



Making the Ask



 **walk to**
END COLON
CANCER
colorectal cancer alliance

WALK TO END COLON CANCER

Making the ask



The Walk to End Colon Cancer is our commitment to see the end of colorectal cancer in our lifetime by raising money to save lives through early detection and research.

The Walk is our chance to join others in the community and show that we are with those diagnosed every step of the way. Reaching our fundraising goals means more screening, care and eventually cures for our loved ones and future generations.

We are united in our commitment to end colorectal cancer in our lifetime. Together, we can end this disease within our lifetime.

Now that you've registered for your Walk to End Colon Cancer, the next step is to tell your friends, family, and colleagues about your commitment to ending colorectal cancer within our lifetime! Below are some best practices, tips, and sample language you can employ to help raise money for your Walk to End Colon Cancer team.

Prior to asking others to make a gift, be sure to make your own personal donation to the event. It is a lot easier to ask someone to support you if you already have some skin in the game!

Making the ask and spreading the word!

- Find a Walk to End Colon Cancer in a community near you, and invite friends, family and colleagues to join your team.
- Tell people why you are supporting the Alliance through the Walk to End Colon Cancer and ask them to support you by donating.
- Tell your story, making it personal to make it powerful, and start fundraising.

A personal ask should be memorable. Introduce yourself, explain the event, and share why you are taking part in the Walk to End Colon Cancer. An ask should end with a concise question that makes your request clear. Here are some ideas:

- “Will you donate to my team?”
- “Would you be willing to support my fundraising efforts?”
- “Do you want to help us end colorectal cancer within our lifetime?”

You can also invite the person to take an action, such as inviting them to join your team.

Elevator Speech

The Walk to End Colon Cancer is my commitment to raise money to save lives through access to screening, support for those diagnosed, and uniting with others who share my passion to end colorectal cancer in our lifetime.

Talking Points on the Importance of Fundraising

- Take action through fundraising and show us you’re ready to end colorectal cancer.
- Reaching our fundraising goals means more screening, care and cures for loved ones, our community and future generations.
- Fundraising goals allow everyone to participate with us – from advocating for prevention and access to screening, offering patient support and care and funding lifesaving research.

Update your participant HQ

Update the welcome message on your page by making it personal. Share your story and let everyone who visits your page know why you’re taking part in the Walk to End Colon Cancer. Thank them for helping you reach your goal!

Social media

Spread the word on social media about the Walk to End Colon Cancer and invite your friends to share information on their social media pages, too. You never know who might see a post and feel compelled to join your team or make a donation.

Sample social media post:

Friends and family in the [INSERT CITY] area, please join me on [day, and date] as I Walk to End Colon Cancer at the [INSERT CITY] Walk! The Walk to End Colon Cancer is a family-friendly fundraising Walk created by the @ColorectalCancerAlliance, with the goal to provide support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research! For more information and to register now, visit: ccalliance.org/walk

Send a donation email or letter

Make it personal when telling your story. Why are you involved with the Walk to End Colon Cancer? Tell the donor how colorectal cancer has affected you or someone you care about. People want to be inspired! Talk about loved ones who are battling colorectal cancer, or those who were lost to the disease. People respond and relate to a personal cause. Tell them where and how to donate, and share with them the online link to donate. Donating online is easy!

If you're sending an email or letter to someone who has given to your team in the past, it's important to thank them for their past contribution.



Personalize with a handwritten note

If you are sending out multiple letters, handwrite in colored ink on the top of the letters the person's name and a quick line, "I hope you will support me!" Sign it in the same ink to add the personal touch.

Sample donation email or letter:

Dear Friends and Family,

I will be participating in the [INSERT CITY] Walk to End Colon Cancer raising funds for the Colorectal Cancer Alliance, a national nonprofit committed to ending colorectal cancer within our lifetime.

The Walk to End Colon Cancer will enable us to showcase that we are a community of people who want to do more for research, more for our communities with access to screening and offer more support and care for those living with colorectal cancer.

The walk will take place [DATE/TIME]. Will you join us for a day of inspiration and impact as we remember those we've lost, celebrate those that have survived, and honor those currently living with the disease and unite as a community?

I have committed to raising \$X for the Colorectal Cancer Alliance, It's easy to make a difference. Please visit [LINK TO YOUR FUNDRAISING PAGE] to make a donation to my team and help me make a difference!

Thank you for being an ally and for your support. This means the world to me!



Send thanks

Once you receive a donation, it's important to quickly thank the donor for their support. You can say thank you via email or send a personal thank you note.

Sample thank you email or letter:

Dear [NAME],

Thank you for supporting me in the [INSERT CITY] Walk to End Colon Cancer! Your generosity is helping the Colorectal Cancer Alliance achieve its mission to end colorectal cancer within our lifetime. I am so grateful for your support. I couldn't do this without you!

Please continue to check my fundraising page to see how close I am to achieving my fundraising goal of \$X. I know I can do it!

Thanks again for your donation!

