

TEAM LEADER KIT



Celebrating our heroes
and their commitment to cancer research.



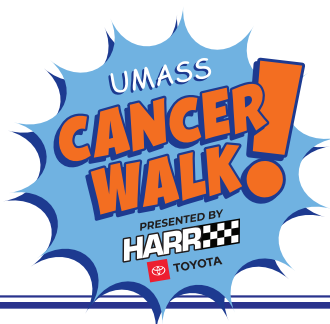
Sept. 29, 2024 | Polar Park | Worcester, MA

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 150 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
 - Myleoproliferative Neoplasms
 - Ovarian
 - Pancreatic
 - Prostate
 - Uterine



SUNDAY, SEPT. 29, 2024
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.



Take your first steps

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



REGISTER YOUR TEAM

- › Visit our Registration Page at <https://p2p.onecause.com/umasscancerwalk24>
- › 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.
- › Explain that 100 percent of the event proceeds go directly to the UMass Cancer Center.
- › Use the hashtag #umasscancerwalk

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

= \$500

Quick and Easy Ways to Fundraise

You can make a **BIG** impact with little effort! There are so many different quick and easy ways to **FUN**raise; here are some ideas to get you started!

Ideas for the Workplace!

- Put a Swear Jar Out – Collect donations for each curse or buzz word said in the office
- Bonus Vacation Day – Discuss with your supervisor and sell raffle tickets to raffle off an extra vacation day for one lucky employee or more
- Crack the Dress Code – Co-workers can donate \$5 or \$10 to wear jeans to work on a designated day. If your office is more casual, consider a hat day.
- Change Jar – Leave a change jar out for colleagues to drop their pocket change in
- VIP Parking – Raffle or auction off a prime parking spot in the parking lot

Get the Whole Family Involved!

- Yard Sale – Host a yard sale with a portion or all of the proceeds donated to the walk. Ask family and friends for donated items to include in the yard sale as well.
- Have a Car Wash for the Neighborhood – Hook up the hose and have a family car wash for the neighborhood. Collect donations for each car washed.
- Collect Your Cans– Set aside empty cans throughout the year and take turns recycling. Bring to a redemption center and watch the nickels add up!
- Grow Your Team – Encourage the whole family to join your walk team and start their own team.

FUNraise with Friends!

- Hold a Small Sporting Event – Set up flag football, whiffle ball, corn hole, etc. in your yard and enjoy a fun afternoon. Collect donations for participation.
- Enjoy a Night Out– Ask a local restaurant, bar or brewery to donate a percentage of a night's sales. Make sure to spread the word!
- Sports Pools– Hold a pool such as Super Bowl squares or March Madness Brackets and donation a portion to your team
- Take a Hike– Find some hiking buddies and pick a mountain to climb. Have everyone solicit donations to hiking to the top!

Other easy ways to fundraise!

- Check With Your Employer – Many employers will match your donations to a nonprofit. Check with your HR or Supervisor for your company's policy.
- Use Social Media– Social media is a great way to share why you are walking, invite others to join your team, and ask for donations. Be sure to include the link to your donation page when you post!
- Reach out to Local Businesses– Ask for donations from local business or speak to them about partnering up for a fundraiser.
- Share Your Team Store– Share the link to your team clothing store. A portion of the sales will be donated back to your team. *More information to follow on this soon!*

Still don't know where to start or have any questions?

Contact a member of the UMass Fundraising Committee; we are more than happy to schedule a time to meet and chat!

Caitlin Morris - CaitMorris18@gmail.com

Jennifer Wood – JennWood0517@gmail.com

Liz Estabrooks – LizEstabrooks@gmail.com



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. 29, 2024
Polar Park, Worcester, MA

2024 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

Liz Estabrooks

Jax Seafood

Bob Goodell

Cumulus Media

Dottie Manning

UMass Cancer Walk co-founder

Caitlin Morris

Debra Paciello

Central One Federal Credit Union

Shanti Prashad

Country Bank

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

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

