

PARTICIPANT TOOLKIT

24 hours of booty®



2023
July 28-29
7pm - 7pm



RIDE
WALK
GIVE

24foundation.org



CHANGE THE COURSE OF CANCER



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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!

Registration Type	Fundraising Commitment
Adult Riders (ages 18+)	\$400
Youth Rider (ages 12-17)	\$200
Child Rider (ages 8-11)	\$50
Adult Walker (ages 18+)	\$400
Youth Walker (ages 12-17)	\$200
Child Walker (ages 4-11)	\$50
Virtual Participant (all ages)	\$0

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 \$25 each. Add \$250 to your \$175 total.
4. Ask 5 co-workers to donate \$15 each. Add \$75 to make your fundraising total \$400!
5. Just in case all of these asks did not follow through, ask your boss for a company contribution of \$100 or more to push you ahead of your \$400 minimum. Giving back is COOL!

4 Steps to Hitting Incentive Levels

1. Ask 5 local businesses you frequently visit to donate \$50 each. That's another \$250.
2. Ask 5 members of an organization to which you belong to donate \$20 each. Add \$100 to your total amount.
3. Host a community fundraising event (restaurant night, BBQ for \$20 per person, bake sale, garage sale, car wash, etc.) That's another \$200 or more!
4. Ask your doctor, lawyer, trainer etc. to donate \$25 each.

Before you know it, you're over \$1,000! All you have to do is start asking.

FUNDRAISING TIPS AND TRICKS

To help you make your fundraising asks, **we've created an email template for you to use to let others know you're riding or striding in a 24 Foundation event.** You can copy the content on the next page into your personal email account. Feel free to customize and highlight your specific asks and individual and/or team mileage and fundraising goals!

GET PERSONAL

Don't be afraid to share specifics about **WHY** you're participating, not just what you're doing.

KEEP IT SHORT

Studies show that people only read an email or text at full attention for **THREE SECONDS**. Don't be afraid to **BOLD** the most important parts of your message. It's an age-old fundraising trick!

FOLLOW UP

Don't feel bad about reminding folks to give. People often intend to give but get busy. Send a follow-up message via email or text 3-5 days later with nothing more than one or two sentences - "Just a quick follow-up to my previous message. Here is a link to give if you haven't had a chance yet! **INSERT LINK'**



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EMAIL ASK TEMPLATE

Dear Friends and Family,

I SHOW UP for people with cancer, and I hope you will consider joining me! I recently signed up to change the course of cancer with 24 Foundation by participating in 24 Hours of Booty on July 28th and 29th. Funds raised help children, adults, and families navigate the maze of a cancer diagnosis.

Two years ago, I watched one of my closest friends struggle through cancer treatment. I knew I needed to do something to help. My goal this year is to make an immediate impact in the cancer community by participating in this 24-hour cycling and walking event, and by fundraising \$----. To do that, I need your help. That's why I'm asking my family, friends, and colleagues to make a donation today.

By donating, you will help Levine Cancer Institute, Levine Children's Hospital, and 13 other nonprofits support cancer patients in the North Carolina and South Carolina area. You will help educate, connect and empower those in treatment and their families. You will also provide critical access to cancer resources for individuals who are no longer in active treatment, but desperately need ongoing support services. Together, we can change the course of cancer for so many who are facing this insidious disease.

Should you choose to join me in my efforts, your tax-deductible gift of any amount will make a real difference in the cancer community. You can make your donation online by simply clicking on the link at the bottom of this message. If you would prefer, you can also send your tax-deductible contribution to the address listed below. If you choose to mail your donation, please include my name in the memo section so that I get credited as the fundraiser.

24 Foundation
PO Box 31007
Charlotte, NC 28231

PS. By donating today at [INSERT LINK](#), you will help support cancer survivors in the Carolinas and beyond. You will join me in SHOWING UP for people with cancer!

SOCIAL MEDIA



Social media provides a unique opportunity to get your ASK out to lots of people with the push of a button. You can tell a story, post a video, or share a photo. People are more likely to give if you create something compelling or dynamic. We recommend video, teasing it earlier in the day with something like, 'tune in at 5 pm to hear my big news!'

TEXT MESSAGE



Send a text message with a link to your fundraising page. Start with your WHY sentence. While it may feel awkward to ask at first, remind yourself that you are asking on behalf of the 1.8 million people who will be diagnosed with cancer in 2023. Avoid large group strings. Take the time to ask each person directly.

GET SILLY



Do something that captures people's attention. Use text, phone, or social to motivate your friends and family to give. 'If I raise \$400 by 6 pm tonight I'll post a video of myself jumping in the pool/lake/pond fully clothed!'. Have fun. Cancer IS serious, but asking for money doesn't have to be. Start with your WHY, and then make it your own.

