebook: @Phillybike <p>Always tag us and use our hashtags!</p>	<p>Use our hashtags across all channels:</p> <ul style="list-style-type: none"> • #BikeAThon • #WhyBAT • #acsdnation • #everycancereverylife
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FUNDRAISING DATABASE

This section of the fundraising guide has a variety to ways to raise money with different levels of ease.

Tip: Select a few ideas that resonates with your intended audience.



A TO Z OF FUNDRAISING

A

Anti-Complaint Day – Charge co-workers \$1 for each time they complain about something.

Art Sales – This fundraiser is perfect for youth teams, as students produce creative works of art and host a show where parents, family, and friends can buy their completed masterpieces.

Ask Everyone You Meet – Download the FUNdraising App so that when you talk to people about Bike-A-Thon, you can ask them to donate right there on your mobile phone.

Assembly – Offer a “Some Assembly Required” service during the holidays, putting together toys and other items in exchange for a donation.

Auctions of All Kinds – Talk to your employer about auctioning off a prime parking space or a half or whole day off from work. Or consider auctioning off a picnic lunch, afternoon desserts, homemade dinners, local artwork, or other creative and fun items.

B

Babysitter Service – Babysitters are always a commodity!

Bagel Sales – Talk to a local vendor and ask them for a discount on bagels if you buy a few dozen each Friday. Take them to work and collect donations for them. This concept is also good for soft pretzels and donuts.

Bake Sale – Get friends/colleagues to bake up some goodies and collect donations at the office or at sports games or other events. Don’t forget to use the FUNdraising App to easily accept credit cards and scan checks.

A “NO-Bake Sale” – Co-workers are often happy to pay for goodies so they don’t have to bake them.

Balloon Day – This is great for students. Collect donations for Bike-A-Thon balloons with a message attached for \$2 each. Students take orders in advance and then deliver the balloons and messages. What a great idea for Valentine’s Day! You could also do this with flowers with messages attached.

Barbecue Lunches – Prepare barbecue lunches for donations. Charge extra for delivery.

B-I-N-G-O – Bingo games. Don’t forget to ask participants to donate their winnings!

Birthday Celebration – Help save lives from cancer by asking people not to purchase cards or gifts for your birthday, but to donate to your DetermiNation team instead.

Block Party – Host a neighborhood block party. Collect donations for food and admission.

Book Sale – Encourage co-workers, family, and friends to dust off their bookshelves and contribute to a book sale.

Boss for the Day – Allow people to bid on being boss for the day. Highest bid wins!

Bounce-A-Thon – Have local elementary school students take home a collection envelope and collect pledges for bouncing a basketball for one hour. Each class in the school takes turns gathering in the school’s front hall throughout the day to bounce their basketballs.

Bouquet of Flowers – Ask a local florist to donate one bouquet of flowers for January, February, and March; then have colleagues donate for a chance to win some springtime for their desk.

Bowling Chance – One dollar gives you the chance to throw two balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. Team to solicit a nice prize for the drawing.

Bowl Away or Strike Out Cancer – Plan a bowling event that can be held annually and is more than your average night at the lanes. Each team that collects donations for tickets to the event gets a credit back to their fundraising. Coordinate two bowling heats and schedule them on a day that doesn’t interfere with scheduled league play. The cost is \$10 per heat for adults and \$5 for kids. Volunteers could also focus on getting lane sponsors at \$25 per lane.

Breakfast Treat Day – Bring in healthy treats (like fruit and yogurt) for a Monday morning meeting, and encourage donations in exchange for the treats. Offer desk-side delivery for pre-orders.

Brown Bag Lunch Day – Everyone brings in their own lunch and donates the money they would have spent eating out to your Bike-A-Thon fund.

Bus Tours – Arrange for a bus trip to a fun destination, such as New York City or Atlantic City. Your team collects donations for the tickets and gets a portion of the ticket price. The tour company handles the rest.

C

Carpool for fun and profit! – Ride together and donate your gas/toll money. It’s good for the environment, too!

Car Wash – During the business day, wash cars for customers and employees alike.

Car Window Washes – Ask a local fast-food restaurant if your team can wash their customers’ car windows in the drive-through line.

Casino Day – Hold a casino day where the players gamble for play money which they can use to buy items donated by local businesses.

Celebrity Waiter – Celebrities are asked to seek donations for 10 dinner tickets and then serve as the waiter for their table of guests. Guests are encouraged to “tip” their waiter, as tips are the primary way funds are raised at the event.

