

The logo features three stylized chevron arrows pointing right, stacked vertically. The top arrow is orange, the middle is yellow, and the bottom is orange. To the right of the arrows, the text 'UMASS' is in blue, 'CANCER' is in a larger blue font, and 'WALK' is in a large blue font with 'and run!' in a smaller, italicized blue font to its right. Below the logo, the tagline 'Let's pick up the pace.' is written in orange.

UMASS
CANCER
WALK *and run!*
Let's pick up the pace.

Sunday, Sept. 19, 2021

Team Leader Kit

umasscancerwalk.org

Your support goes straight to work

There's something that sets the UMass Cancer Walk and Run apart: 100 percent of the money your team raises supports adult and pediatric cancer research and care 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.
- Patient enrollment in clinical trials has increased by nearly 500 percent. 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.
- Multiple 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
 - OB/GYN
 - Ovarian
 - Pancreatic
 - Prostate
 - Uterine



**SUNDAY,
SEPTEMBER 19, 2021**

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

In becoming a Team Leader for the UMass Cancer Walk and Run, you are leading by example. You are When you signed on to be a Team Leader for the UMass Cancer Walk and Run, 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 best state-of-the-art 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

Medical Director, UMass Cancer Center
 Chief, Division of Hematology-Oncology
 Associate Professor of Medicine
 Eleanor Eustis Farrington Chair in Cancer Research

Michael Green, MD, PhD

Director, UMass Cancer Center
 Professor and Chair, Department of
 Molecular, Cell and Cancer Biology
 Lambi and Sarah Adams Chair in Genetic Research

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



Jonathan Gerber, MD



Michael Green, MD, PhD



Jennifer Reidy, MD



Jason Shohet, MD, PhD

Take your first steps

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



REGISTER YOUR TEAM

- › Visit support.umasscancerwalk.org
- › 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

= \$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

LuLa Roe 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.



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!



Whatever you decide to do, be safe by keeping pandemic restrictions in mind.

2021 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

Nicholas Adamopoulos

Lake Shore Legal, LLC

Jayne Burdett

Bay State Savings Bank

Richard Carr

Carr Financial Group

Kara Crosson

WPI

Liz Estabrooks**Shana Hazen**

Rockland Trust Company

Caitlin Morris**Matt Olivari**

Northeast Promotion and Apparel

David S. Phillips

UMass Medical School

Sarah Rizk

Absolute Group of Companies

Tom Roque

U.S. Bank

Adam Webster

UMass Medical School

“There are few fundraising events that exist today that can boast involvement from across our entire community. The UMass Cancer Walk and Run is one of them. Why? Because cancer does not discriminate. Almost everyone will be affected by the disease at some point in their lives. This event allows us all to work together for a truly noble cause: curing cancer.”

–*Richard Carr*

Former Committee Chair

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 and Run a success, because the money you raise supports adult and pediatric cancer research and care, and clinical trials of new potentially lifesaving therapies taking place right here in Central Massachusetts at UMass Medical School.

www.umasscancerwalk.org

