



***MOVE4HER***  
*Foundation for Women's Cancer*  
***OCTOBER 18, 2020***

**2020**  
**MOVE4HER**  
**TOOLKIT**



Your personal fundraising and team building guide for the 2020 Foundation for Women's Cancer Move4Her Event.

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# ABOUT US

Thank you for your interest in helping spread the word and raising funds as a participant in Move4Her, the Foundation for Women's Cancer's (FWC) primary fundraising and awareness event this year! The event will take place on Sunday, October 18 at 12:00 p.m. CT.

Due to COVID-19 concerns, we have re-imagined our previous National Race to End Women's Cancer event to allow our community to come together safely while powerfully honoring and remembering those on a cancer journey. It is these women we honor when we #Move4Her.

This live one-hour, fully virtual and highly interactive walking and movement event serves to raise crucial funds for awareness, education, outreach and research of gynecologic cancers. We are bringing all the best pieces from our National Race to End Women's Cancer to this exciting event:

- An opportunity to truly do something together as a community—live and across the country!
- A chance to honor our patients, survivors and families, physicians and researchers and our amazing sponsors.
- The meaningful and moving Honor Wall—displaying loved ones and those we “move” for.
- Team fundraising and engagement—and now your friends and neighbors can easily join in, too!
- A way to have fun together and “move” at all levels of ability.

## THE FOUNDATION FOR WOMEN'S CANCER

FWC is dedicated to increasing public awareness of gynecologic cancer risk awareness, prevention, early detection and optimal treatment. The official foundation of the Society of Gynecologic Oncology (SGO), FWC is a 501 (c)(3) nonprofit organization that provides funding for gynecologic cancer research and training, as well as programs and resources. FWC has raised more than \$60 million in areas such as research, awareness, education and outreach.

## THE SOCIETY OF GYNECOLOGIC ONCOLOGY

SGO is the premier medical specialty society for health care professionals trained in the comprehensive management of gynecologic cancers. As a 501(c)(6) organization, SGO contributes to the advancement of women's cancer care by encouraging research, providing education, raising standards of practice, advocating for patients and members and collaborating with other domestic and international organizations.

## HISTORY OF THE NATIONAL RACE TO END WOMEN'S CANCER

The race started more than 10 years ago as the pinnacle fundraising and awareness event for FWC. It serves as an opportunity to bring families and friends together to support those impacted by gynecologic cancers. To date, over \$1,900,000 from the race has been raised by more than 23,000 survivors, families and advocates participating in the race from across the country.

## WHAT ARE THE *FACTS*?

Every five minutes, a woman is diagnosed with a cancer—cervical, ovarian, uterine, vaginal and vulvar. More than 109,000 American women each year, many are not diagnosed until the late stages of these diseases, and over 33,000 will die from a gynecologic cancer.

Through the previous National Race to End Women's Cancer, and now Move4Her, FWC shines a bright spotlight on these less mentioned women's cancers. Cancers affect women of all ages, from their teens through their 80's. FWC urges all women to **LEARN**, **LISTEN** and **ACT** to maintain their gynecologic health.



### **LEARN**

the symptoms and risk factors for each gynecologic cancer;



### **LISTEN**

to their bodies;



### **ACT**

to take preventative steps, and seek care first from a gynecologic oncologist when a gynecologic cancer is suspected or diagnosed.

# HOW TO

This is your opportunity to join forces with us and **#Move4Her** in an effort to raise crucial funds to eradicate gynecologic cancers. Be a part of this special day by registering, forming or joining a team, fundraising or donating to support those impacted by gynecologic cancers.

Need some help registering or managing a fundraising team? Here are some videos to help:

[help.runsignup.com/support/solutions/17000080449](https://help.runsignup.com/support/solutions/17000080449)

Event website to register and find out more:

[move4her.org](https://move4her.org)



# FUNDRAISING TIPS



## **START EARLY**

The sooner you start asking for donations, the more money you will raise. As soon as you register to become a fundraiser, get organized and start asking!



## **SET A CHALLENGING, BUT ATTAINABLE GOAL**

Your fundraising goal should be a stretch, but doable. If you are getting close to your goal, raise it so people continue to donate.



## **CONTACT EVERYONE YOU KNOW**

Start with your email address book, then your regular address book and member lists from clubs you belong to.



## **CREATE AN EMAIL SCHEDULE AND STICK TO IT**

Set dates to send a first email announcing your participation, a second email asking for donations, an update email and then a 'last chance' email.



## **ASK, ASK AND ASK AGAIN**

People can only make a donation if you give them the opportunity. Don't be shy about asking more than once. People need to be reminded!



## **CUSTOMIZE YOUR PERSONAL FUNDRAISING PAGE**

Include a personal story on why you're participating and a picture. Tug at the heartstrings of prospective donors.



## **JOIN OR CREATE A TEAM**

Need help to stay motivated? Join or create a team for camaraderie, encouragement and friendly competition. There's power in numbers!



## **STAY FOCUSED**

Remind yourself why you're participating and how the money you're raising will help others. Turn to other fundraisers for inspiration and ideas.



## **SEND A PERSONALIZED THANK YOU**

After you've completed your fundraising, send your results to donors and thank them again for their help. You might need their support again next year!



## **GET CREATIVE**

Get creative with fundraising events and ideas. For examples, please refer to the next page.