Challenge another team to raise more than you – Challenge friends and family to out-donate one another. If your sister gave \$25, challenge your brother to give \$30, etc. See if a local radio station will promote your challenge on the air.

Change: “A Little Change Makes a Lot of Cents” – Bank and credit union teams can post this message at the teller line: “Donate the ‘cents’ from your deposit to (name of team) and support the fight against cancer.”

Change Jar – Keep a change jar in high-traffic areas at work.

Chari-tea – Invite your friends to a tea party, and encourage them to wear their finest hats. Ask for a suggested donation from your guests, and ask each team member to provide a component of the tea (finger sandwiches, biscuits, exotic teas, etc.). To add awareness to your fundraising event, ask a survivor to share his or her story.

Characters/Mascots for a Cause – For a suggested \$25 donation, guests at this event will receive a meal (could be breakfast, lunch, or dinner), an autograph book, and an opportunity to take photos with their favorite characters/mascots.

A HOT-HOT-HOT Chili Cookoff! – Invite colleagues at work to participate in this challenge. Ask other colleagues to make donations for a chili lunch and have them select a winner.

Cleaning Service – Provide a housecleaning, attic, basement, or garage cleaning service.

Coin Cans at Sporting Events – Place Bike-A-Thon coin cans at sporting events to collect donations. Have the event announcer promote your efforts during the event to boost collections.

Coin Rolling – Save all your extra change and then roll your coins once a month. You’d be surprised how much money you’ll have!

Coin Toss – Ask a local mall if you can collect all the coins tossed in their fountain for a designated time period. Be sure to post signs stating that the coins will be donated to the American Cancer Society DetermiNation event.

Comedy Club – Ask a local comedy club to host an evening in support of the Bike-A-Thon event. Invite all teams to sell tickets. For instance, if a team collects donations for 10 tickets at \$10 each, they’ve just raised \$100 for the American Cancer Society.

Cookbooks – Collect recipes from employees for a cookbook. You can have them published for as low as \$2 each and ask for suggested donations of \$7-8.

Craft Fairs – Have your team sell crafts or artwork at a local festival.

Crafts – In a holiday mood? Craft tree ornaments or other homemade treasures and collect donations for them!

D

Dance for Cures – Students can hold a school dance with admission fees donated to the American Cancer Society. Pick a theme – sock hop, beach party, disco, square dance, dance for senior citizens, etc.

Day Spa – Provide haircuts, manicures, and massages in exchange for donations.

Decorating Service – Provide a holiday decorating service – for a donation, of course! Dedicate your personal efforts to someone who has been touched by cancer or in honor of someone who has passed away from the disease. Promote your services in a mailing to friends, relatives, co-workers, doctor/dentist, hairdresser, church or service club members, Christmas or Hanukkah card list, etc.

Deliver Flyers – Offer to have your team deliver promotional inserts for a local business for one or two weeks. In Washington state, the phone company paid a high school team \$2,500 to distribute the new phone books in their community.

Deliver Meals – Have a meal day where your team will cook and deliver breakfast, lunch, or dinner to local businesses. Fax them a few days ahead of time with the menu, costs, and how to order.

Dime Fundraiser – Bring some empty water bottles to work and collect dimes from your colleagues. You can raise \$100 by filling just one water bottle, so if 10 people fill 10 bottles, you’ve raised \$1,000!

Dinners – Coordinate a spaghetti dinner or other gourmet feast and collect donations from attendees.

Drawings – Coordinate a drawing for a donated item from a local business (dinner for two, movie tickets, etc.).

Dress Casual Day – Check with your employer about hosting a dress-down day. Employees who donate to your Bike-A-Thon team will be allowed to dress casual on a specified work day.

Duck Race – Collect donations to enter a rubber duckie in a “race” down a local stream or river, with the owner of the winning duck receiving a donated prize (movie tickets, gift certificates, etc.).

Dunking Booth – Set up a dunking booth at a local community event, and recruit local celebrities to sit in the booth. People can also pay a “dunking fee” to have someone else sit in the booth!

E

Email – The number one reason people give for not donating is because they aren’t asked ... so ask! You can use one of our template messages or write your own. Ask your friends, family, colleagues, etc., and challenge each person to raise more than the others.

Envelopes at Restaurant Tables – If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, “Please help save lives from cancer. Support our American Cancer Society Bike-A-Thon event.”

Environmental Cleanup – Do some good for your community and assemble a team to clean up a local park, forest, or river. Ask local businesses or residents to sponsor your cleanup team.

Errand Service – Offer to run errands for people who need help getting everything done!

