



MAKING STRIDES
Against Breast Cancer®

National Presenting Sponsor

AVON



UFT

United Federation
of Teachers

A UNION OF PROFESSIONALS

2021 UFT/NYSUT PARTICIPANT GUIDE

www.makingstrideswalk.org/Brooklyn

Betiana Hurtado

The American Cancer Society is proud of our partnership with UFT/NYSUT

Since 2002, UFT/NYSUT members have committed themselves to the fight against breast cancer by partnering with the American Cancer Society as a flagship and Partner Against Cancer. UFT/NYSUT members have collectively raised over \$20 million dollars which directly funds the lifesaving work of the American Cancer Society.

The American Cancer Society Making Strides Against Breast Cancer walks are powerful events to raise awareness and funds in an effort to create a world free from the pain and suffering caused by breast cancer. The American Cancer Society is the nation's nonprofit leader in the breast cancer fight. We are putting 100+ years of cancer-fighting experience to work through investments in breast cancer research, ensuring greater access to quality care, influencing public policy, and providing patient support. We've witnessed a 41% decline in the female breast cancer death rate, and as the top private funder of breast cancer research, we have no intention of ever slowing down. We need your help to continue our lifesaving work.

Why does UFT/NYSUT joins us?

- Making Strides provides UFT/NYSUT members with a great team-building experience and creates a friendly competition. It brings together the school for a common cause.
- When breast cancer impacts a student or school employee, a Making Strides event can provide hope. It rallies the school community together to take action for those facing the disease.
- Making Strides provides an opportunity collaboration with in the school's community.

Thank you all that you do in the fight against breast cancer. We are very excited to work with you!

Yours in the fight,

The New York City Making Strides Against Breast Cancer Team

Meagan Hallworth

Phone: 347- 903-0959



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Take Action!

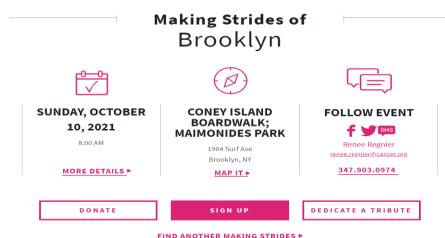
Register to Walk with UFT/NYSUT

Join us at the
Making Strides Against Breast Cancer
of Brooklyn



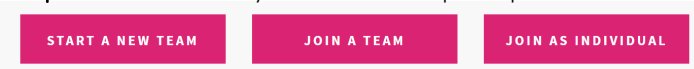
Step One: Visit www.makingstrideswalk.org/(Insert event name)

Step Two: Click join this walk



Step Three: sign in with your society account credentials or **create a new account** (need help? Call 1-877-957-7848)

Step Four: Select how you would like to participate



Step Five: Create a team name! **Don't forget to affiliate with UFT/NYSUT**

What would you like to name your team?

You can always change this later.

Is this team participating as part of a company or organization?

Step Six: follow the prompts and you are REGISTERED!

WHAT'S NEXT ? Recruit! Teachers, staff, students, friends & family...anyone can join your team.

FUNDRAISING MADE EASY

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 give for not donating is because they aren't asked ... so ask!



Encourage people to visit

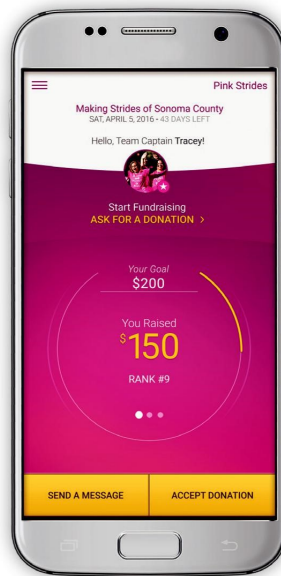
MakingStridesWalk.org to learn how their donation can help save lives from breast cancer.



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



Enter checks and cash received on your dashboard. Simply select the button located under your fundraising goal on your personal page and enter the amounts to be applied to your total raised online for all to see!



FUNDRAISE SOCIALLY!

Download the American Cancer Society FUNdraising app directly from your

Making Strides dashboard, 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 from Making Strides events & updates on your efforts on your social networks to show the 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 in the blue bar right on your Strides Dashboard!

SAVING LIVES

With your help, we're moving closer to a world free from the pain and suffering caused by breast cancer. **As a participant, YOU are why** the American Cancer Society can attack cancer from every angle—with breakthrough research, free rides to chemo, places to stay during treatment, a 24/7 helpline and so much more. Here's how the money you're raising is helping the American Cancer Society save lives from breast cancer and provide Access to Care to those that need it most.



BREAST CANCER RESEARCH

Invested \$76 million in breast cancer specific research grants.



HOPE LODGE

Over 477,000 nights of free lodging to those getting treatment away from home provided



ROAD TO RECOVERY

Provided nearly 480,000 free rides to treatment.



24/7 CANCER HELPLINE

1.42 million calls and live chats handled by our helpline.



VISITS TO CANCER.ORG

134 million visits to our website featuring the latest, most accurate information on virtually all topics related to cancer.

Facts & Figures

- In 2021, more than **281,500** women & **2,620** men are expected to be newly diagnosed with breast cancer in the US.
- Breast cancer is the most commonly diagnosed cancer in women in the US
- Breast cancer is the second-leading cause of cancer death in women
- Breast cancer death rates have declined 41% since 1989, leading to over 350,000 lives saved



UFT/NYSUT Team Incentives

To receive incentive items by walk day donations must be posted/ submitted two weeks prior to the event. Schools need to post donations online and submit to the American Cancer Society by **November 6, 2021** to be eligible for the incentive program.

UFT/NYSUT teams that raise over \$1000 or more online are eligible to receive a team banner or a plaque.



JOIN THE GRAND CLUB or PACESETTER CLUB

Joining the Grand Club and Pacesetter Club is an opportunity to take your passion to the next level—because more money raised means more lives saved from breast cancer. Plus, you'll receive year-round perks, which may include the following!

GRAND CLUB MEMBERS

Raise \$1,000 and you will earn yourself a free prize, an official Grand Club Certificate and some extra tips on how you can make it to the Pacesetter club!

**Members are determined on a yearly basis on the total donations collected for the Making Strides walk. Donations must be made to your individual page, not the team. Become a club member today and challenge others to join you!*

PACESETTER CLUB MEMBERS

Raise \$2,500 or more and you will earn:

- Acknowledgement at the Making Strides Against Breast Cancer event
- Special recognition gift
- Invitations to local events
- A sense of pride from knowing you're helping save lives from breast cancer
- A Social Media shout out on our pages

For more information on Grand Club and Pacesetter Club or the Making Strides

Against Breast Cancer walk of Brooklyn; please contact:

Meagan Hallworth at
Meagan.Hallworth@cancer.org

MakingStridesWalk.org/Brooklyn



Making Strides Against Breast Cancer UFT/NYSUT Promotional Items:



Pink Ribbon Donation Card:

**Hang the cards on a wall to form your Wall of Hope.
Watch your donations increase every time someone
fills out a card!**



Date of Submission: _____

Date of Event: _____

Item Number: _____

Number of Items Requested (available in batches of 50): _____

Name: _____

Title: _____ School Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Please return completed form to: Meagan.Hallworth@cancer.org

For American Cancer Society Use Only:

Date Received: _____

Date Shipped: _____

Quantity Shipped: _____

Questions? Call Meagan at 347.903.0959

*No cost to UFT/NYSUT teams

Total Raised: \$ _____