

TEAM LEADER KIT



Celebrating 25 Years  
of your commitment to cancer research.



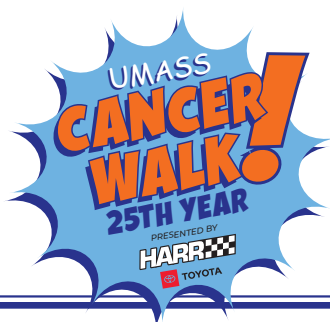
Sept. 24, 2023 | Polar Park | Worcester, MA

# Your support goes straight to work

There's something that sets the UMass Cancer Walk apart: 100 percent of the money your team raises supports adult and pediatric cancer research and clinical trials of potentially lifesaving therapies taking place right here in Central Massachusetts.

## Your fundraising makes a difference.

- Clinical researchers at the UMass Cancer Center are actively engaged in cutting-edge clinical research trials, both at the local and national levels, to evaluate new chemotherapy treatment options for a variety of cancers, improve surgical procedures for quality and outcomes improvement, and identify novel markers for diagnostic and prognostic predictors of outcome.
- Participation not only benefits patients who can now take advantage of the newest medical research and discoveries, it also provides valuable findings for further research and refinement.
- More than 175 clinical trials are underway in Worcester and may include:
  - Advanced Cancers
  - Appendix
  - Biliary/Cholangiocarcinoma
  - Bone Marrow/ Stem Cell Transplants
  - Brain
  - Breast
  - Bladder
  - Cervical
  - Childhood Cancers
  - Colorectal Cancers
  - Endometrial
  - Esophageal
  - Head and Neck
  - Kidney
  - Leukemia
  - Liver
  - Lung
  - Lymphoma
  - Melanoma
  - Multiple Myeloma
  - Myelodysplastic Syndromes
  - Myeloproliferative Neoplasms
  - Ovarian
  - Pancreatic
  - Prostate
  - Uterine



**SUNDAY, SEPT. 24, 2023**  
**POLAR PARK, WORCESTER, MA**

## Thank you for taking a lead role in the fight against cancer!

In becoming a Team Leader for the UMass Cancer Walk, you are leading by example. When you signed on to be a Team Leader for the UMass Cancer Walk, you became a crusader for those fighting this terrible disease. Your commitment to support this event makes you a vital partner to the researchers and physician-scientists at our UMass Cancer Center—because your efforts enable them to focus on critical research, including clinical trials, that have the potential to change the lives of those with cancer.

In other words, you are helping us to develop the very best therapies, as well as to discover new treatments and deliver them to patients. And in doing so, you are providing hope to those who need it most.

We are extremely grateful for your efforts and we thank you, from the bottom of our hearts, for your support.

With gratitude,

### Jonathan Gerber, MD

Professor of Medicine  
Chief, Hematology & Oncology  
Director, Cancer Center  
*Eleanor Eustis Farrington Chair in Cancer Research*  
UMass Chan Medical School &  
UMass Memorial Health

### Jennifer Reidy, MD

Chief, Division of Palliative Care  
Associate Professor of Family Medicine &  
Community Health  
*Joy McCann Professor for Women in Medicine*

### Jason Shohet, MD, PhD

Chief, Division of Pediatric Hematology/Oncology  
Associate Professor of Pediatrics  
*Ali and John Pierce Chair of Pediatric Hematology/Oncology*

### Michelle A. Kelliher, PhD

Professor and Interim Chair  
Dept. of Molecular, Cell & Cancer Biology  
*Our Danny Cancer Fund Chair in Biomedical Research*  
Cancer Genetics Program Co-Leader,  
UMass Cancer Center



Jonathan Gerber, MD



Jennifer Reidy, MD



Jason Shohet, MD, PhD



Michelle A. Kelliher, PhD

"We are so grateful for these generous donations that support our cancer clinical trials program. Clinical trials are key to developing better therapies that are more effective and less toxic; and this funding helps to bring the most promising, cutting-edge, and potentially life-saving treatments to patients here in Central Massachusetts."