F

Face Painting – Set up a booth at a local community event. Kids love it!

Flowers and Plants – Collect donations for pretty houseplants or bouquets from your garden, and watch your donations blossom.

Fruit Baskets – Ask local stores to donate fruit, baskets, and cellophane. Have your team collect donations for the baskets in advance (suggest \$20 per basket). Hold a basket assembly party and have team members deliver the baskets they sold.

Fry Day Friday – Ask a local fast-food restaurant to donate a dime from every order of fries sold every Friday for a specified amount of time.

FUNdraising App – Send emails, track your progress, and share your efforts on social media from anywhere at any time. You can also easily and securely collect debit/credit card and check donations to support your fundraising efforts. The app is great for car washes, bake sales, or any of your fundraising activities! It is available to all registered DetermiNation participants.

G

Garage Sales – Clean out your attic, garage, and basement, and host a garage sale to raise money for your team.

Gift Shopping Service – Offer your team members as personal shoppers for people who are pressed for time.

Gift Wrapping – Ask a local mall or store if your team can set up a gift-wrapping station. Have wrapping paper, ribbon and other supplies donated.

Golf Tournament – Work with your local golf course to host a golf scramble. This is a great way to network with members of the community in a completely new way! Recruit a group of volunteers to plan the event and secure donated prizes and awards by reaching out to community businesses.

H

Haunted House – Organize a haunted house and charge admission. Don't forget the hayride and apple cider.

Helper for a Day – Shovel snow, rake leaves, or mow your co-worker's/neighbor's lawn, and donate your "fee" to your DetermiNation team.

Home Parties – Host a jewelry, kitchen, candle, clothing, or home decorations party and donate the profits to your DetermiNation team.

Hole-in-One – Set up a portable putting green in your office and let your colleagues try to put one in for a donation. Have prizes for anyone who gets a hole-in-one!

Host a Sports Game Party – Invite guests to come watch the big game and ask for donations for your Bike-A-Thon team. Whether it's the basketball playoffs, Indy 500, or Masters final round, all you need is a large-screen TV and an exciting event to watch!

I

Ice Cream Social – Set up an old-fashioned ice cream parlor and soda fountain, offering refreshing summer treats for a donation to your team.

Ice Plunge – Teams come together on a set date in the winter and jump into a chilly body of water. You can incorporate other fundraising components into this event, such as a silent auction, raffle (if permissible in your state), costume contest, mission moment, and awards ceremony.

J

Jail & Bail – For a donation, employees can have a colleague “arrested.” The arrested employee must post bail for an additional donation, or a bounty can be placed on the arrested employee’s head. They will be held until the entire bounty is raised. Bounties can run \$100+ per inmate.

Jewelry Sale – Work with a wholesale company to sell jewelry, with your team receiving a percentage of the sales. Or have your team members donate jewelry they don’t wear anymore, ask a jeweler to clean it up for you, then hold a sale.

K

Kiss the Pig – Select three to five well-known and well-liked employees or community leaders. Have the employees/community choose the individual they would like to see kiss a pig by dropping donations in jars. The contestant with the most money in their jar must kiss the pig!

Knit to Save Lives – Use your knitting or crochet skills to make simple items like coffee cup cozies, scarves, or hats and offer them for a donation to your Bike-A-Thon team.

Knock Out Cancer – Ask your employer if you can set up a punching bag in your office lobby or cafeteria, and for a donation let staff take out their aggressions on cancer.

L

Lawn Service – While you are mowing your lawn, ask to mow someone else’s for a donation to your team.

Letters – Write letters to friends and business associates, thanking them for the specific amount they gave you last year and asking for donations for this year. For a better reply rate, ask to have donations returned to you by a set date and include a self-addressed, stamped envelope.

Line Dancing – Work with a local club or hall to offer a night of line dancing lessons. Ask a DJ to donate their services and recruit someone to teach the lessons.

Loose Change Drive – Request a coin can from the American Cancer Society, or use a soup can from home, and ask everyone you know to donate their loose change. You’ll see how quickly the can fills up!

Lunch with the CEO – Auction off a lunch (or a round of golf) with the CEO or president of your company.

M

Matching Gifts – Ask your human resources or personnel department if your employer offers a matching gift program. If so, complete and submit the required form to the American Cancer Society. Your donations could be doubled!

Movies – Rent short videos (old, classic films or cartoons are great), and host a movie week during lunch hour. Charge admission and invite employees to watch while they eat their lunch.

