PARTICIPANT GUIDE

JUNE 26 & 27
7pm - 7pm
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CAN WE HAVE RIDERS, WALKERS, AND VIRTUAL PARTICIPANTS ON THE SAME TEAM?
Yes! A team can be as few as two or as many as 1,000. Teams can be comprised of riders, walkers and virtual participants of any age. The more people you recruit to join you, the more fun it makes your event experience and the more you are doing to change the course of cancer!

CAN WE FUNDRAISE AS A TEAM?
Yes! In fact, we encourage you to do so. Team fundraisers are more fun, and often easier too! While most teams enjoy setting team fundraising goals, each member of your team is still responsible for reaching the individual fundraising minimum for the event.

HOW DO I RECRUIT MORE TEAM MEMBERS?
Contact us! We can help you come up with a recruitment plan, whether that includes hosting a party at your home or office, having a lunch and learn or even just an ice cream social. We will be happy to help you add members to your team!

I HAVE COMPLETED THE REGISTRATION PROCESS. WHAT’S NEXT?
Follow this step by step tutorial to set up your individual and team fundraising pages and invite others to join your team.

I REGISTERED AS AN INDIVIDUAL, BUT NOW I HAVE DECIDED THAT I WANT TO CREATE/JOIN A TEAM. WHAT DO I DO?
Login in to the Participant Center. Click “manage” in the upper right corner to edit your personal fundraising page. On the “overview” page you will see a tab at the bottom that says “Team Fundraising.” Select this tab and then you will see a button that says “Join or Create a Team.” Click this and search for the name of the team that you would like to join, or create your own team.

HOW CAN I LET MY DONORS KNOW ABOUT MY FUNDRAISING PROGRESS OR THANK THEM?
Follow this step by step tutorial on how to update your page or thank your donors.

HOW CAN I LOOK AT PERSONAL FUNDRAISING PAGES OF OTHER PARTICIPANTS?
At the very top of your fundraising page, there is a search bar that can be used to search for other teams or individuals. Type in the name that you are looking for and click on their name to see their page.
Inspire your team to meet individual or team goals by encouraging them to earn some incentives and a jersey or tech tee. Or get recognized at our awards ceremony by winning one of the awards below.

INCENTIVES & JERSEYS
When you love 24 Foundation enough to go above and beyond in your fundraising, we think you should be rewarded for your hard work! Below are the different fundraising levels to strive for. Check our website to see what incentive items we’ll be giving out in 2020.

<table>
<thead>
<tr>
<th>Fundraising Amount</th>
<th>Jersey Level</th>
<th>Incentive Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1500</td>
<td>Green</td>
<td>$$</td>
</tr>
<tr>
<td>$2400</td>
<td>Red</td>
<td>$$$</td>
</tr>
<tr>
<td>$4000</td>
<td>Yellow</td>
<td>$$$$</td>
</tr>
<tr>
<td>$7500</td>
<td>Blue</td>
<td>$$$$$</td>
</tr>
<tr>
<td>$10,000</td>
<td>Orange</td>
<td>$$$$$$</td>
</tr>
</tbody>
</table>

AWARDS
Top Fundraiser - 1st Place $3500 grant to beneficiary of your choice*
Top Fundraiser - 2nd Place $1000 grant to beneficiary of your choice*
Top Fundraiser - 3rd Place $500 grant to beneficiary of your choice*
Top Triple Loop Team (20+ team members)
Top Double Loop Team (10-19 team members)
Top Single Loop Team (2-9 team members)
Top Overall Team - 1st Place
Top Overall Team - 2nd Place
Top Overall Team - 3rd Place
Youth Top Fundraiser 1st Place
Youth Top Fundraiser 2nd Place
Youth Top Fundraiser 3rd Place
Rookie Team of the Year
The Golden Spoke Award
Best Team Jersey Design
Best Campground Décor
Spirit of 24

*Beneficiary must be on 24 Foundation’s list of approved beneficiaries.
FUNDRAISING COMMITMENTS

24 Foundation isn’t about miles or laps. It’s about making strides toward providing cancer navigation and survivorship for all. When you sign up to participate in a 24 Foundation event, you are helping make an immediate impact in the cancer community! We know fundraising can be a challenge – but we also know that people are almost always surprised by the success of their efforts! Use this Fundraising Tool Kit to meet your fundraising goal with ease, and remember that we’re here to help!

GETTING STARTED
First things first, set your goal - whether it’s to meet the $400 requirement or to make the first incentive level of $750. Then, adjust the minimum donation amount you’re asking of each potential donor, and/or increase the number of people you’re going to ask.