Jonathan M. Gerber, MD  
Professor of Medicine

"We are honored to use our Cancer Walk proceeds to fund the UMass Palliative Medicine Fellowship, which trains physicians as palliative care specialists. These physicians work alongside oncologists to treat pain and other symptoms so patients can successfully receive cancer treatment, and provide emotional and practical support every step of the way."

Jennifer A. Reidy, MD  
Chief, Division of Palliative Care

"These essential funds from the Cancer Walk help us enroll children in nationwide clinical trials and run additional patient-centered trials and research here at UMass Chan Medical School. This in turn, helps ensure that we are providing the best chance of cure to all children in central Massachusetts fighting pediatric cancer."

Jason M. Shohet, MD, PhD  
Chief, Division of Pediatric Hematology/Oncology

"Dollars raised as part of the UMass Cancer Walk go right to work in carrying out vital research at the UMass Cancer Center. The better we understand these diseases, the more progress we will make toward diminishing the immense human toll of cancer."

Michelle A. Kelliher, PhD  
Professor and Interim Chair, Dept. of Molecular, Cell & Cancer Biology



# Take your first steps

REGISTER.  
SPREAD THE WORD.  
RECRUIT TEAMMATES  
TO RAISE MONEY.

## REGISTER YOUR TEAM

- › Visit our Registration Page
- › Follow the prompts to create your team page.

## TELL YOUR STORY

Personal stories—in words and pictures—are compelling. Share yours, or the story of the important person who inspires you to raise money. Include it on your fundraising page with a photo or two.

## SHARE YOUR FUNDRAISING PAGE

Use social media and email to share your page with your friends, family and co-workers. When you share your page:

- › Describe your passion for participating in this event and your goal. Make it personal: funny, serious or whatever feels right for you.
- › Suggest a specific level of giving. Ask if they would be “willing to give a gift of \$25 or \$50.” If you think someone is able to give more, ask for more.
- › Invite them to join your team as a fundraising walker/runner.
- › Explain that 100 percent of the event proceeds go directly to the UMass Cancer Center.

## SHOW YOUR GRATITUDE

- › Thank your supporters for making donations. Do so by phone, email or social media. You can't thank someone too much.
- › Cheer on your team. Call out their successes and praise their efforts—one-on-one or through social media.



# Set your goal, reach your goal, exceed your goal.

## USE OUR FUNDRAISING IDEAS TO BOOST YOUR TEAM'S SUPPORT OF THE WALK.

Your team will raise money one step at a time. When you and your team maintain a steady fundraising pace, the smallest contributions add up in a big way. Check out these proven fundraising ideas and get creative with your own.



### How to raise \$500 in one week

- \$50 > Sponsor yourself
- \$100 > Ask four family members to sponsor you for \$25 each
- \$75 > Ask five co-workers to contribute \$15 each
- \$75 > Ask five friends to contribute \$15 each
- \$75 > Ask five neighbors to sponsor you for \$15 each
- \$50 > Ask your boss for a company contribution of \$50
- \$75 > Ask three of your favorite businesses for a donation of \$25 each

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**= \$500**

## IDEAS FOR TEAMS

### Make it hairy. Or not.

Take a cue from our local sports heroes and grow fancy facial hair to raise money. Or, shave your heads. Perhaps do both!

### Beautify the neighborhood.

Imagine your neighbors' surprise when they wake up to find a plastic pink flamingo—or an entire flock—on their lawn. Affix a message stating that they'll "fly away" with a suggested donation. (You can suggest a higher donation to send them to someone else's lawn, and an even higher "insurance" donation to keep them from coming back.)

### Save the dates.

Use important dates as incentive for donations. If you're walking in honor of someone who was born on the 11th of the month, then solicit \$11 donations on the 11th. Or if he or she is having surgery or treatment on the 8th, ask friends to donate \$8 on the 8th.

### Have a party!

Plan a team-themed Zoom or Facebook Live event. Offer games like trivia or bingo for an admission fee. Raffle off prizes to generate contributions.

### Go 50/50.

A 50/50 raffle is super-easy because you don't have to source prizes (and everyone likes to win money). Sell raffle tickets with 50 percent of total sales going to the winner and 50 percent going to your team. You can conduct the raffle online or over the course of a few weeks.

