

ZERO

PROSTATE CANCER
SUMMIT

FUNDRAISING TOOLKIT





Fundraising Toolkit

Welcome!

Thank you for taking on the challenge to fundraise for the ZERO Prostate Cancer Summit! Your efforts to raise money will help ZERO protect funds that fuel the discovery of new treatments and a future cure for prostate cancer. Additionally, your funds support ZERO patient support programs and educational outreach efforts. Thank you for helping all those families in need—you are terrific!

We know asking for money can often be uncomfortable. Email fundraise@zerocancer.org for tips on how to make peer-to-peer fundraising an easy and simple experience.

TABLE OF CONTENTS:

[Page 1: Fundraising Toolkit \(You Are Here!\)](#)

[Page 2: Personal Fundraising Page](#)

[Page 3: Utilize Social Media](#)

[Page 4: Fundraising Ideas](#)

[Page 5: Sample Emails](#)

[Page 7: Be Rewarded](#)



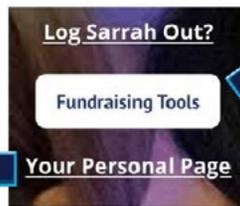


PERSONAL FUNDRAISING PAGE:



FEATURES:

- Click the  to make an edit
- Personalize your page!
- Add your photo
- Edit your fundraising headline
- Edit your fundraising story



FEATURES:

- Steps to set up your fundraising page
- Connect to a Facebook Fundraiser
- See email open rate, fundraising progress, and more
- Edit personal page URL
- Enter offline gifts
- Edit fundraising goal
- Customize personal fundraising page

STEP 1

LOG INTO YOUR FUNDRAISING PAGE

To access, go to: zerocancer.org/summit-fundraisers and log in using the credentials you used when you registered for the Summit this year.

STEP 2

SET UP YOUR FUNDRAISING PAGE

Pro Tips on Editing Your Fundraising Page:

- Edit your page content and share your reason why prostate cancer is a cause so important to you. Add a story and/or image to your page.
- Choose a fundraising goal and create a plan to achieve that goal. Reach out to your ZERO staff partner for help!
- Email your network directly from your fundraising page.
- Connect to Facebook to launch a fundraiser.



UTILIZE SOCIAL MEDIA

TAG OUR OFFICIAL SOCIAL MEDIA PLATFORMS ON YOUR POSTS!



STEP 3

UTILIZE SOCIAL MEDIA

Did you know that fundraisers who use social media typically raise 40% more than those who don't? Check out the section below for sample social media posts.

Use our official hashtags:

[#EndProstateCancer](#) [#ZEROProstateCancer](#) [#ZEROSummit](#)

Pro Tip

Visit bit.ly to create a shorter link for your personal fundraising page for free!

SAMPLE MESSAGING #1: *I've teamed up with (tag ZERO) to fundraise for this year's #ZEROSummit. Your donations support over 3 million #prostatecancer patients and their families. Together, let's #EndProstateCancer! Donate at (insert your fundraising page URL). #ZEROProstateCancer*

SAMPLE MESSAGING #2: *#ProstateCancer is the leading cause of cancer-related death for men in the US. That's why I'm taking part in the #ZEROSummit and fundraising to support research to #EndProstateCancer. Will you help? Donate at (insert your fundraising page URL). #ZEROProstateCancer*

SAMPLE MESSAGING #3: *#ZEROProstateCancer creates a community to support #prostatecancer patients and their families. This year, I've joined the #ZEROSummit and I'm fundraising to #EndProstateCancer. Every dollar counts to help patients in need—make a gift at (insert your fundraising page URL)!*



FUNDRAISING IDEAS:

STEP 4

REACH YOUR GOAL FASTER

RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Connect this fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

 Connect Fundraiser to Facebook



Raise \$500 in a week!

Sponsor yourself for \$25	\$25
Ask three family members for \$25	\$75
Ask five friends to donate \$15 each	\$75
Ask five coworkers to sponsor you for \$10	\$50
Email 15 people and ask for a \$10 donation	\$150
Ask your company for a \$75 contribution	\$75
Ask two businesses you frequent for \$25	\$50
TOTAL	\$500

Share this [link](#) to ZERO's directory of matching gift companies with your donors to find out if their employer participates in a matching gift program.

CREATE A FACEBOOK FUNDRAISER

Not only can you customize your personal fundraising page, but you can also easily connect it to your Facebook. Updating the Facebook fundraiser with photos of people you know and love who are impacted by prostate cancer helps connect the cause to reality.

You can use the provided sample messages or create your own to make it personal!

Pro Tip

The process of fundraising may seem daunting, but you have the support of ZERO to help you reach your goals. Check out some of our suggestions.

CREATING VIDEOS

Do you use TikTok, Instagram Reels, Facebook and Instagram Stories, or YouTube? Video is the king of content, so creating short videos that tell your story and why fundraising for ZERO is important to you can catch the attention of your audience. Get as creative as you like, and don't forget to tag ZERO so we can reshare your content on our platforms!

