How to Fundraise
If each of our runners and walkers nationwide raised just $30, together $1 million dollars would be raised to promote early detection and prevention of colon cancer across the country.

Each raised $100? That would equal over $3 million! Think of the difference YOU can make!

In this packet are just FOUR SIMPLE STEPS you can take to be successful.
Basics about colon cancer to share with your family and friends:

1 in 20 Americans will be diagnosed with colon cancer during their lifetime.

- Colon cancer screening through a colonoscopy can detect and remove colon polyps before they become cancer, preventing the disease from occurring.
- 9 out of 10 patients will survive 5+ years when colon cancer is caught in early (localized) stages.
- But only 1 in 10 will reach the 5 year mark when diagnosed in late stages.
- Right now 6 out of 10 patients nationwide are diagnosed with late stage disease. Many because they put off being screened.
- 7 in 10 Americans over 50 with insurance are not up-to-date on their colon cancer screening.
- Currently 1 in 10 patients are diagnosed with colon cancer before the recommended screening age of 50.
- Rates for colon and rectal cancers are on the rise in adults under 50.
- When diagnosed before 50, the disease is most often in the later stages.

More Info: coloncancercoalition.org/get-educated/
Funds raised at Get Your Rear in Gear events stay in the community where they are used to fund awareness, screening and support programs. The money you raise could support programs like these:

<table>
<thead>
<tr>
<th>Location</th>
<th>Program Description</th>
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<tr>
<td>Kansas City</td>
<td>$10 in Kansas City: colonoscopy prep kit to underinsured patients at Truman Medical Center</td>
</tr>
<tr>
<td>Winston-Salem, NC</td>
<td>$15 in Winston-Salem, NC: a patient advocate to an underinsured patient providing support finding financial support for medications, transportation or treatment through Cancer Services Inc.</td>
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<tr>
<td>Philadelphia, PA</td>
<td>$35 in Philadelphia, PA: gives low-income patients a DVD with colonoscopy prep instructions, the prep medication, and transportation to the procedure through the Abramson Cancer Center</td>
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<tr>
<td>Tinley Park, IL</td>
<td>$50 in Tinley Park, IL: one hour of the caregiver support group at the Cancer Support Center</td>
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<tr>
<td>Elgin, IL</td>
<td>$70 in Elgin, IL: FOBT screening for one low income patient through Advocate Sherman Hospital</td>
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<tr>
<td>Seattle, WA</td>
<td>$100 in Seattle, WA: financial support for colon cancer patients and their families to cover the cost of transportation, groceries, school supplies, rent and utilities through the Cancer Patient Assistance Fund at Swedish Cancer Institute</td>
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<tr>
<td>Boston, MA</td>
<td>$150 in Boston, MA: the doctor’s fee for a colonoscopy through Boston Health Care for the Homeless</td>
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<tr>
<td>Indianapolis, IN</td>
<td>$375 in Indianapolis, IN: a colon cancer awareness billboard on a major highway for one week</td>
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<tr>
<td>Muscatine, IA</td>
<td>$625 in Muscatine, IA: the cost of colonoscopy (after any applicable/available insurance) at Trinity Muscatine Hospital</td>
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** These examples are taken from actual programs funded by the Colon Cancer Coalition through monies raised at Get Your Rear in Gear events across the country. To see a complete list of programs funded across the country, visit ColonCancerCoalition.org/grants.
PERSONALIZE IT!

Add your personal story and a photo to your fundraising page and let your supporters know why this cause is important to you.

**Bonus Tip:** Set a high but manageable goal (we recommend $250). Then be the first person to make a donation, your friends and family will be more likely to support you if you take the first step. **DON’T FORGET TO SAY THANK YOU!**
Get Your Rear in Gear Fundraising Packet

04

SHARE IT!

Share your goals with your friends and family, ask them to support you in your efforts.
Send an email! This sample message is available in the “suggested messages” of your participant center. Or simply use the example below as a starting point.

Dear [insert name of family, friends, neighbors, co-workers, acquaintances, etc.],

On [date], I will be running [walking in] the Get Your Rear in Gear - [city]; hosted by the Colon Cancer Coalition.

Get Your Rear in Gear events are held across the country to raise awareness and increase screening rates for colon cancer, the nation’s No. 2 cancer killer. These events help local community leaders promote prevention and early detection of the disease and to provide support to those affected.

This cause is important to me because [add your personal connection to colon cancer here].

My goal is to raise $250 for the cause. Will you help me? Please visit my Get Your Rear in Gear page at [insert link to personal page] and make a contribution, or you can mail a check to Colon Cancer Coalition / Get Your Rear in Gear, 5666 Lincoln Dr., #270, Minneapolis, MN 55436. Be sure to include my name in the memo line of the check.

Even better? Run or walk with me! For registration information, you can visit ColonCancerCoalition.org.

Thank you for your consideration and support.

Sincerely,
[Your Name]

Bonus Tip: Be sure to keep your friends and family updated on your efforts. Post updates and reminders to your social media pages.

Bonus Tip: Did you reach your goal? CONGRATULATIONS! Think about increasing it to encourage those who may not have given yet.

Bonus Tip: Give your friends and family an incentive. Will you grow a beard for a week if you raise $100? A month if you raise $1000? How about putting a video of yourself on YouTube doing the Hokey Pokey when you reach your goal?

DON’T FORGET TO SAY THANK YOU!

SHARE IT!

Use these buttons on the side of your personal fundraising page to share it on Facebook, Tweet about it, etc.
RESOURCES

Have Questions? Contact us!

FAQs: coloncancercoalition.org/get-involved/faqs/

Email: info@getyourrearingear.com
OR: coloncancercoalition.org/contact/

Call: 952-378-1237

Want to go a step further and plan a special event?

Get inspired and find ideas here:

coloncancercoalition.org/get-involved/fundraising/

coloncancercoalition.org/category/fundraising/
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

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: _______________________________________________________________________________________________________________________________________________________
(if applicable)
Team Captain: _________________________________________________________________________________________________________________________________________________
(if applicable)
Race Participant:  ____________________________________________________________________________________________________________________________________________

Gift Information
☐ Check/Money Order Amount Enclosed: $ _____________________________
☐ 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.
Use this log to record cash or check donations. This form can be mailed to us, or turned in during packet pick-up or on race morning. Please do not send cash through the mail.

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* 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.