

# Cancer Awareness & Treatment The C.A.T. Walk & Fun Run A Walk with a Mission!

**You signed up for the C.A.T. Walk & Fun Run – now what?**

**And where are the CATS?**

This 5K walk/run is a blast and no doubt you'll have a great time. But it's about something more than just fun. It's about raising funds for the cancer awareness and treatment programs at Tuality Healthcare. Get it? The C.A.T. walk? Cancer Awareness & Treatment?



This will be our 15<sup>th</sup> annual run/walk and it's a big party. It's almost a pre-party for the Hillsboro famous 4<sup>th</sup> of July Rotary Parade. Participants enjoy three events—a Kids' Dash, a timed 5K walk/run, and a health fair. The annual C.A.T. Walk & Fun Run attracts approximately 1,000 walkers and runners on the 4th of July in downtown Hillsboro.

So get out your Uncle Sam hat and your best red, white & blue running shorts! It is the 4th of July after all!

Each and every participant has the opportunity to make a big difference for people who are receiving cancer treatment at Tuality Healthcare.

**All participants are asked to join us as we raise funds to support cancer related programs and services provided by Tuality Healthcare.**

Our cancer services provide families in western Washington county convenient access to state-of-the-art options close to home. Treatment options include comprehensive surgery and chemotherapy therapy, prevention, screening and diagnostic services, a highly-specialized Breast Health Center and a partnership with OHSU to provide the Tuality/OHSU Cancer Center. Funds generated from the C.A.T. Walk go to large items such as \$150,000 diagnostic programs to small items such as \$15 gas cards to patients so they can make it to their treatment appointments. Do you know any other cancer fund that can be so nimble and responsive to their community?

**The C.A.T. Walk has generated almost \$1 million through sponsorships, registration fees, in-kind gifts and donations in its 14 years of walking! This year we intend to push that mark over the \$1 million mark. Wouldn't it be great if**



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## *Tips for Your Personal Fundraising*

Before you walk or run this year, please take a step towards helping patients affected by cancer. ***Step Up for Cancer Care*** by asking your friends and family to sponsor you in the C.A.T. Walk & Fun Run!

**I want to *Step Up for Cancer Care*, but don't know where to start...**

After you register for the C.A.T. Walk, you'll receive a link to a personalized fundraising web page. Setting up your online fundraising page will make it easy for people to sponsor you. Email the link to your friends, family, coworkers, and neighbors. Share your fundraising page on Facebook and Twitter! And the setup is really easy, we promise!



### **So, what should I do?**

- ⇒ **Set a fundraising goal.** Anyone who raises \$100 or more—that's just 10 gifts of \$10 or 5 gifts of \$20—will receive a xxxxx to wear at the event. Top fundraisers will win additional prizes—and all fundraisers will know that they've made a big difference. We suggest a minimum of \$200 per person, but choose what works for you!
- ⇒ **Decide on a suggested donation level.** People may be more willing to donate if they know what you expect from them, but remind them that every donation counts and helps us provide advocacy and counseling services to families in need.
- ⇒ **Sponsor yourself!** Decide how much you are able to give and make your gift public on your fundraising page. It is easier to ask others to give when they see that you have given.
- ⇒ **Ask everyone!** Think beyond friends and family: neighbors, colleagues, and members of your school or faith community may be interested in supporting your walk or run. Many companies have matching gift programs; ask your Human Resources department if yours does. Don't get discouraged if some people you approach say no. Many folks will be as excited about your race as you are.
- ⇒ **Make contact three times.** The first email or call lets potential donors know that the C.A.T. Walk is coming up and that you are running or walking for Tuality Healthcare. A follow-up conversation shows potential donors how important the cause is to you. A final email or conversation just before race day allows you to thank those donors who have committed and gives those who have not one more chance.
- ⇒ **Choose a communication method that works.** Asking for donations is easier if you pick a method you are comfortable with, try Facebook or Twitter. But keep in mind that email is the most effective tool. Email your potential donors a short note telling them why Stepping up for Cancer matters to you, why you're supporting the cause, and why they should join you. Be sure to include the link to your page in your email!
- ⇒ **Send a personalized note to thank your donors!**

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**The C.A.T. Walk & Fun Run**  
**A Walk with a Mission!**

**How to Step Up for Cancer Care in just 10 easy days!**

Day 1: Sponsor yourself for \$25.

Day 2: Ask 2 family members to sponsor you for \$25 each.

Day 3: Ask 5 local friends to contribute \$20.

Day 4: Ask 5 co-workers to contribute \$10.

Day 5: Ask 5 neighbors or housemates to contribute \$10.

Day 6: Ask 5 members of your house of worship, book club, or sports league to contribute \$10.

Day 7: Ask your boss or company to donate \$50 or, better yet, see if they will match what you raise.

Day 8: Ask 2 members of your professional organization or school to donate \$25 each.

Day 9: Ask 3 out-of-town friends to sponsor you for \$25 each.

Day 10: You did it! Take a break, thank your friends and family for their support. Lace up your sneakers and train with a friend.