5 STEPS TO MEET YOUR MINIMUM
1. Donate $50 to yourself. It all begins with you!
2. Ask 5 family members to donate $25 each. Look, there’s $125, plus the $50 you donated to yourself. You’re almost halfway there!
3. Ask 10 friends, neighbors, and extended family members to donate $10 each. Add $100 to your $175 total.
4. Ask 5 co-workers to donate $5 each. Add $25 to make your fundraising total $200!
5. Just in case all of these asks did not follow through, ask your boss for a company contribution.

SOCIAL MEDIA TIPS AND TRICKS
Social media can be a useful tool when it comes to fundraising. To help you get the most out of your social channels, we’ve included a few dos and don’ts below.

**DOs**
- Post, Tag, Share
- Take advantage of your broader audience by posting fundraising asks and tagging your teammates
- Make sure to follow 24 Foundation on Facebook, Instagram, and Twitter so that you can share relevant posts and stay in the loop with fundraising tips and upcoming networking or fundraising events.
- Link to Your Fundraising Page
- When inviting people on social media to donate, make it easy for them by linking directly to your Classy fundraising page. People are more likely to give when they don’t have to jump through hoops trying to figure out where to go.
- Join the Team Captains Page
- If you’re a Team Captain, make sure we add you to the 24 Foundation Team Captains Facebook group. This is a closed group where Team Captains can share fundraising events, brainstorm ideas, and collaborate. Reach out to Nanci Bonfield at nanci@24foundation.org to get added.
A-Z FUNDRAISING IDEAS

Go the extra mile and host a small or large scale fundraiser! We’ve put together a list of A-Z fundraising ideas. These can take place at your home, in your neighborhood, a school, or even at work! Don’t forget that we are always here to help, so give us a call or email us so we can advise you throughout this fun process.

AUCTION Recruit your team members to reach out to local businesses or places they visit often. Use your connections to get cool prizes and host an in-person or online auction!

BASKET RAFFLE BINGO This concept is the same as the bingo we all know and love except the prizes are themed baskets! Charge admission to the event and ask for basket donations from local businesses.

CARWASH The original fundraiser, right? Carwashes can be held at schools, churches, businesses, and even in your driveway!

DOG WALK Get some exercise and raise money at the same time. Offer your services as a dog walker and charge per dog.

ENVELOPE FUNDRAISER Hand out or mail envelopes with a letter asking for a donation amount. Include a prestamped letter addressed to you so that the donor only has to stick it in the mail!

FASHION SHOW Let local apparel shops know about your fashion fundraiser and ask them to donate clothes for the show. Set a venue, grab your friends to model and advertise the event well in advance.

GUESS THE NUMBER Put together a few jars filled with any given # of candy and charge a fee per guess. The person whose guess is closest will win the jar.

HOST A PUB CRAWL Connect with 3 or 4 breweries and see if they are interested in partnering with you to host a pub crawl. Pick a theme and run with it!

ICE CREAM SOCIAL Get ice cream donated after lunch one day at the office and charge an entry fee for all you can eat ice cream.

JUMP ROPE Ask friends, family, co-workers, etc. to donate a set amount for every jump. Depending on your stamina, this could amount to a good chunk of change!

KARAOKE COMPETITION Host this event at home or at a local restaurant. Secure a night, invite everyone you know, and offer a prize for the best karaoke singer.

LAWN MOWING Offer to mow lawns on your street or in your neighborhood and ask for donations to support your fundraising efforts.

MOVIE NIGHT Host a summer movie night outside and invite the whole neighborhood. Charge for entry and even have popcorn and drinks available for purchase.

NON-UNIFORM DAY Charge co-workers a fee for being able to wear something other than their everyday uniform.

ORNAMENT AUCTION – This idea is for those crafty people! Make holiday ornaments and sell them online or on a social media site.

POTLUCK DISH Task co-workers with making a dish for lunch and charge admission to the buffet.

RECIPE BOOK Ask all of your friends, team members, and coworkers for their favorite recipes to add to a recipe book. Brand it and print at the local printer and sell them to raise funds!

SKIP IT (LUNCH, COFFEE, DESERT) Choose to skip something that you have on a regular basis. Whether this is lunch out or a cup of coffee from a local coffee shop, you will end up with extra cash to put toward your fundraising page.

TEE SHIRTS Have team tee shirts made and order extra to sell to supporters who are interested. There are also websites that specialize in tee shirt fundraising.

USED BOOK SALE Send an email to your friends and family. See if they have any used books they are willing to donate and host a used book sale.

