



# FORCE Fundraising Tool Kit

## Help us be there to support the Hereditary Cancer Community

Whenever you raise funds for FORCE you are a member of TeamFORCE, and we thank you for wanting to support our efforts to advance research and drive awareness, support and education to the 2.3 million people impacted by hereditary cancers.

This document was created to answer questions, show you some fundraising options, and (no matter if or how often you have fundraised in the past) give you some new ideas to help you in this loving effort.

**You may think it's hard to fundraise. We get it.** We realize asking for money is intimidating. But it is also a great and genuine thing to be able to invite other people to take action for a cause that is important to you and your family. If hereditary cancer is part of your life, those that read your story are often touched by your personal experiences and, in many cases, are moved by your struggles, joys and journeys. We are truly in this together and we are so glad you are on TeamFORCE!

## Choose a way to raise funds:

Select the campaign you want to use to create your personal fundraising page:

- Participate in [FORCE's "For Our Future" Annual Campaign](#) by setting up a personal fundraising page and inviting your network to help you support the programs and services of FORCE.
- Create a fundraising page for a TeamFORCE Running or Fitness Event.
  - [Create your own TeamFORCE Event](#) by using a local existing event
  - [Register for our Walk/Run with FORCE](#) a virtual event
  - [Join us in one of the events in which we are a participating charity](#)
    - *runDisney* half marathon event in Orlando, FL
    - TCS New York City Marathon
- [Set up a Facebook Fundraiser.](#)



*For Our Future*

## Join "For Our Future"

For Our Future is our annual "friends asking friends" fundraising and giving campaign. With our "For Our Future" initiative, you are part of a community effort - but with your own personal page. You can share your personal story and photos or create a page in honor or memory of a loved one. For Our Future campaigns are also a great way to celebrate or recognize:

- your birthday, anniversary, cancer-versary or previvor-versary
- post-surgery (in lieu of flowers)
- Mother's/Father's Day or National Hereditary Cancer Week

Fundraising through "For Our Future" is easy. [You can get started by visiting our campaign page online.](#) Click the "BECOME A FUNDRAISER" button and it will walk you through completing your page.

## Be a part of a TeamFORCE EVENT

TeamFORCE members across the country are turning their running and fitness ideas into successful fundraising events for FORCE, while others are joining our partner events. Click the hyperlinks below to set up your page or read more about [how to set up a personal fundraising page](#) later in this document.



*Fundraising Events*

[Create Your Own TeamFORCE Event!](#) You can conduct a "Do It Yourself" campaign and create your own fundraiser by using any available opportunity you have and inviting others to support your efforts. FORCE volunteer Carly Miller, completed a landmark swim and others have set up Zumba Events to use as a fundraisers. It doesn't have to be complicated. You can make any event a TeamFORCE event and we would love to hear your ideas and help make sure you are set up for success. Once you set up a fundraising page describing what it is you have set out to do, you can share it with others to let them be a part of your effort.

[Register for a Virtual Walk/Run with FORCE!](#) You can walk or run with FORCE and make your miles count! Our virtual walk/run program gives you the opportunity to complete a 5K, or multiple 5K events at your own pace, in your own place, at the time and day that works for you. You can do this on your own, or you can ask your family and friends to join you. Make it official by using our racing bib, and our start/finish and mile markers.

Let us know when you complete your run and we will send a printable Finisher's Certificate to you and, depending on the level of fundraising you completed, you may qualify for a TeamFORCE t-shirt and/or a TeamFORCE Hero's Medal.

[Join us in one of our partner events!](#) FORCE participates as a partner charity in a few key events each year and you can join us as a member of TeamFORCE.

Entry to these events are in high demand and we have a limited number of registrations, so plan ahead if you want to join us. If we have a registration available you can sign-up through FORCE, pay your registration fee, set-up your personal fundraising page and you're on the team!

Currently we are a participating charity for the events listed below:

- ✓ [The runDisney Wine & Dine Half Marathon Weekend](#) (usually on the first weekend in November), at the Walt Disney World Resort in Orlando, FL
- ✓ [The runDisney Princess Half Marathon Weekend](#) (usually on the last weekend in February), at the Walt Disney World Resort in Orlando, FL
- ✓ [The TCS New York Marathon](#) (usually held on the first Sunday in November), in NYC. Due to the impact the COVID 19 virus had on the NYC Marathon, we do not expect to receive an allotment of bibs for that marathon until 2022. Please [email Ruth Kucharz](#) to let us know of your interest and we will send information to you when it becomes available.

