



2024

# MAKING STRIDES AGAINST BREAST CANCER OF BUFFALO PARTICIPANT GUIDE



HEATING & COOLING PLUMBING & DRAIN ELECTRIC



# We are the movement.

Over the past two decades, our 3- to 5-mile non-competitive walks have collectively grown into the nation's largest and most impactful breast cancer movement – providing a supportive community for courageous breast cancer survivors and metastatic breast cancer thrivers, caregivers, and families alike.

# We are the hope.

Since 1993, the American Cancer Society Making Strides Against Breast Cancer® campaign has united communities, companies, and individuals with a collective goal to end breast cancer as we know it. Celebrating survivors and thrivers is a key component of the Making Strides experience.

# We are the future.

Making Strides Against Breast Cancer funds lifesaving breast cancer research and is committed to advancing health equity through essential programs and services, believing that all people have a fair and just opportunity to live a longer, healthier life free from breast cancer.



## BREAST CANCER RESEARCH

Invested \$76 million in breast cancer specific research grants



## HOPE LODGE

More than 477,000 nights of free lodging to those getting treatment away from home



## ROAD TO RECOVERY

Provided nearly 480,000 free rides to treatments



## 24/7 CANCER SUPPORT

1.42 Million calls and live chats handled by our helpline



## PATIENT NAVIGATORS

More than 34,000 patients served





# NO ONE WALKS ALONE.

\$10 can help put free cancer education in the hands of those who need guidance.

\$40 can help connect someone with a Cancer Information Specialist.

\$50 can help provide 1 free ride and invaluable relief.

\$65 can help provide hope in the form of 1 free night of lodging.

\$100 could help 3 people find free answers and much-needed emotional support.



**Saturday, October 19, 2024**

10:00 am

Terminal B

Buffalo Outer Harbor

QUESTIONS?  
KATIE IS HERE TO HELP



[KATIE.PIRRO@CANCER.ORG](mailto:KATIE.PIRRO@CANCER.ORG)  
716-462-5801

[MAKINGSTRIDESWALK.ORG/BUFFALO](https://www.makingstrideswalk.org/buffalo)



PRESENTED BY



# HOW TO GET STARTED

**JOIN YOUR BUFFALO COMMUNITY IN THE MOVEMENT TO SAVE LIVES AND END BREAST CANCER THIS OCTOBER.**

1. Sign up as a team or individual via the website below or by calling 800.227.2345. There is no registration fee for this event.
2. Recruit family and friends to join you in your efforts.
3. Raise funds and awareness for those facing breast cancer. Resources on pages 11-17.
4. Walk with us on 10/19! Know before you go info on pages 5-10.



SCAN ME



[MAKINGSTRIDESWALK.ORG/BUFFALO](https://MAKINGSTRIDESWALK.ORG/BUFFALO)



# KNOW BEFORE YOU GO



**Parking:** Large lot  
875 Fuhrmann Blvd.  
Buffalo, NY 14203  
Carpooling and arriving  
early is highly  
encouraged.



**Event Venue:**  
Buffalo Outer Harbor  
Terminal B  
Buffalo, NY



**October 19th, 2024**  
10:00 AM



**We'll walk rain or  
shine, and  
recommend  
dressing in  
weather  
appropriate  
layers.**



**Walk Route is  
approximately  
3 miles.  
You can do less as  
this is a  
noncompetitive  
walk.**

- All participants (excluding children) are strongly encouraged to register for this event. This can be done beforehand online, through our website or our mobile app, or by calling 1-800-227-2345. There are no registration fees, or fundraising minimums to attend.
- Bottled water will be provided at the walk, which is free for all walkers.
- Light refreshments (coffee and food trucks) will be available for purchase onsite.
- Restrooms will be available onsite.
- Donations (cash, check, credit) can be turned at the walk, mailed in or made online. See page 16 for more details (including mailing address).

**By registering online, you will receive important updates and announcements via email should anything change leading up to the event.**

**[MakingStridesWalk.org/Buffalo](https://MakingStridesWalk.org/Buffalo)**

# Survivors, Thrivers & Caregivers

## DAY OF WALK INFO



Please join us at the **Survivor & Thriver Tent**

### Our special area Includes:

- Important Information about American Cancer Society programs and services geared specifically for you
- Receive your exclusive giveaways for survivors and thrivers only
- Meet other community survivors, thrivers and caregivers
- Write a letter to others facing breast cancer
- Come and go as you please!