VOLLEYBALL TOURNAMENT This doesn’t have to be volleyball if another sport suits you and your team better.

WINE TASTING Contact a local wine distributor or grocery store to donate a couple bottle of wines for a small wine tasting event. Make this a weekly and/or monthly occasion to increase your fundraising efforts!

XTREME CHALLENGE Challenge co-workers to raise a set amount of money to make you do something extreme!

YARD SALE Do you have some stuff that you have been meaning to get rid of? Host a yard sale and invite your team members to contribute and use the funds raised toward your fundraising.

ZAXBY’S RESTAURANT NIGHT Connect with your local Zaxby’s or another restaurant who might be interested in hosting monthly spirit nights!
**SET UP YOUR CLASSY PAGE**

Classy is our online fundraising platform. You will set up a Classy account and fundraising page after registering for our event. Your fundraising page will allow you to start collecting donations and matching gifts which will be credited toward your fundraising goal as they are received. This guide walks you through setting up your account and fundraising page as well as accessing donor information and thanking your donors.

Need help with Classy or have a question? Call us at 704-365-4417 or email contactus@24foundation.org.

**NOW THAT YOU’VE REGISTERED, SET UP YOUR ACCOUNT:**

1. Check your email for a Claim Your Fundraising Page email from Classy. If you don’t see it in your inbox, check your junk or spam folders.
2. Click the link to claim your fundraising page.
3. Set up your password for your account using the email address that you used to register.
4. Or if you are a returning participant, go to login.classy.org and log in using your password from last year (if the same email address was used to register this year).
5. If you can’t remember your password, click “forgot password”.
6. In your Classy profile, click 24 Foundation under “Organizations I’m Supporting.”
7. This takes you to your 24 Foundation Classy account home page.

**NAVIGATE TO YOUR FUNDRAISING PAGE:**

1. Click on the fundraisers tab. Pages are organized new to old.
2. Click the Manage Fundraiser link.
3. This takes you to your fundraising page.
4. Click Manage in the upper right hand corner to begin editing your page.
5. Bookmark your fundraising page in your browser to easily navigate to it.
6. Click on older fundraising pages if you want to copy any text or images from there to your new page, or to view your donors’ email addresses from a previous year.
7. To see how to pull past donor emails, click here.
PERSONALIZE YOUR FUNDRAISING PAGE

OVERVIEW
Scroll to the bottom and click the Team Fundraising tab if you wish to join or create a team after registering.

STORY
Customize the template to tell your story. Explain why 24 Foundation’s mission is important to you, and how cancer has impacted your life. Add images, videos, or links.

Updates: Let your supporters know that you hit a goal or that you have a new fundraising goal ‘cause you’re killing it.

DONATIONS
See a feed of your donors and thank them for their contributions in the feed.

EMAILS
Copy the “Ask for Donations” or “Thank your Donors” templates we’ve provided to send emails to donors from your personal email. Want to copy the emails of your previous donors? See page 9 of this guide to see how to pull donor email addresses from a previous year.
DETAILS

PROFILE PICTURE
Use the Upload button to change your profile picture.

FUNDRAISER NICKNAME
This is the name that will display on your fundraising page and how people can search for you from our donation page.

PAGE HEADLINE
This is the headline that appears on your fundraising page. We recommend keeping it short and sweet.

GOAL
Set the amount you plan on fundraising. If you reach your goal early, we recommend increasing it so the donations keep rolling in, making you eligible for incentive items and jersey levels. The default goal is set to the Adult fundraising minimum. Youth minimums are half of the adult minimum, and child minimums are $50.

VANITY URL
This is simply a shorter version of your fundraising page’s website address.

You’re done! Click the View button in the upper right-hand corner to see your finished page.

Copy the url to your new fundraising page and text, email, and post it on social media for people to start donating.

IF YOU SHARE ON FACEBOOK
DO NOT hit the “Raise Money” button. This unlinks your fundraising page from our fundraising platform, and you will not receive credit for the donations.
VIEWING AND COPYING EMAILS OF PREVIOUS DONORS

- Go to your 24 Foundation classy account home page.
- Click on the fundraisers tab. Pages are organized new to old.
- Click on last year’s page.

- Click Manage in the upper right corner of your fundraising page.
- Click on the emails tab.
- Click the Thank your Donors icon.
- Click the button at the bottom that says, View Donors.
- This gives you a list of all of your online donors from that campaign.