**We are always here to help with ideas and inspiration!**

# FUNDRAISING IDEAS

## FRIENDS, FAMILY, PEERS AND BUSINESS CONTACTS

- See if your company has a corporate matching gift program
- Encourage your supporters to do the same
- Send emails to friends and family asking them to make a donation (sample email on page 9)
- Text close friends with a link to make a donation
- See if your alumni/sorority/fraternity organization will support you

## HOST A FUNDRAISING EVENT

- Have a cookout, potluck or a wine night and ask your friends to come and make a donation to your campaign
- Host a poker night or Bunco night or an athletic tournament
- Consider virtual events if your location is under CDC or location distancing guidance

## COORDINATE AN OFFSITE FUNDRAISER

- Ask a local business (restaurant, gym, retailers, etc.) to donate a portion of their proceeds during a specific day/time period to your campaign. Or, ask them to donate an item to the cause
- Partner up w/ local service organizations or your church/synagogue/religious institution
- Host a bake sale at work or with one of your community partners
- For examples of participating local businesses where you can host fundraising events or organizing a partial proceeds, email Traci or Pam (contact info on page 11)

## SOCIAL MEDIA

- Provide updates on your fundraising progress through social media networks
- As you share pictures and info, ask followers to make a donation
- Create Facebook events for your fundraising events
- Share your fundraising link on Facebook
- Create posts and explain why you support this cause
- Remember to make it personal, and connect yourself to the mission
- Use hashtag #Move4Her. See sample social media posts on the next page.

# SAMPLE SOCIAL MEDIA POSTS



## FACEBOOK

@foundationforwomenscancer @Move4Her

In 2019, the American Cancer Society estimated that nearly 109,000 women would be diagnosed with some form of gynecologic cancer, and 33,000 would die from the disease. Help fight for all those women and #Move4Her by joining fitness celebrity Kathy Smith and my team at the Move4Her event on Sunday, October 18, at 12:00 p.m. CT!

Latinas have the highest cervical cancer rates of all groups of women, and African American women are more likely to die from the disease, according to the Black Women's Health Imperative. I am passionate about helping those women, and I am excited to be hosting a (insert event here) in honor of the Foundation for Women's Cancer's #Move4Her event on Sunday, October 18, at 12:00 p.m. CT. Please join in helping to raise crucial funds to improve care and eradicate these cancers!



## TWITTER

@gyncancer

"Family and friends: check out my donation page for the Foundation for Women's Cancer #Move4Her event: (URL) I'm in it to improve care and find cures – join me!

"We are halfway to our goal! Please share and keep the donations going! Visit (URL) to give and support @gyncancer in their mission to help improve care and find cures." #Move4Her

"Thank you to @username for their donation toward my fundraiser for @gyncancer. Every little bit counts and you can too! Let's #Move4Her Donate at: URL"



Every five minutes, a woman is diagnosed with a reproductive cancer and this is why I #Move4Her. Help me make a difference by donating. (URL)



## INSTAGRAM

@foundationforwomenscancer

Take photos of your fundraiser and capture the moment. Post them to your Instagram account, use the #Move4Her and make sure to tag us!

1. How do I mention FWC in my story on Instagram?
2. Tap  in the top left of your screen or swipe right from anywhere in Feed.
3. Select or take a photo or video, then tap .
4. Type @foundationforwomenscancer, then select the FWC account/logo.
5. Tap **Done**, then tap **Send to**.
6. Tap **Share** next to **Your Story**, then tap **Done**.



# SAMPLE FUNDRAISING EMAIL

Hello (**insert name here**):

In 2018, the American Cancer Society estimated that nearly 109,000 women would be diagnosed with some form of gynecologic cancer, and 33,000 would die from the disease. That could be a mother, friend or sister fighting for her life. You could help make a difference. Together we can end women's cancer and help save lives! I am fundraising for the Foundation for Women's Cancer's (FWC) Move4Her event on Sunday, October 18, at 12:00 p.m. CT. FWC is dedicated to increasing public awareness of gynecologic cancer risk awareness, prevention, early detection and optimal treatment.

I am committed to reaching my goal of (\$**XXX.00**). Please join me as we end women's cancer and help provide mammograms and support services for women in need. Please visit my fundraising page to learn more and donate today! Any amount helps. (**www.url.com**)

Thank you in advance for your support. When we come together, we truly put the power of purple into action.

**Jane Doe**

**P** 555-555-5555

**E** emailaddress@gmail.com

**W** move4her.org

**f** /foundationforwomenscancer

**t** @GYNCancer

**i** /foundationforwomenscancer



# YOUR PERSONAL TOOLKIT

Event website and registration: [move4her.org](https://move4her.org)

FWC website: [foundationforwomenscancer.org](https://foundationforwomenscancer.org)

Deliverables Available:

## Social Media Images

A host of Facebook, Twitter and Instagram images for you to use in social media.



## Printed Materials

If you need posters, 8x11 flyers, postcards or business cards, we have files ready to print and ship to you, too!



## Email

We are happy to provide other sample email templates and thank you templates, as well as email signatures for you to use.

Please email Traci or Pam to have any of these sent to you.

Traci Schwendner  
[traci.schwendner@sgo.org](mailto:traci.schwendner@sgo.org)

Pam Speer Lewis  
[Pam.lewis@sgo.org](mailto:Pam.lewis@sgo.org)

# THANK YOU

On behalf of all those with gynecologic cancers, their families and everyone at FWC, thanks so much for deciding to fundraise and Move4Her and we work to end women's cancer. We are looking forward to working with you!

If you have any questions, please contact:

Traci Schwendner  
[traci.schwendner@sgo.org](mailto:traci.schwendner@sgo.org)  
312-676-3905

or

Pam Speer Lewis  
[Pam.lewis@sgo.org](mailto:Pam.lewis@sgo.org)  
Cell: 832-372-4009