It is important to note that the American Cancer Society defines a survivor as anyone who has heard the words “you have cancer”, so if you are recently diagnosed, currently going through treatment, or are in remission, this tent is for you!



# Claim Your Survivor Shirt

- 1** Sign up as a **Survivor** at [MakingStridesWalk.org](http://MakingStridesWalk.org).
- 2** Look for a redemption email from [news@messages.cancer.org](mailto:news@messages.cancer.org).
- 3** Follow the link in the email and enter your **email address** and **certificate code**.
- 4** Complete the information, including **type of shirt** (**Survivor** or **Thriver**), **size**, and **shipping information**.



**NEW! Fill in your survivor shirt after you receive it!**





# ACS Caregiver Shirt

Caregiver is more than a title; it's a loud, proud reminder to yourself and the world that you truly put in the work to make it a better place. Visit [ShopACSRewards.org](https://shopacsrewards.org) and log in with the same credentials you use on our Making Strides of Rochester website for more information and to see you points balance.



**Earn 100 rewards  
points to redeem  
yours today!**



# New this year!

## Celebrating Memories Ribbon

Everyone who raises \$100+ will receive two Celebrating Memories Ribbons. One to wear at Making Strides and one to tie on the Celebrating Memories Wreath at the event.



Big  
News!

## Secure your spot in the new VIP Village!

This special perk is available exclusively for Making Strides Against Breast Cancer of Buffalo Pacesetters (ind. \$2500+) and TEAMS who reach the \$3,000 fundraising milestone by October 1, 2024.

### Details

- Every MSABC Pacesetter and Family/Friends Team raising \$3,000 by October 1, 2024 will receive a dedicated table in the VIP Village
- Enjoy an exclusive area where your team can gather at the walk
- Connect with other top fundraising teams and individuals
- Enjoy special in-tent perks and giveaways



# Ways to Fundraise

ONLINE TOOLS AND SOCIAL MEDIA MAKE IT EASIER THAN EVER TO ENCOURAGE EVERYONE YOU KNOW TO SUPPORT YOUR EFFORTS

## TIPS FOR ONLINE FUNDRAISING SUCCESS



Once you sign up online, customize your personal fundraising page.

**Email everyone in your address book.**

*The #1 reason people indicate for not donating is because they aren't asked ... so ask!*



**Encourage people to visit**

**[MakingStridesWalk.org/Buffalo](http://MakingStridesWalk.org/Buffalo)**

to learn how their donation can help save lives from breast cancer.



**Thank each of your donors.** Send an email, post, or tweet a shout-out on social media!



**Turn in offline donations.** Questions? Email us at [BuffaloNYStrides@cancer.org](mailto:BuffaloNYStrides@cancer.org). We can help ensure you receive credit on your page.

## PUT THE "FUN" IN FUNDRAISING



Download the **American Cancer Society FUNdraising App** directly from your Making

Strides dashboard, [cancer.org/app](http://cancer.org/app), or right on your smart phone. You can send donation requests by email & text and process check or credit card payments right on your smart phone.



**Share images and updates on your Making Strides efforts** on your social networks to show

this amazing event to your friends and family.



**Post videos from the American Cancer Society's YouTube channel** to your social

networks, or create a YouTube video of your own to post on your personal fundraising page & share why you're walking .



**Create a Facebook Fundraiser** by connecting your Making Strides fundraising page directly to Facebook. Follow the directions on your Strides Dashboard!



# Fundraising Resources

[2024 Rewards Flyer](#)

[Social Media Toolkit](#)

[Fundraiser Planning Guide](#)

[Fundraising Tips](#)

[ACS FUNdraising App Tutorial](#)

[Facebook Fundraising Tutorial](#)

[Instagram Fundraising Tutorial](#)

[Pacesetter Selfie Sign](#)

[More Fundraising Ideas](#)





# Level Up

[MAKINGSTRIDESWALK.ORG/FUNDRAISING](https://www.makingstrideswalk.org/fundraising)

Raising money to help fight breast cancer is hard work. That's why we created **two exclusive clubs** to recognize the fundraisers who give it their all - the **Grand Club** and the **Pacesetter Club**. These clubs come with membership benefits, not the least of which is knowing you're doing everything you can to help end breast cancer.