- Select the donors whose emails you would like to copy by checking the boxes and clicking the select button.
- Click the copy button and paste the emails in a new email message (Gmail, Outlook, Yahoo, etc.)
EMAILING POTENTIAL DONORS

- Compose an “ask for donations” email in your personal email.
- You can access an “ask” email template by going to your 2020 fundraising page and under the emails tab, clicking the Ask for donations icon.
- Make sure you copy the ask template from your 2020 fundraising page as it contains a link to your 2020 fundraising page. Ask templates from previous years will link to old fundraising pages.
- If you are composing your own email, you can just paste the url of your 2020 fundraising page into the email.
- The url generated for you when you registered for 2020 or the vanity url you created will work.
  Fundraising page URL Example: https://events.24foundation.org/fundraiser/2424242
  Vanity URL Example: https://events.24foundation.org/BootyLoop
- Check the campaign year under your profile picture to be sure that you’re sending out the link to your 2020 page for people to donate to.
- Customize the email template as you see fit and copy and paste it into your email.
- Send your email and you’re done!

BE SURE TO SEND OUT THE LINK TO YOUR 2020 FUNDRAISING PAGE OR DONATIONS WON’T COUNT TOWARDS YOUR FUNDRAISING TOTAL
THANKING YOUR DONORS

THERE ARE 3 WAYS TO THANK YOUR DONORS:

THANK FROM YOUR ACTIVITY FEED,
THANK FROM YOUR EDITOR,
THANK USING EMAIL

THANK FROM YOUR ACTIVITY FEED

The easiest way to track and thank your donors is from your fundraising page.

1. Visit your page and scroll down to your activity feed.
2. Hit Reply under a donation and write your thank you message in the text block.
3. Tap Post Comment to post your message and to send a notification email to the donor.

THANK FROM YOUR EDITOR

1. Select the Donations tab to view your list of donations.
2. Any donors who haven’t been thanked will have a Thank button next to their donation.
3. Hit the button to write a thank you message.
4. When your message is done, tap the Comment button to send it.
5. The message will appear on your fundraising page’s activity feed and be sent as an email to the donor.
6. Thanking a donor also automatically marks them as ‘thanked’ (they’ll have a check mark instead of the Thank button).
THANK USING EMAIL

When donors submit donations to your fundraising page, they’ll be asked to enter their email. Thank you messages and comments are sent to the email they enter. However, if they change their email or you need to thank them at a different email address, you can. We have a template message that you can copy and send to your donors.

1. To access the template, open your fundraising page editor and select the *Emails tab*.
2. Click the *Thank your donors icon*.
3. You can *customize the message* and copy and paste it into your email.
4. You can return to this template at anytime so you don’t have to start new messages from scratch.

DON’T REPLY TO NOTIFICATION EMAILS

When donors submit donations, you receive a notification email from Classy. Replying to this email to thank the donor *DOES NOT* send them an email. You need to use one of the options above to thank your donors.
RECRUITMENT

Events are always more fun with more friends and family by your side, right? Right! We want to help you have the most fun and enjoyable event experience possible. That all starts by growing your team! It’s as simple as making an ask and inviting friends to join you.

STEP 1: BRAINSTORM
Identify those who you think might be interested in joining you and your efforts. Start brainstorming here and don’t forget to ask the team members you bring on board to do the same thing! We’ll start the first few for you…

1. Family members  6. __________________________
2. Coworkers       7. __________________________
3. Neighbors       8. __________________________
4. Friends         9. __________________________
5. Fellow members of Clubs/Sports Teams/Hobbies 10. __________________________

STEP 2: Outreach
Now that you have your potential teammates listed, think about how you are going to reach out to them. Here’s what we recommend:

☐ Log into the Participant Center and find your Team Page
☐ Personalize your team page with photos, videos and your story
☐ Communicate with your team through the comment features
☐ Share your team page on social media or by linking it in an email

STEP 3: ENGAGE
Here are a few examples of ways to connect with your team:

☐ Schedule a meeting with a Fundraising and Recruitment team member
   We can tell your team more about 24 Foundation events over the phone or in-person — coffee meetings, lunch and learn, happy hours, etc.! Email nancia24foundation.org to get something on the calendar.

☐ Get Connected
   Attend Buzz 24 events and make sure you follow us on social media to participate in competitions and giveaways throughout the year. 24 Foundation hosts several get-togethers to give you the most up-to-date buzz leading up to 24 Hours of Booty and make sure that your event experience is top notch! Keep an eye out for location and details on our community events page.
TEAM FUNDRAISING TIPS

Raising funds together is something that the whole team can get excited about! Plus, it helps alleviate individual fundraising anxiety. Follow these tips to ensure your team fundraising event is a success and leaves a smile on everyone’s face!

