



TEAM LEADER

GUIDE





With your

PASSION

no one with breast cancer walks alone.

The American Cancer Society has an important mission – to save lives, celebrate lives, and lead the fight for a world without cancer. Working with passionate, determined people like you is how we're going to do it. So spread the word!

We need more team leaders like yourself who can bring their energy to our Making Strides Against Breast Cancer events, raising awareness and funds to help us save lives from breast cancer.

Every year, more than one million people gather in communities across the country to celebrate survivors and remember loved ones.

You can help us bring it all together.

With every dollar you raise, you help us fund innovative research, educate people about how to reduce their risk for breast cancer or detect it early, and simply provide a hand to hold. Because of your dedication, we can make sure that no one facing breast cancer has to walk alone.

Get started. 



Signing up is as easy as saying,

I CARE.

Thanks for sharing your passion as a team leader!

Your first step on your fundraising journey is to visit MakingStridesWalk.org to find your local event and register your team.

If you're a returning participant, log in with your username and password. You may need to update your login info, but don't worry, it's easy.

If you're a new participant, click "Create Account" to establish your username and password.

Next, set up your fundraising dashboard.

Your dashboard is your fundraising control center. Getting started couldn't be easier. Add a photo or two, and write your own story to personalize your page. Then start sharing with your friends and family using the email templates in the dashboard or through social media.

The dashboard not only makes fundraising simple with links to fundraising ideas, tracking sheets, and tools for building your team, but it also helps you get ready for your walk day with directions to the event, route maps, and more.



Making Strides of Leon



SUNDAY, OCTOBER 20TH, 2024

02:00 PM - Festivities Begin, 03:00 PM Walk Starts

[MORE DETAILS](#)



CASCADES PARK

1001 S Gadsden St
Tallahassee, FL

[MAP IT](#)



FOLLOW EVENT

 **Carlye Collison**
carlye.collison@cancer.org
[850.201.7878](tel:850.201.7878)

[LEAD A TEAM](#)

[DONATE](#)

[SIGN UP](#)

[LEAD A TEAM](#)

That's it. Sign up. Set up. Fundraise!



Your ideal
TEAM MEMBERS
are all around you.



They're your friends and family,



coworkers,



and neighbors.



Be sure to invite survivors.

The only requirement is passion.

By starting your team, you've taken an important first step in helping the American Cancer Society ensure that no one facing breast cancer has to do it alone. Every dollar you and your team raise helps us do even more.

Visit [MakingStridesWalk.org](https://www.makingstrideswalk.org) for more information.

FUNDRAISING

Making Strides Against Breast Cancer events allow the American Cancer Society to help save lives and ensure no one faces this disease alone.

Without team leaders like you, we couldn't do the lifesaving work we do. The more walkers you recruit and the more money you raise, the bigger difference we can make to help save lives from breast cancer.

Fundraising can be simple. It's as easy as hosting potluck lunches at work or neighborhood bake sales. You can partner with local merchants to donate a percentage of proceeds to the cause. And, of course, the most straightforward fundraising tactic is a direct appeal to friends and family. Visit MakingStridesWalk.org/TeamLeaderKit for many more fundraising ideas.

And be sure to look into whether your employer offers a matching gift program. If so, go to MatchingGifts.com/acs to complete and submit the required form.



Aim high. Become a Pacesetter.

Raising more money is its own reward. But when you raise \$2,500 or more, you also qualify for the Pacesetters Club. And any team that raises at least \$25,000 qualifies for the Pacesetters Club as a team. Pacesetter Club members receive recognition at the Making Strides Against Breast Cancer event, a special gift, invitations to local events, and other perks.

Make fundraising easier by downloading our mobile app.

The American Cancer Society FUNdraising app allows you to send emails, track progress, and share on social media from anywhere at any time. Collecting credit card and check donations to support your fundraising efforts is easy and secure.



SHARE YOUR “WHY”

The Making Strides movement raises lifesaving funds that support people facing breast cancer, survivors, thrivers and caregivers through every step of the journey – people like **Christell**, who walks with Making Strides of Central Mississippi, “I joined the Making Strides movement because I want to do whatever I can to help in the fight against breast cancer. As a two-time survivor, the fight never ends. Always a time to help others.” **Your reason “why” you participate in Making Strides is powerful and will inspire others to donate or join you!**

MAKE IT PERSONAL

Laura from Making Strides of Greater Charlotte recommends **being honest and real when sharing your reasons for participating and asking others to join your team:** “Don't sugar-coat cancer. Tell people the honest truth about why you are doing what you are doing, and they will be on board!”

THE MORE, THE MERRIER

Everything is more fun with friends! **Millie** from Making Strides of Hudson Valley shared this personal memory of her first Making Strides event: “My very first MSABC walk I was blown away by the number of participants, and the positive atmosphere of the walk.” **If you've participated in Strides in the past, memories like these are great for recruiting!**

PUT THE “FUN” IN FUNDRAISING

Tamra from Making Strides of Central Illinois has this advice for fundraising: **“Plan something fun!** I have had craft nights, raffle nights at a local bar & grill, local small businesses selling things [and donating proceeds], a silent auction [fundraiser], – and this year I'm planning a wine tasting.”





Because of your
COMMITMENT

the American Cancer Society can save
more lives from breast cancer.