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.

Do's!

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](#) and [Instagram](#) so that you can share relevant posts and stay in the loop with fundraising tips and upcoming networking or fundraising events. Share our videos from [YouTube](#) on your social pages, especially our [2022 Recap Video](#) and our Stories from a Survivor series.

Link to Your Fundraising Page

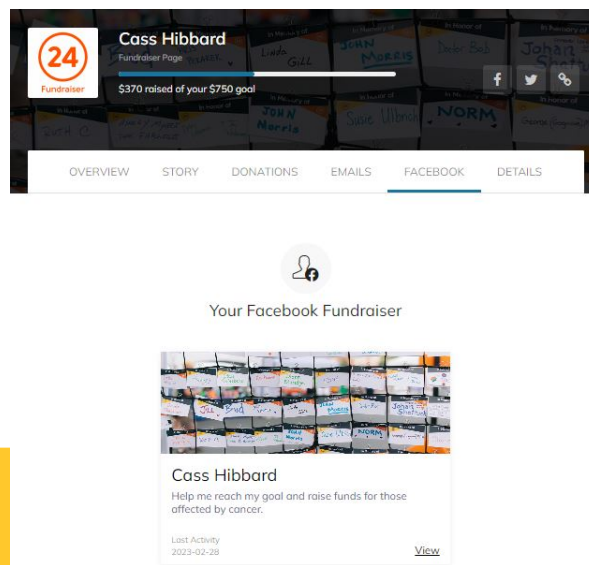
When inviting people on social media to donate, make it easy for them by linking directly to your Classy fundraising page or use Classy to directly launch your fundraiser on Facebook. People are more likely to give when they don't have to jump through hoops trying to figure out where to go.

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 Jon Wilson at wilson@24foundation.org to get added.

Add a Donate Button on Facebook

Classy, our fundraising platform, now offers a Facebook fundraiser integration directly from your Classy fundraising page. To use this, log into your individual fundraising page, select Facebook from the options bar, and off you go. It will require you to allow 24 Foundation to access your fundraising page, but we will not keep or utilize any of your information.



THE RULE OF THREES!

Avoid Overposting with Asks

No one wants to see a bunch of solicitations and nothing else. Be sure to post often enough that people know why you're fundraising and how to donate, but not too much that they unfriend you! Try the RULE OF THREES. Post three things that are not a direct fundraising ask - they can still be about the event or your story - between every ask for \$\$\$\$. It will save your friends from donor fatigue, and give them a chance to get to know you better!

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 pre-stamped 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!

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 six tips to ensure your team fundraising event is a success and leaves a smile on everyone's face!

Tip #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. Combine your connections to create a multifaceted event with more than one fundraising element!

Tip #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 and another person handle the raffle items, while you handle promoting the event.

Tip #3: Network, network and then network some more!

Spend more time spreading the word than working out the details. 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!

Tip #4: Reach out for advice!

If you are thinking about doing a team event, call us at 704-365-4417 or at the emails or numbers listed on the last page! Chances are we've seen something similar and would be happy to help!

Tip #5: Start where you are!

Do what you can handle and have fun doing it! Don't feel pressure to throw a gala event if what you really want to do is hold a bake sale. Choose a fundraising avenue that relates to you and your team, then the fundraising is a bonus!

Tip #6: Don't forget about corporate matching gifts!

Double your contribution to 24 Foundation! Go to 24foundation.org/mg to see if your employer offers a matching gift program. Send your matching gift confirmation to mg@24foundation.org so we can add it to your fundraising total. Just be aware, that verified matching gifts must be received 1 week before the event in order to count toward your fundraising minimum.

Drop-In Networking Events

In the months leading up to the event, 24 Foundation hosts several get-togethers to get to know each other and give you the most up-to-date buzz on how to make your 24 Hours of Booty experience top notch! Mark your calendars with the dates below!

If you can't make it to our events, contact Katherine Murphy at Katherine@24foundation.org to set up a breakfast, lunch or happy hour for your team!



Save the Dates

Thursday, April 13, 2023

5:00-7:00 pm

TapRoom Trivia at Sugar Creek Brewing

Thursday, April 20, 2023

5:30-7:00 pm

Fundraising Round Table at OpenTap Carmel Road

Thursday, April 27, 2023

7:30 - 8:30 am

Fundraising Round Table at Amelie's Park Road Shopping Center



Wednesday, May 17, 2023

5:30-7:00 pm

Keep an eye on the 24 Foundation Community Events page for location and address.

Thursday, June 22, 2023

6:00-7:00 pm

Keep an eye on the 24 Foundation Community Events page for location and address.

