

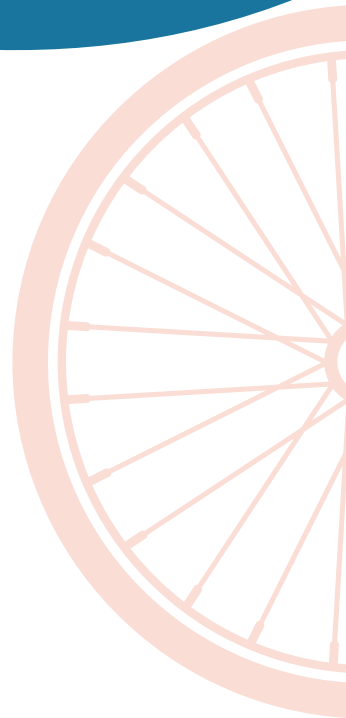
2024



# PARTICIPANT TOOL KIT

July 26-27, 2024  
7pm - 7pm

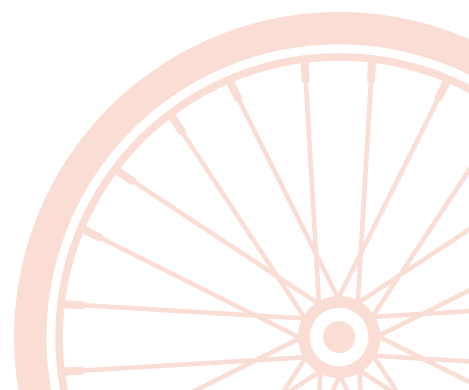
**24** hours of booty®





# TABLE OF CONTENTS

Why we do it .....	3
Fundraising Commitments .....	4
Fundraising Tips & Ideas .....	5
Email “Ask” Template .....	6
Social Media Ideas and Tips .....	7-8
A-Z Fundraising Ideas .....	9
Team Fundraising Ideas & Tips ....	10
Upcoming Networking Events .....	11
Frequently Asked Questions.....	12
Custom QR Code Cards.....	13
Giordana Team Kits .....	14-15
Contact Information .....	16







# WHY We Do It

Our signature event, **24 Hours of Booty**, brings more than 1000 participants and thousands of spectators together each year who all join together to raise funds to support local cancer survivorship and navigation programs. Research has shown that cancer navigation and survivorship programs significantly enhance the quality of life and increase life expectancy for cancer patients. These programs include, but are not limited to:

- **Providing transportation to and from chemotherapy/treatments**
- **Financial assistance (mortgage, utilities, groceries, etc.)**
- **Nurses to help navigate treatment and provide respite for caregivers**
- **Programs to enhance quality of life: mind, body & spirit**
- **Providing affordable housing during treatment**

# FUNDRAISING COMMITMENTS

24 Foundation isn't about miles or laps. It's about providing cancer navigation and survivorship for all. By participating in 24 Hours of Booty, you'll help make an immediate impact on our cancer community. We know fundraising can be a challenge – but we also know people are almost always surprised at how successful they can be. Use this Fundraising Tool Kit to help you to meet your fundraising goal with ease, and remember that we're here to help!

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

## 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 & IDEAS

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 YOUR LINK)*





# EMAIL ASK TEMPLATE

Dear Friends and Family,

I recently signed up to help change the course of cancer with 24 Foundation by participating in this year's 24 Hours of Booty event on July 26 -27. **The funds we raise will help children, adults, and families - all who are facing personal battles with cancer.** I SHOW UP for people with cancer, and I hope you will consider joining me!

**Two years ago, I watched one of my closest friends struggle through cancer treatment. I knew I wanted to do something to help and my goal this year is to raise \$----.** This will make an immediate impact in our cancer community, but to make it happen I really need your help. **That's why I'm asking my family, friends, and colleagues to please make a donation today.**

By doing so, you will help Levine Cancer Institute, Levine Children's Hospital, and 13 other nonprofits who support cancer patients in the North and South Carolina area as well as providing critical post-treatment access to cancer resources for individuals who desperately need ongoing support services.

By joining 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. Or you can send your contribution to the address listed below. If you choose to mail your donation, please include my name in the memo section so that I will get credited as the fundraiser.

