



# Community Walker Toolkit

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 **walk to**  
**END** COLON  
CANCER  
colorectal cancer alliance

## WALK TO END COLON CANCER

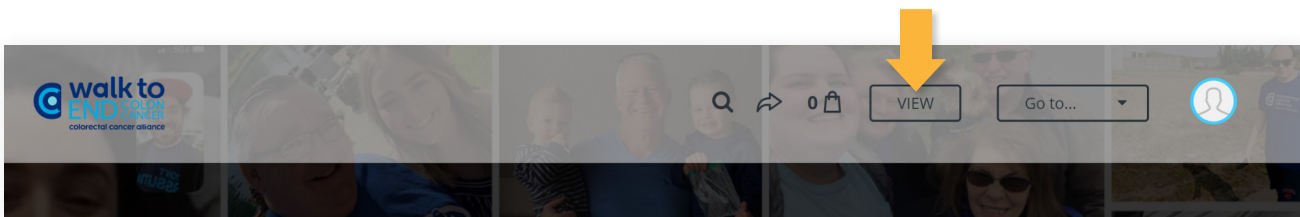
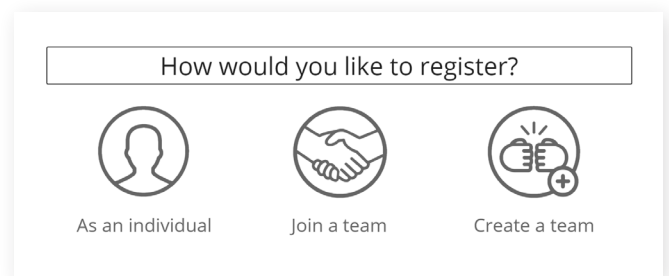
We realize that raising funds and awareness for colorectal cancer looks different this year in the face of the coronavirus pandemic, but we can still take control and move forward in a positive way by using the helpful tips in this toolkit.

Walk Resources and FAQs:

<https://www.ccalliance.org/get-involved/walk-to-end-colon-cancer/resources-and-faqs>

# Registering

- Visit the [Walk to End Colon Cancer page](#) on our website and select your city's Walk.
- Select the "Register" button and choose to; Register as an Individual, Join a Team, or Create a Team.
- Once you have completed your registration form, it's time to create your Fundraising Page. Open the email you received from The Alliance Walk Team and click "Claim Your Fundraising Page."
- Next, you'll need to create a password.
- You now have officially created your fundraising page, but it's time to make it your own!
- From this page you can add a photo, update your story, craft emails and even get your fundraising started with a donation.
- In the upper-right corner of your profile is an icon that says "View." Clicking this takes you out of editing mode and allows you to see what your profile looks like to visitors. Once you are in viewing mode, you'll see this icon now says "Manage." Just make sure to click here to enter into editing mode again. You can come back to this page at any time to update your profile!





# Making the ask

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The Walk to End Colon Cancer is our commitment to see the end of colorectal cancer in our lifetime by raising money to save lives through early detection and research.

The Walk is our chance to join others in the community and show that we are with those diagnosed every step of the way. Reaching our fundraising goals means more screening, care and eventually cures for our loved ones and future generations.

We are united in our commitment to end colorectal cancer in our lifetime. Together, we can end this disease within our lifetime.

Now that you've registered for your Walk to End Colon Cancer, the next step is to tell your friends, family, and colleagues about your commitment to ending colorectal cancer within our lifetime! Below are some best practices, tips, and sample language you can employ to help raise money for your Walk to End Colon Cancer team.

Prior to asking others to make a gift, be sure to make your own personal donation to the event. It is a lot easier to ask someone to support you if you already have some skin in the game!

## Making the ask and spreading the word!

- Once you've registered for the Walk to End Colon Cancer, invite friends, family and colleagues to join your team.
- Tell people why you are supporting the Alliance through the Walk to End Colon Cancer and ask them to support you by donating.
- Tell your story, making it personal to make it powerful, and start fundraising.

A personal ask should be memorable. Introduce yourself, explain the event, and share why you are taking part in the Walk to End Colon Cancer. An ask should end with a concise question that makes your request clear. Here are some ideas:

- "Will you donate to my team?"
- "Would you be willing to support my fundraising efforts?"
- "Do you want to help us end colorectal cancer within our lifetime?"

You can also invite the person to take an action, such as inviting them to join your team.

## Elevator Speech

The Walk to End Colon Cancer is my commitment to raise money to save lives through access to screening, support for those diagnosed, and uniting with others who share my passion to end colorectal cancer in our lifetime.

## Talking Points on the Importance of Fundraising

- Take action through fundraising and show us you're ready to end colorectal cancer.
- Reaching our fundraising goals means more screening, care and cures for loved ones, our community and future generations.
- Fundraising goals allow everyone to participate with us – from advocating for prevention and access to screening, offering patient support and care and funding lifesaving research.

## Social media

Spread the word on social media about the Walk to End Colon Cancer and invite your friends to share information on their social media pages, too. You never know who might see a post and feel compelled to join your team or make a donation.

### Sample social media post:

Friends and family in the [INSERT CITY] area, please join me on [day, and date] as I Walk to End Colon Cancer at the [INSERT CITY] Walk! The Walk to End Colon Cancer is a family-friendly fundraising Walk created by the @ColorectalCancerAlliance, with the goal to provide support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research! For more information and to register now, visit: [ccalliance.org/walk](https://ccalliance.org/walk)

## Send a donation email or letter

Make it personal when telling your story. Why are you involved with the Walk to End Colon Cancer? Tell the donor how colorectal cancer has affected you or someone you care about. People want to be inspired! Talk about loved ones who are battling colorectal cancer, or those who were lost to the disease. People respond and relate to a personal cause. Tell them where and how to donate, and share with them the online link to donate. Donating online is easy!

If you're sending an email or letter to someone who has given to your team in the past, it's important to thank them for their past contribution.





## Personalize with a handwritten note

If you are sending out multiple letters, handwrite in colored ink on the top of the letters the person's name and a quick line, "I hope you will support me!" Sign it in the same ink to add the personal touch.

### Sample donation email or letter:

Dear Friends and Family,

I will be participating in the [INSERT CITY] Walk to End Colon Cancer raising funds for the Colorectal Cancer Alliance, a national nonprofit committed to ending colorectal cancer within our lifetime.

The Walk to End Colon Cancer will enable us to showcase that we are a community of people who want to do more for research, more for our communities with access to screening and offer more support and care for those living with colorectal cancer.

The walk will take place [DATE/TIME]. Will you join us for a day of inspiration and impact as we remember those we've lost, celebrate those that have survived, and honor those currently living with the disease and unite as a community?

I have committed to raising \$X for the Colorectal Cancer Alliance, It's easy to make a difference. Please visit [LINK TO YOUR FUNDRAISING PAGE] to make a donation to my team and help me make a difference!

Thank you for being an ally and for your support. This means the world to me!



# Thanking Your Supporters

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## Send thanks

Once you receive a donation, it's important to quickly thank the donor for their support. You can say thank you via email or send a personal thank you note.

### Sample thank you email or letter:

Dear [NAME],

Thank you for supporting me in the [INSERT CITY] Walk to End Colon Cancer! Your generosity is helping the Colorectal Cancer Alliance achieve its mission to end colorectal cancer within our lifetime. I am so grateful for your support. I couldn't do this without you!

Please continue to check my fundraising page to see how close I am to achieving my fundraising goal of \$X. I know I can do it!

Thanks again for your donation!