Wednesday, July 12, 2023

11:45-12:45 pm

Keep an eye on the 24 Foundation Community Events page for location and address.

Contact us to add your team's events to the calendar!

Can we have riders and walkers on the same team?

Yes! A team can be one person or 50 and can be comprised of walkers, riders, and virtual participants. 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! Make sure your whole team joins us for the last lap at 6:45 p.m. on Saturday in your team jerseys or tees for a chance to win the GOALden Spoke award!

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 their individual fundraising minimum.

How do I recruit more team members?

Call 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 and have received two emails. What's next?

Click on the email for your fundraising page and then click on the "Visit My Page" button. You will need to create a password the first time and the email/username is the email you used during registration. This process will activate your page.

I registered as an individual, but now I have decided that I want to create/join a team. What do I do?

On your personal fundraising overview tab, you will see a button that says "Create or Join a Team". This is where you will go if you wish to create or join a team after you have already registered.

How can I let my donors know about my fundraising progress?

Click on the option for "Updates" on your fundraising page. Clicking on this will send you to a screen where you can type updates and post them to your page for visitors to see. Make sure to click "Post Update" when you have typed your message.

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 participants or groups. Type in the person's name you are looking for and they should show up on the next screen.

I have registered for an event and have activated my fundraising page. How do I get the word out about my participation in the event?

The easiest way is to copy the url from your fundraising page and share it on social, via email or via text.

How can I track emails and donations through my personal fundraising page?

Check out our Classy Guide to learn more about your fundraising page, or contact Cass Hibbard at Cass@24Foundation.org.

MAKE IT EASY FOR PEOPLE TO GIVE!

GET YOUR 24 HOURS OF BOOTY
PERSONALIZED TEAM OR INDIVIDUAL
QR CODE BUSINESS CARDS TODAY



EMAIL KATHERINE@24FOUNDATION.ORG

GIORDANA CUSTOM TEAM KITS!

It's Kick Off Time!

Now that planning is underway, it's time to start thinking about your gear for the event. Our longtime partners at Giordana Cycling extend special pricing to 24HOB participants. Team leads may contact your designated rep Kem Newman to start the conversation.

KEM NEWMAN

Kem.Newman@gitabike.com

(704) 943-7918

WHY ORDER TEAM KITS?

Coordinating team kits unite members to rally around the cause. They foster a sense of camaraderie as members work towards a common goal. Plus, they serve as a great fundraising tool! Give your supporters the recognition they deserve – proudly display the logos of your donors on your team apparel.

DESIGNED JUST FOR YOU

There is no better way to be seen on the road than with a beautifully designed, eye-catching team kit. Your members need to be visible and stand out from the pack! Make it easy for your cheering section to find you on the course. Experienced designers will create something totally unique that your riders will be excited to wear. Giordana offers free design services and no artwork or set up fees.



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WHY CHOOSE GIORDANA?

There are a lot of miles between now and the finish line. You want to enjoy them, so comfort is key. Giordana apparel is professional-level gear, accessible to all. It is crafted at a family-owned manufacturing facility in Italy. Choose the quality, comfort, and performance that will keep your riders happy in the saddle.

HIT THE EASY BUTTON

We know you're busy– let's make the ordering process easy. The Giordana Kit Builder platform is available to team leads and is set up specifically for each group order. Members select and pay for their items individually– no spreadsheets necessary! Enjoy free shipping of your custom order directly to your door or pick up at Giordana's local Charlotte office.

WHAT IS THE DEADLINE TO ORDER?

Orders for items with 8-week turnaround should be placed by May 12.

Orders for items with 4-week turnaround should be placed by June 13.

These dates account for production time, plus transit and will have an estimated arrival one week prior to the event. An order is considered submitted when Giordana has received garment choices, quantities per size, approved artwork, delivery address, and the 50% deposit. **Connect with Kem and get started today!**

With Giordana, you get:

- made-in-Italy premium quality
- special 24HOB price
- free design and set up
- unlimited colors
- low minimums
- wide variety of garment options
- size sample kits for fitting
- free delivery or local pick up
- production in as few as 4-weeks
- online ordering platform



Visit [GIORDANACUSTOM.COM](https://giordanacustom.com)

We're here to help you reach your team and fundraising goals in any way that we can! Feel free to reach out if you have any questions.

Contact

Sponsorship and Fundraising:

Katherine Murphy

Executive Director

Cell: 919.780.7722

Katherine@24foundation.org

Participant or Donor Questions, Classy Fundraising Platform, Donations & Matching Gifts:

Cass Hibbard

Operations Director

Office: 704.365.4417 ext. 101

Cass@24foundation.org