[#EndProstateCancer](#) [#ZEROProstateCancer](#) [#ZEROSummit](#)

MATCHING GIFTS - DOUBLE YOUR DONATIONS

Many employers offer matching gift programs that match charitable contributions made by their employees, making it easy for your friends and family to double or triple their impact in the fight against prostate cancer.

Build A Network of Support

Make a list of your network, including friends, family, coworkers, and even businesses you frequent. You never know who will support you until you ask! This chart shows how you can raise \$500 in a week!

STEP 5

EMAIL YOUR NETWORK

Here are some sample emails for you to use from the voice of a prostate cancer survivor or patient as well as a caregiver. Tweak these messages to include your personal connection to the cause, as the more personal the message, the more impactful the donation request will be! It often takes asking a few times for a donor to respond - don't get discouraged! **Send a short and sweet reminder as the Summit gets closer.**

VOICE OF A SURVIVOR - EMAIL #1:

I will be attending the ZERO Prostate Cancer Summit, the most impactful gathering and educational event in the fight to end prostate cancer. At the ZERO Prostate Cancer Summit, I'll join hundreds of other patients, survivors, caregivers, and family members whose lives have been changed forever due to prostate cancer. The Summit provides the prostate cancer community a place to hear the best minds in research talk about the development of new diagnostics and treatments, to learn more about nutrition, sexual and mental health, and the amazing support programs ZERO offers to patients like me.

As a prostate cancer survivor/patient, knowledge is power. Arming myself with enough information to make informed treatment and care decisions is my priority. Events like the ZERO Summit allow me to get up-to-date information and connect with other men who have walked in my shoes.

Putting on conferences like this is no small feat, which is why I am supporting ZERO by starting a fundraiser. (insert your personal fundraising page URL). The money I am raising will go towards a variety of ZERO's efforts, including much-needed programs like ZERO360, which helps find financial relief, insurance support, or a mentor for men in need. Please consider making a tax-deductible donation to: (insert your personal fundraising page URL).

Thank you in advance for your support.



EMAIL IDEAS:

VOICE OF A SURVIVOR - EMAIL #2:

You still have time to make a big difference for men fighting prostate cancer by donating to my fundraiser (insert your personal fundraising page URL). The ZERO Prostate Cancer Summit is coming up soon and I need your support as I join patients, survivors, caregivers, and family members from across the country whose lives have been changed because of prostate cancer. We will hear from research experts who will talk about the development of new diagnostics and treatments, as well as learn how to become better advocates to make prostate cancer a priority in our local communities.

With your help, our voices will be heard! Please consider donating and making a difference for men fighting prostate cancer. Remember, it's not just men who are impacted - it's our families too. All donations are tax-deductible and will support efforts by ZERO to keep more funds going toward the patient support programs that men in the fight need right now. Click here to donate: (insert your personal fundraising page URL).

VOICE OF A CAREGIVER OR GENERAL ATTENDEE - EMAIL #1:

Soon, I will be joining ZERO - The End of Prostate Cancer in its biggest and most impactful effort of the year to end prostate cancer! The ZERO Summit connects me with other patients, survivors, caregivers, and family members whose lives have been changed because of prostate cancer. It is here that we will get to hear the best minds in research talk about the development of new diagnostics and treatments and will learn how to become better advocates to make prostate cancer a priority in our local communities and beyond.

The government must continue to fund prostate cancer research, as several new life-saving treatments have come from this research in the last few years. We need to keep working until we find a cure. My family knows first-hand how important these medications and treatments are to men battling this disease.

You can make a big difference for families fighting prostate cancer by making a donation to my fundraiser. Your gift will help patients in need, encourage new research, and create a stronger community of support. Impactful events like the ZERO Summit help create a path to a cure by mobilizing the prostate cancer community and advocating for new treatments. (insert your personal fundraising page URL)

VOICE OF A CAREGIVER OR GENERAL ATTENDEE - EMAIL #2:

The ZERO Prostate Cancer Summit is only XXX days away, and I need your support as I join patients, survivors, caregivers, and family members from across the country whose lives have been changed because of prostate cancer I'm excited to learn about the latest in prostate cancer research advances, hear from various speakers, including government representatives, about the importance of funding research, and most importantly, connect with others who share the same goal to end prostate cancer.

(Insert personal story/reason for attending Summit. If you are a past participant, include why the Summit is so meaningful to you)

There is still time to donate and help me reach my goal of raising \$XXXX to support ZERO's programs, advocacy, and education. (Insert your personal fundraising page URL).

Together, our voices are leaving a stamp on our Congressional representatives. I believe that we are that much closer to Generation ZERO - the first generation of men free of prostate cancer. Together, we are stronger. Thank you, in advance, for supporting my goal to end prostate cancer!



BE REWARDED:

STEP 6



BE REWARDED

As a thank you for fundraising, ZERO offers ZERO branded items. The items change each year and are sent directly to qualifying fundraisers. Thank you again for taking steps to raise funds to support patients and families around the country.

QUESTIONS? CONCERNS? IDEAS? Contact us at fundraise@zerocancer.org



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