Mustache Mania – Encourage men on your team to grow mustaches, and have people donate to the weekly winner with the most grown hair.

N

Name Bead Bonanza – Take orders and create personalized bracelets, key chains, or necklaces for a donation to your team.

NASCAR Raffle – Collect a variety of NASCAR promotional items (an autographed item from a driver would be ideal, if you can get one), and hold a raffle.

O

October Festival – Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your decor. For the main attractions, consider a pumpkin-carving or scarecrow-decorating contest, apple bobbing, face painting, or a bake sale.

Odd Jobs – Call your neighbors and offer to do some odd jobs, such as cleaning out rain gutters, shoveling snow, raking leaves, etc.

P

Pancake Breakfast – Host a breakfast with fresh, hot pancakes, and offer a variety of fillings and toppings.

Parking – Collect donations for parking spaces during major community events such as fairs, carnivals, etc. You can also provide valet parking service for a donation.

Payroll Deduction – Employees can make their own contribution by having it deducted directly from their paycheck.

Penny Jar – Popular with school teams. A clever twist on this old favorite is to have the award go to the team that raises the least amount. The teams will “sabotage” each other by putting more pennies in the other team’s jars!

Percentage of Sales – Work with a local store to host a special shopping day where a percentage of sales are donated

to your team, or designate a set time during which a percentage of sales from a specific item will benefit your efforts. You could also work with a local restaurant on a similar opportunity.

Personal Donation – Start off your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.

Pet Fashion Show – Host a pet fashion show where owners can flaunt their pet’s favorite outfits. Collect donations as an entry fee and hold a contest for the best outfit, most creative outfit, etc.

Pet Service – Offer to walk dogs or feed animals when people are traveling or working long hours for a donation to your team.

Pies – Bake delicious, homemade pies and offer them for a donation. Use fresh fruits and seasonal flavors.

Pie Toss – Have a school take orders for pies for \$5 each. The pies are then delivered to the recipient, who has the option of getting hit with the pie, buying the pie for \$5, or paying \$10 to have the pie sent back to the person who sent it to them.

Pot Luck Lunches at the Workplace – Declare every Wednesday to be “DetermiNation Potluck Day.” Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

Pretty Baby Contest – Ask employees to enter their baby pictures and have colleagues vote using donation jars. The jar with the most donations wins a donated prize. Have a sheet for people to guess who is in the pictures.

DetermiNation Prom – Hold a prom for adults. Don’t forget a photographer!

Q

Questions for Cures – One team raised money by having their boss, who was constantly being asked questions, collect \$1 donations for each question. Word spread throughout the company about what he was doing, and soon everyone started asking questions and paying up.

Quilts – Hold a raffle for a quilt made by employees themselves. Collect donations for quilt squares in honor and in memory of people touched by cancer.

R

Rec Room Bingo – Make your living room a bingo hall, and invite the neighbors. A suggested \$10 donation is needed to play. Have prizes donated for the winners.

Recycle – Collect aluminum cans and take them to a recycler. Or if you are near a bordering state that gives refunds on returnables, turn them in for cash.

Rock-N-Roll Party – Invite the neighborhood teens over for an evening of fun and music in your family room; and the other parents can pay not to have the noise at their house.

Romance – Auction off a romantic dinner. Either prepare the meal yourself or seek a donated meal from a local restaurant.

S

Shutterbug Mania – Are you a photography buff? Take candid shots around the community or schools and sell to your subjects. Or offer to take photos at a friend’s wedding.

Sign up – Sign up at acsbike.org, set up your personal fundraising page, and send emails to everyone you know asking them to join your team or donate. It’s easy!

Skate Away Cancer – Get a group together for roller-skating or skateboarding with each person making a donation to participate.

Skunk Them – Put stuffed skunks on co-workers’ desks. They need to give a donation to be “de-skunked” and make the skunk disappear.

Splash Hop – Host a swim party at your local community pool or YMCA. In the winter, hold it at an indoor pool, complete with tropical snacks and drinks.

Sponsors – Ask your neighborhood to sponsor a team. Ask businesses you regularly support to be a \$100 contributor.

Sporting Events – Ask your local semi-professional sporting team to host a Bike-A-Thon night. You can typically purchase a set number of tickets at a discounted price (or have a sponsor cover the cost) and then collect donations for full price. Additionally, these teams will often order custom Bike-A-Thon jerseys and auction them off, which can raise quite a bit of money. Incorporate recognition by inviting survivors to attend for free (their guests can purchase a ticket).

Sports Challenges – Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee and admission fee.

