



GET YOUR
REAR
IN GEAR



FUNDRAISING PACKET



Dear Friend,

Thank you for supporting the Colon Cancer Coalition through one of our Get Your Rear in Gear 5K Run/Walk events. We appreciate that you have chosen to raise funds for local community efforts to increase colon cancer screening rates, educate the public about the nation's No. 2 cancer killer, and provide support for those living with the disease.

If each of our runners and walkers nationwide raised just \$30, together an additional \$1 million dollars would be raised to promote early detection and prevention of colon cancer across the country. Think of the difference you can make with a simple email to your friends! *Fundraising for a Get Your Rear in Gear event is strongly encouraged, genuinely appreciated, but it is not required.*

We will be recognizing the top fundraiser, top fundraising teams and largest teams at each Get Your Rear in Gear event this season. The top fundraiser will be selected based on online totals at the close of packet pick-up the day before the run/walk. Thank you for choosing to support the Colon Cancer Coalition; your efforts will help raise awareness and encourage others to take charge of their health.

If you have any questions about the registration website or your fundraising page or want to discuss any ideas, please contact us at info@getyourrearingear.com.

Sincerely,

Anne Carlson
Executive Director
Colon Cancer Coalition & Get Your Rear in Gear events



TIPS AND IDEAS FOR SUCCESSFUL FUNDRAISING

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign. Remember awards are given to the individuals and teams with the highest fundraising totals.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Get Your Rear in Gear event, a customizable fundraising page is set up in your name. Log in, share a personal message, and add a photo. From this fundraising page you can also send emails to your friends, requesting they donate to your efforts. Do you have 10 friends who would donate just \$10? Think of the impact you can make when your efforts are added to those across the country!
- 3. Advertise the page.** Send emails to friends asking them to visit your fundraising page, post a message on Caring Bridge. Share the link on your Facebook, Twitter, or other social media outlets. Hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Customize a fundraising letter.** There are sample emails available for you to customize and use in the Convio/Blackbaud fundraising page. Or use the attached letter to gather support and raise funds. Customize the letter to include personal information or a story about why colon cancer education and screening is important to you.
- 5. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached donation form. This form can be used if a contributor would like to mail a check directly to the Coalition, or you can collect it and turn it in on race morning. Use the donation register to record cash gifts as well.

Please let your donor know they will receive a receipt if they provide an email address with their donation. They may also keep a copy of the donation form for their records. All donations to the Colon Cancer Coalition are tax deductible.

Note: donations received at an event will not count towards the totals for fundraising awards. To ensure donations are counted please have offline donations mailed to the Coalition no less than one week prior to the race.

Tips continued...

- 6. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of goods or services at the event.

This year the Coalition now offers the opportunity for individuals to sign-up as a [Virtual Racer](#). Virtual racers receive an event t-shirt and their own fundraising page. Virtual racers are also counted toward team fundraising efforts and team member totals.

- 7. Approach business owners.** Many local businesses, including your own workplace, may be willing to help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a *donation, fundraising* or *% of sales* day.
- 8. Investigate matching gifts.** Double your contributions without doubling your efforts. Many employers will match donations their employees make to non-profit organizations. Talk to your HR department to see if your employer has a “Matching Gifts” program, and then ask your co-workers to support your efforts!
- 9. Host a benefit.** Want to do more? Use the “Benefits” packet available on the Coalition’s [website](#) to host your own fundraising event. The money you raise can be credited toward your (or your team’s) fundraising goals and may help you earn the “Top Fundraiser” honor at the Run/Walk.

Looking for other ideas? Check out the “Fundraising” stories on our [Blog](#) to see how other Get Your Rear in Gear supporters have pushed their creativity to raise funds. Then let us know about your successes. We’d love to feature your story, too!



Sample Letter

Hello,

Did you know that colon cancer is the second leading cause of cancer-related deaths in the United States? Behind only lung cancer! I want to change that. That is why I am participating in an upcoming Get Your Rear in Gear 5K Run/Walk. Get Your Rear in Gear events are hosted by the Colon Cancer Coalition in communities across the country.

If colon cancer is caught in early stages, the five-year survival rate is over 90%. If it is not discovered until the more advanced stages, however, five-year survival rates drop to around 10%. The money raised at Get Your Rear in Gear events stays in the local community for efforts aimed at increasing colon cancer screening rates and early detection for this disease.

I have chosen to fundraise for this cause because *[insert your personal story here]*.

Will you support me in helping to improve awareness of the symptoms and increase screening for colon cancer?

There are several ways that you can help.

- 1. Contribute funds.** Donations towards my fundraising goals can be accepted online, in person, or through the mail. My online fundraising page is listed below. You may also fill out the attached form and return it to me. All funds go to the Colon Cancer Coalition, a non-profit organization working to educate and increase screening rates for colon cancer, the nation's No. 2 cancer killer in both men and women. Contributions of all levels are tax deductible and are greatly appreciated.
- 2. Join me at the race as a participant or volunteer.** Runners, walkers and volunteers of all ages are welcome. If you can't join me on race day, consider becoming a [Virtual Racer](#), you will get a race shirt and your own fundraising page. Get more information about the event or register for the race at ColonCancerCoalition.org.
- 3. Contribute products or services.** The Get Your Rear in Gear Run/Walk takes place with the generous support of local businesses. If you have a product or service that you would like to contribute, let me know.

The race I will be participating in is located in: _____

My online fundraising link is: _____

Thank you for your support.



Donation Form

Donor Information

Name: _____ Phone: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____
(Required for receipt. We will not give or sell your email address to any other organization.)

Please list my gift as anonymous.

This gift is in support of

(list event location) _____

Team Name: _____

Team Captain: _____

Race Participant: _____

Please keep a copy of this form for your records and return your donation and this form to the Team Captain or race participant. If you wish, you may mail your donation directly to:

Colon Cancer Coalition
5666 Lincoln Dr., Suite 270
Edina, MN 55436

Tax Identification: 30-0377727

Gift Information

Check/Money Order Amount Enclosed: \$ _____
(payable to Colon Cancer Coalition)

If you would like to make your gift by credit card, please visit the participant's personal fundraising page or coloncancercoalition.org/give.

Gifts may be made **In Honor of** or **In Memory of** a friend or loved one.

In Honor of **OR** In Memory of
(please fill in person's name) _____

Send gift notification to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Acknowledgement will not specify gift amount.

Remove my email address from regular mailings.



Colon Cancer Coalition
 5666 Lincoln Dr., Suite 270
 Edina, MN 55436
 Tax Identification: 30-0377727

Donation Register

Track all offline donations (those that are received in person rather than through the online fundraising platform) here. Keep a copy of this register for yourself and include a copy when you turn in your donations to your Team Captain or the Colon Cancer Coalition. Donations may be mailed to the Coalition or turned in on event day in the registration area. Credit card donations must be made via the website. *Use additional pages as necessary.*

Team Name: _____ **Fundraiser:** _____

| Donor Name | Address / Email* | Amount | |
|---------------|------------------|--------|---|
| | | | <input type="checkbox"/> Cash <input type="checkbox"/> Check |
| | | | <input type="checkbox"/> Cash <input type="checkbox"/> Check |
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| | | | <input type="checkbox"/> Cash <input type="checkbox"/> Check |
| | | | <input type="checkbox"/> Cash <input type="checkbox"/> Check |
| Total: | | | |

* Note: email address is required for receipt.

Please make checks payable to the Colon Cancer Coalition, write the city of the event you are supporting in the memo line.