24 Foundation  
PO Box 31007  
Charlotte, NC 28231

P.S. By donating today at **INSERT LINK**, you will help support cancer survivors in the Carolinas and beyond and you'll be joining me in SHOWING UP for people with cancer!



# 24 hours of booty®

## 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!'

## THE POWER OF TEXT

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 2024. Avoid large group strings. Take the time to ask each person directly.



## GET GOOFY!

Don't be afraid to get goofy and do something fun that really captures people's attention and motivates them to give. "If I raise \$400 by 6pm tonight, I'll post a video of me jumping in the pool with all my clothes on!" Cancer is very serious - but asking for money doesn't have to be. Start with your WHY, then make it your own!



# SOCIAL MEDIA TIPS & TRICKS

Social media can be a very effective tool for fundraising. To help you maximize your efforts and get the most from your social channels, here are a few suggestions.

## 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 awesome [2023 Recap Video](#) and our Stories from a Survivor series.

### Link to Your Fundraising Page

When inviting people 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.

### 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 Audrey Hood at [audrey@24foundation.org](mailto:audrey@24foundation.org) to get added.

### Set up Classy for 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, log into your Facebook, and off you go. A Facebook fundraiser that is linked to your classy fundraising page will be created. This means donations made through Facebook will be reflected in your fundraising total.



## 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! 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/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** – Got any stuff you've have been meaning to purge? Host a yard sale and invite 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 IDEAS & 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](https://24foundation.org/mg) to see if your employer offers a matching gift program. Send your matching gift confirmation to [mg@24foundation.org](mailto:mg@24foundation.org) so we can add it to your fundraising total. Just be aware, that verified matching gifts must be received one 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](mailto:Katherine@24foundation.org) to set up a breakfast, lunch or happy hour for your team! For more info about upcoming events, visit our website.

## Save the Dates:



**24** hours of booty®

### **24 Hours of Booty Training Rides**

Every Monday at 6pm starting March 18th on the Booty Loop. Meet at the parking lot at the top of Hopedale Avenue.

### **24HOB Registration/Kick Off**

March 21, 2024 5:00 - 8:00PM  
Sugar Creek Brewing Company

### **Fundraising Roundtable Coffee**

May 1, 2024 8:00 - 9:00AM  
Amélie's French Bakery - 4321 Park Rd.

### **Fundraising Roundtable Happy Hour**

May 22, 2024 5:30 - 6:30PM  
OpenTap - 5010 Carmel Center Dr.

### **Fundraising Roundtable Happy Hour**

June 19, 2024 5:30 - 6:30PM  
Suffolk Punch Brewing - Southpark 4400 Sharon Rd.

### **24 Hours of Booty 101**

June 27, 2024 6:00 - 7:00PM  
Zoom

### **Fundraising Roundtable Coffee**

July 10, 2024 8:00 - 9:00AM  
Summit Coffee Eastover  
343 Providence Rd.

# 24 HOURS OF BOOTY FAQs

## **Can we have riders and walkers on the same team?**

Yes! A team can be one person or 100 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 registration 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 to create or join a team after you have 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 Fundraising Guide to learn more about your fundraising page, or contact Cass Hibbard at [Cass@24Foundation.org](mailto:Cass@24Foundation.org) with any questions.





**Make it easy  
for people  
to give!**

**Get your  
24HOB  
personalized  
team or  
individual QR  
code business  
cards today!**



**Email: [Katherine@24Foundation.org](mailto: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](mailto: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.



# 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 in any way that we can.  
Feel free to reach out whenever you have any  
questions and thank you for your participation.**

## **Contacts**

### **FUNDRAISING:**

Katherine Murphy  
Executive Director  
Cell: 919.780.7722  
[Katherine@24foundation.org](mailto:Katherine@24foundation.org)

### **SPONSORSHIP:**

Audrey Hood  
Development Director  
Phone: 704-365-4417 x 126  
[Audrey@24foundation.org](mailto:Audrey@24foundation.org)

### **QUESTIONS ABOUT PARTICIPATING, CLASSY FUNDRAISING PLATFORM, DONATIONS, OR MATCHING GIFTS:**

Cass Hibbard  
Operations Director  
Phone: 704-365-4417 x 101  
[Cass@24foundation.org](mailto:Cass@24foundation.org)