Students for DetermiNation – If you have connections to your community’s school – whether you work at one or are involved as a parent – consider engaging the entire school in fundraising for your DetermiNation event. Middle and high schools may be willing to implement a fundraising campaign in the months leading up to October. Host a kickoff event to help everyone learn more about DetermiNation events, and set a fundraising goal. You may even want to ask your staff partner to set up a special website. Organize fun fundraising activities such as T-shirt decorating contests, flash mob activities, bra decorating contests, planting events, and pink dress-up days. The possibilities are endless!

T

Table Tents – Ask a restaurant if you can put signs or cards on their tables asking patrons to contribute to the American Cancer Society by adding a donation to their check.

Tailgating Party – Hold a tailgate party (at the game or in your house) before the game and ask for donations.

Taste of the Town – Ask several local restaurants to donate food. Collect donations for tickets and have the restaurants set up their dishes in one local location, such as a community center. Your guests pay one price and get to sample many different foods!

Turkey Dinner – Around the holidays, organize a festive turkey dinner for your co-workers and ask that they make a donation to attend.

Turkey Drawing – Ask people to donate a dollar for a chance to win a holiday turkey.

U

Unique Boutique – Collect or make one-of-a-kind items and raise funds via a silent or live auction. This is a great idea for the holiday season.

V

Vacation Day – If you are on a team with your co-workers, ask your boss if you can offer a bonus day off for the team member who raises the most money.

Vending Machines – Coordinate with your vendor to add five cents to the cost of a snack or soft drink prior to the Determination event, with the extra nickel going to your team total.

Video Sale – How many times can you watch “Forrest Gump?” Collect donations for those old videos and CDs at work or at other events in your community.

W

Wall of Hope – Designate a display wall at work or in your community. Each donor writes their name on a card (available from the American Cancer Society) that is displayed on the wall. Create a competition between colleagues or team members to get the most cards on the wall.

Wine Tasting – As with any fundraiser – but especially with this one – the wine must be donated and all liquor liability laws must be followed.

X

Xmas/Holiday Tidings – Make fresh evergreen wreaths and yule logs to sell, adorned with festive holiday bows, berries, and pinecones.

Y

Yard Displays – Place plastic pink flamingos in the front yard of unsuspecting donors and request a donation for them to be removed. The homeowner can make an additional donation to select the yard where the flamingos are placed next and yet another donation to ensure the flamingos don’t wind up back in their yard again. Don’t forget to include an envelope for their donation.

Yard Sale – Coordinate with other teams and designate a day as “Bike-A-Thon Yard Sale Day” to increase business by sending buyers from sale to sale. Have maps printed showing locations of all the different sales.

Yoga – Work with a local yoga studio to host a special one-time class, or a weekly class, where either all or a percentage of the proceeds benefit your team.

Z

Zoot Suit Party – Hold a swing dance party and give an award for the best Zoot Suit.

Zzzz – Work with your boss to plan one day where all team members can come in a half-hour late. Each member will pay a fee to sleep in and dream of a world free from cancer.



DETERMINATION

Raise \$5,000 For The American Cancer Society

And Join the 2024 American Cancer Society Determination Pacesetter Club!

Raise a Minimum of **\$5,000** and Select One of Three Gifts



Ogio Catalyst Duffel



Men's or Women's Boyce Vest



14oz Royce Camp Mug
Set of 2

This Year's Pacesetters Will Receive:

2024 Incentive – Incentive – choice of 2024 Incentive - choice of Ogio Catalyst Duffel, Men's or Women's Boyce Vest, or 14oz Royce Camp Mug Set of 2

National-level recognition as an elite fundraiser for the Pacesetter Club

Pacesetter Communications, including newsletters, special recognition, and opportunities to spotlight your fundraising/training tips at all Determination events

Join the 2024 American Cancer Society Determination Pacesetter Club!

Rules & Regulations:

- Funds must be raised online (or through a verified offline donation) by an individual registered for one or more of the 2024 American Cancer Society Determination events.
- If a person participates in more than one American Cancer Society Determination event, all verified funds will be tallied together to count toward the \$5,000 goal. The participant must meet all minimum fundraising requirements for each event.
- Promotion period: Fundraising timelines for the 2024 event season are dictated by each individual event's open fundraising period and can be confirmed with the individual staff manager. The overall fundraising period for all events runs from September 1, 2023, through December 31, 2024.

If you have questions, please contact Shelbey Hindman, American Cancer Society Team Determination, Endurance Events, Shelbey.hindman@cancer.org.

Thank you!



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