



**MAKING STRIDES**  
Against Breast Cancer®

# 2021 NYSUT TEAM GUIDE

[www.makingstrideswalk.org/LongIsland](http://www.makingstrideswalk.org/LongIsland)  
[www.makingstrideswalk.org/EasternLongIsland](http://www.makingstrideswalk.org/EasternLongIsland)

## The American Cancer Society is proud of our partnership with NYSUT

Since 2002, 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. 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 NYSUT joins us?

- Making Strides provides 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 Long Island Making Strides Against Breast Cancer Team

Phone: 212.237.3875 | LongIslandNYStrides@cancer.org





## Take Action!

### Register to Walk with NYSUT Today!

Join us at the




Making Strides Against Breast Cancer  
of Long Island & Eastern Long Island

[MakingStrideswalk.org/LongIsland](http://MakingStrideswalk.org/LongIsland)

[MakingStridesWalk.org/EasternLongIsland](http://MakingStridesWalk.org/EasternLongIsland)

**Step One:** Visit [www.makingstrideswalk.org/longisland](http://www.makingstrideswalk.org/longisland)

**Step Two:** Click join this walk

 <b>OCTOBER 17TH, 2021</b> 7:30 AM <a href="#">MORE DETAILS ▶</a>	 <b>JONES BEACH STATE PARK-FIELD 5</b> 1 Ocean Parkway Wantagh, NY <a href="#">MAP IT ▶</a>	 <b>FOLLOW EVENT</b> f t y Long Island Team <a href="mailto:LongIslandNYSUTrides@cancer.org">LongIslandNYSUTrides@cancer.org</a> (212) 237.3875
<a href="#">DONATE</a>	<a href="#">SIGN UP</a>	<a href="#">LEAD A TEAM</a>

**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

<a href="#">START A NEW TEAM</a>	<a href="#">JOIN A TEAM</a>	<a href="#">JOIN AS INDIVIDUAL</a>
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**Step Five:** Create a team name! Don't forget to affiliate with 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**

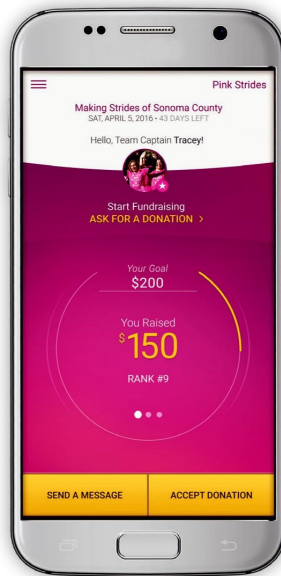
**MakingStridesWalk.org** to learn how their donation can help save lives from breast cancer



**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](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 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

More than \$76 Million are currently invested in breast cancer 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.

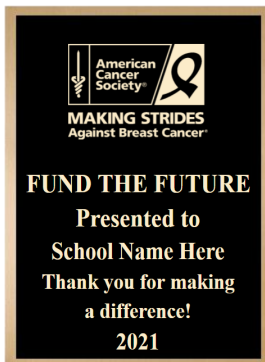
## Facts & Figures

- 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.<sup>1</sup> That equates to 1 in 8 women.
- Breast cancer is the second-leading cause of cancer death in women
- Breast cancer death rates have declined 41% since 1989.



## NYSUT Team Incentives

To receive incentive items by walk day donations must be posted or submitted two weeks prior to the event. Schools need to post donations online and submit to the American Cancer Society by November 30, 2021 to be eligible for the incentive program.



NYSUT teams that raise \$500.00 or more online can choose to receive a team plaque.



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
- A sense of pride from knowing you're helping save lives from breast cancer
- An invitation to our Evening of Hope

For more information on Grand Club and Pacesetter Club or the Making Strides Against Breast Cancer walk of Long Island; please contact:

[LongIslandNYStrides@cancer.org](mailto:LongIslandNYStrides@cancer.org)  
212.237.3875

[MakingStridesWalk.org/LongIsland](http://MakingStridesWalk.org/LongIsland)  
[MakingStridesWalk.org/EasternLongIsland](http://MakingStridesWalk.org/EasternLongIsland)

Making Strides Against Breast CancerSchool 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!



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Date of Submission: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Number of Items Requested (available in batches of 50): \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_ School Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please return completed form to:** LongIslandNYStrides@cancer.org

**For American Cancer Society Use Only:**

Date Received: \_\_\_\_\_

Date Shipped: \_\_\_\_\_

Quantity Shipped: \_\_\_\_\_

**Questions?** Call Chelsea at (212)237-3875  
\*No cost to NYSUT teams





1.800.227.2345 | MakingStridesWalk.org

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Donor's Name	Cash/Check Donation (Offline)	Credit Card Donation (Online)	Matching Gift
<b>Total Donations</b>	<b>Offline:</b>	<b>Online:</b>	<b>Matching Gifts:</b>
	\$	\$	\$

**Total Raised: \$**\_\_\_\_\_