Elite fundraising clubs: Pacesetters (\$2,500+) and Grand Club (\$1,000+) earn special prizes and recognition for achieving those milestones. The first ten pacesetters of the year are considered members of the Tenacious Ten club and receive personalized yard signs along the walk route.



# Rewards Program

Want to earn some Strides gear? The Strides Rewards program is our way of thanking you for your creativity and passion. You'll earn points for every dollar raised online to help us defeat breast cancer. Visit [ShopACSRewards.org](https://ShopACSRewards.org) and log in with the same credentials you use on our Making Strides of Rochester website for more information and to see your points balance.



**Ultra Sound Speaker  
& Wireless Charge**



**Pamper Me Set**



**Port Authority®  
Packable Puffy Vest**



**Hydro Flask® Wide Mouth  
With Flex Cap 32oz**



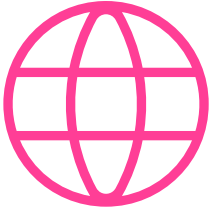
**Relaxed Golf Cap**

# Buffalo Hope Herd

- **Hope Herd** sign (24"x18") purchases will go towards your individual/team fundraising total.
- Make your Hope Herd sign in honor or in memory of someone or display your company logo.
- Sell Hope Herd sign to businesses/companies and we'll add that to your fundraising total.
- All Hope Herd Signs will be displayed at this year's Making Strides Against Breast Cancer of Buffalo on October 19th.
- You are welcome to take home your sign(s) after the event.
- If you are ordering more than one sign, please fill out a form for each one.



# Have Donations?



## **DONATIONS CAN BE MADE ONLINE:**

Visit us at [MakingStridesWalk.org/Bufalo](https://MakingStridesWalk.org/Bufalo) to make a donation to the event, a participant or a team.



## **DOWNLOAD THE ACS FUNDRAISING APP:**

Search "ACS FUNdraising" in the Apple Store or Google Play to find our mobile app, where you can log in, sign up and manage your fundraising on-the-go! You can securely scan checks and credit cards through the app. To watch a tutorial of how to scan checks via the app on YouTube, visit: <https://tinyurl.com/acsfundraisingapptutorial>. We are now accepting Apple Pay and Venmo.



## **DONATIONS CAN BE MAILED TO:**

American Cancer Society  
PO Box 10727  
Rochester, NY 14610  
Attention: Making Strides of Buffalo SK: 8J8NE4

**Checks can be made out to the American Cancer Society.** Once mailed checks are received, our donations processing team at ACS will enter the donation on your team or personal page. Please include a note with your mailed donation(s) that explains where you'd like the credit to show. Please note, mailed donations can take upwards of 2-4 weeks to reflect on your team/personal pages.

Donations can also be turned in at the Headquarters Tent on walk day. We recommend turning them in ahead of the event if you can to ensure that your team receives timely credit.



# Grow Your Impact



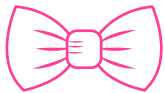
## **BECOME A CORPORATE PARTNER.**

You can make a meaningful contribution to the American Cancer Society as a Making Strides Against Breast Cancer sponsor. There are a variety of sponsorship levels to choose from and with each level, you receive valuable visibility and sponsor benefits. To learn more, contact Katie Pirro at [Katie.Pirro@Cancer.org](mailto:Katie.Pirro@Cancer.org)



## **VOLUNTEER.**

At Making Strides, volunteers are active behind the scenes to help with logistics and participant support, playing a crucial role in the fight against breast cancer. To learn more and sign up, contact Katie Pirro at [Katie.Pirro@Cancer.org](mailto:Katie.Pirro@Cancer.org)



## **LEARN MORE ABOUT MEN WEAR PINK.**

Men Wear Pink ambassadors across the nation are stepping up and using the power of wearing pink to raise funds and draw attention to the breast cancer fight. To learn more, contact Joe Lavare at [Joe.Lavare@Cancer.org](mailto:Joe.Lavare@Cancer.org)



[MAKINGSTRIDESWALK.ORG/BUFFALO](https://MAKINGSTRIDESWALK.ORG/BUFFALO)  
[MENWEARPINK.ORG/BUFFALO](https://MENWEARPINK.ORG/BUFFALO)







*We can't wait to see you there!*



[MAKINGSTRIDESWALK.ORG/BUFFALO](https://www.makingstrideswalk.org/buffalo)

24/7 Support: 800.227.2345

SCAN ME

Join our MSABC of Buffalo  
Facebook Group



@MSABCBFLO