### Sell out.

Have an online sale with all proceeds going to your team. Ask friends and family to donate items or ask representatives for brands like

LuLaRoe or Tupperware to host a party with a portion of the proceeds donated to the event. Advertise on local websites and/or community Facebook groups.

### Ask businesses to step up.

Businesspeople recognize the value in supporting worthy causes. Some ideas:

- Request a one-time donation.
- Ask local merchants to donate a percentage of sales on a particular day to the walk.
- Solicit gift cards or products/services to raffle off.

### Conduct a sports event or tournament.

Host a virtual sports watch party; set up your own or use ESPN. Create a pool or squares for donations and get selling!

### Put social media to work.

Ask your company or supporters to donate \$1 for every Facebook "like" a post receives during a certain period of time. Make sure your team members spread the word and ask their contacts to visit and "like" the posts, too. You'll build online traffic for your partner and donations for your team.

### Use your skills.

Host a virtual event and ask for donations to participate. Teach (or ask a friend to teach) a paint party, cooking class, workout session or music lesson.

*Continued on next page.*



## We're happy to help you promote your event!

If your fundraiser involves the general public, contact us and we'll do our part to spread the word through our social media channels. Contact us: [cancerwalk@umassmed.edu](mailto:cancerwalk@umassmed.edu).





## IDEAS FOR THE WORKPLACE

### Crack the dress code.

On “Dress Down Day,” co-workers donate \$5 or \$10 for the privilege of wearing jeans to work. (Higher-ups have to donate more!) If the office is already denim-friendly, consider “Hat Day.” If your group is working remotely, suggest a theme for the next team Zoom meeting.

### Ask for a match.

Many employers offer Matching Gift programs that double employee donations. Check with your HR department.

## IDEAS FOR INDIVIDUALS

### Make the first move.

Sponsor yourself with a donation of \$25 or more. (Wasn't that easy?)

### Ask everyone. Network.

Tell family, neighbors and friends about the

walk, why you're fundraising and where the money goes. You may be surprised by how many people are willing to help.

### Go rugged.

Wachusett Mountain is right in our backyard—and it offers a prime fundraising opportunity. Solicit “Sawbucks for the Summit”—\$10 donations (or more) for hiking to the top.

### Walk this way.

Ask for “money-for-miles” donations of a set amount for every training mile you walk or run.

### Come heavy.

Strap on a backpack for the walk and solicit “buck-a-pound” donations.

### Rock the nickel back.

Redeem deposit bottles and cans and donate the cash to the walk. Collect bottles and cans in your office and from your neighbors. Those nickels add up faster than you might think!



**SUNDAY, SEPT. 24, 2023**  
Polar Park, Worcester, MA

# 2023 STEERING COMMITTEE

We're pleased to introduce you to our volunteer steering committee. With their help, we are reaching new heights for sponsorships, fundraising and community outreach.



## COMMITTEE MEMBERS

**Kevin Bochicchio**

Bristol Myers Squibb

**Richard Carr**

Carr Financial Group

**Chris Del Valle**

Workers Credit Union

**Liz Estabrooks**

Jax Seafood

**Steve Gillis**

Cumulus Media

**Caitlin Morris****Shanti Prashad**

Country Bank

**Sarah Rizk**

Absolute Group of Companies

**Adam Webster**

UMass Chan Medical School/  
Cumulus Media

**Greg Wolf**

UMass Chan Medical School

**Jennifer Wood**

WPI

“We take great pride in partnering with the UMass Cancer Walk because we know that 100 percent of our sponsorship dollars go directly to funding vital adult and pediatric cancer research and care, and clinical trials of new potentially lifesaving therapies taking place at UMass Chan Medical School.”

*–Michael Gross*

*President/General Manager of Harr Toyota,  
which has been sponsoring the walk for 10 years in a row*

Have questions or want to help? Contact us!  
[cancerwalk@umassmed.edu](mailto:cancerwalk@umassmed.edu)



Each year, you and thousands of people like you make the UMass Cancer Walk a success, because the money you raise supports adult and pediatric cancer research, and clinical trials of new potentially lifesaving therapies taking place right here in Central Massachusetts at UMass Chan Medical School.

**[umasscancerwalk.org](http://umasscancerwalk.org)**