1. DO WHAT YOUR TEAM LOVES TO DO!
Think about your hobbies and things that you and your team do for fun. Some of our most popular ideas are backyard BBQs, brewery tours, yard sales, or even volunteering to be a guest bartender at a local bar or grill. Any connections you have can easily turn into an opportunity to host a unique fundraising event that gets the whole team involved.

2. MAKE SURE THE WHOLE TEAM BUYS IN!
Events are most successful when everyone on the team does their part! Brainstorm with your teammates so that everyone has a piece to plan. For example, have one member take care of event planning/logistics, another person handle the raffle items, while you handle promoting the event.

3. NETWORK, NETWORK AND THEN NETWORK SOME MORE!
The more people your team invites, the more funds you will raise to carry out the 24 Foundation mission. Reach out to your social circles and ask them to spread the word to ensure you have a good turnout at your community event!

4. REACH OUT FOR SUPPORT!
If you have a team fundraising event planned, email the details to marketing@24foundation.org and we’ll help to get the word out by posting it on the community events page of our website and sending you any promotional materials you may need.

If you’re thinking about doing a team event, but don’t know where to start, call us at 704-365-4417! Chances are we’ve seen something similar and would be happy to help!

5. DON’T FORGET ABOUT CORPORATE MATCHING GIFTS!
Taking advantage of your company’s matching gifts program is an easy way to double your contribution to 24 Foundation! Here is a comprehensive list of participating companies that match gifts. Just be aware that matching gifts submitted less than a month before the event may not be reflected on fundraising pages until after the event as the processing time for matching gifts can vary by company.
**TEAM CAPTAIN CHECKLIST**

**RECRUIT**
- Share our [24 Foundation mission video](#).
- Identify friends, family, and potential teammates who 24 Foundation’s mission resonates with.
- Invite potential team members to get involved by attending 24 Foundation community events, team meetings, and by following us on social media so they can stay up to date on 24 Foundation news and events.
- Hold a lunch and learn with a 24 Foundation staff person at your office or favorite restaurant.
- Share the link to your team fundraising page via social media and email and ask individuals to join your team.

**FUNDRAISE**
- Spread the word by sharing your fundraising link on social media, in your email signature, or by emailing potential donors. Invite your team members to do the same.
- Instead of birthday and holiday gifts, ask for contributions to your fundraising efforts.
- Be on the lookout for 24 Foundation fundraising contests, which provide fun incentives to help boost fundraising.

**MAKE IT A TEAM EFFORT**
- Hold a bake sale, BBQ or other special event to raise funds as a team and get the community involved.
- Schedule weekly or monthly rides/walks with your team to train for mileage goals.
- Request 24 Foundation yard signs, posters, handcards, stickers, and pens to promote the event (you can request these at [contactus@24foundation.org](mailto:contactus@24foundation.org)).
- Design and order team shirts or jerseys to sport at the event or at team functions. Email [orders@dunstangroup.biz](mailto:orders@dunstangroup.biz) for t-shirts or [lauren.marsha@gitabike.com](mailto:lauren.marsha@gitabike.com) for custom jerseys.
- Schedule a team meeting or call before the event to delegate event day responsibilities.
BRAND GUIDELINES

A lot of teams like to create their own flyers, handcards, banners, etc. to help with fundraising. While we love that teams want to spread the word, we ask that you help us keep the 24 Foundation brand consistent and effective wherever it appears. Please use these brand guidelines when creating 24 Foundation fundraising materials. If you have any questions about brand standards, please contact us! If you need a logo file, please email marketing@24foundation.org

LOGOS

24 Foundation’s primary logo is depicted below. However, variations of the logo have been created to accommodate 24 Foundation signature events and support fundraising efforts. Elements of each logo, their sizes, and their placement relative to each other should not be altered.

COLORS

Using our approved brand colors helps increase the impact of the 24 Foundation identity. Logos should only appear in 24 Foundation Orange and Navy. Secondary colors - Blue and Yellow - may be used to support designs when the primary colors are insufficient.

DO’S

- 24 Foundation Orange
- 24 Foundation Navy
- 24 Foundation Blue
- 24 Foundation Yellow

DON’TS

- Don’t use unapproved colors in the logo.
- Don’t replace any element of the logo or skew proportions.
WE’RE HERE TO HELP!
Feel free to reach out if you have any questions.

Nanci Bonfield
Regional Director – Indiana
office 816-215-8753
nanci@24foundation.org

Cass Hibbard
Operations Director
office 704-365-4417 ext 101
cass@24foundation.org