## **Conduct a Facebook Fundraiser**

You can set up a personal fundraiser on Facebook at any time. Check out our ["step-by-step" instructions and FAQ's](#).

Ready to get started? [Visit our Facebook page](#) (Facing Our Risk) and click the "Raise Money" button on the right hand side of the screen. If you are active on Facebook, this is a great way to engage your network and let them know what you are trying to accomplish.

A few notes about Facebook fundraisers:

1. There are no fees and every dollar donated through Facebook goes directly to FORCE.
2. An acknowledgement/receipt will be sent by Facebook for all donations made through Facebook (the acknowledgement is not sent by FORCE).
3. There is no connection between Facebook and the data management system at FORCE, but we do monitor the FORCE Facebook page. We request your patience in acknowledging your efforts as it is a manual process.

For more detailed instructions [view our guide on our website on Facebook Fundraising](#).

## Let's get started

### Setting up your personal fundraising page

To get started choose one of the fundraising options below. Once you reach the landing page you can read more about the campaign and click the option to "Become a Fundraiser" or "Register as a Runner." Follow the step-by-step instructions to set-up your personal fundraising page and start your campaign.

Select one of these fundraising campaigns to get started:

- ✓ [For Our Future](#)
- ✓ [TeamFORCE Event](#)
- ✓ [Walk/Run with FORCE \(a virtual event\)](#)

Note: If you are interested in participating in a partner event (such as runDisney or the NYC Marathon) there are registration fees, fundraising goals and requirements involved to be an event participant. Please visit those pages to find out more: [runDisney](#) [NYC Marathon](#)

### What to do once you set up a fundraising page:

Your page does not "appear" anywhere until you send it out so you can be sure you are happy with how it looks after you have been able to customize it by adding your story, and photos, before it is seen.

### On-line fundraising tips:

- Choose a good title and headline – Those fields are totally editable on our fundraising pages and your campaign will do better if you personalize it, so make it yours! Make your title and headline short, descriptive, and inspiring. You are out to engage and empower so make it YOU!
- Customize your URL to make it yours by adding the ending of your choice. You can do this in the "details" section of your page. That will make it easy for your friends and family to identify and share your link. If you are a social media pro – use a hashtag.
- Use high quality photos to increase interest and it will have a dramatic effect on your ability to fundraise. You can even add a short video to explain why you choose to support FORCE.
- **Share your personal fundraising page** - Once you have a personal fundraising page created in our For Our Future or TeamFORCE campaign you can click the icon on your fundraising page and share your page through Facebook, twitter or email.
  - **Sharing your page on Facebook:** When you select the Facebook icon a post will be created for you to share on your Facebook page. It will include a link that will direct

people right to your fundraising page. If you're using this option please do not add a "Donate" button when asked by Facebook as they will be asked to donate directly to your page once they click the link in your post.

- **Share your personal fundraising page on Instagram** - Since Instagram does not have the option to add hyperlinks to Instagram stories, we recommend adding a link to your fundraising page in the website section of your Account Bio. Then in your Instagram story, you can mention the link so others can easily access your page.
- Update your network often on your efforts and your success. You can maximize your efforts by posting to your page, so it reappears in activity feeds. You can also click the "share" button and select either to post it to your timeline again (you can even tag your friends and family) or send it in a private message to a list of recipients you choose. To make sure your friends see your page, you can always paste the URL into an email to let them know you are fundraising for FORCE

### **Creating an email to share your page:**

You can either click the email button from the top of your page (as explained above) or create your own to send out to your family and friends. Below is just an example and you should customize this any way you would like to make it yours.

Suggestions for subject lines (keep it short and compelling, avoid all-caps, and exclamations):

- Help fundraise for FORCE: Facing Our Risk of Cancer Empowered
- Please join me
- Support FORCE

For the body of the email you could use something like:

Dear [insert name],

I am helping "FORCE," a charity that supports individuals and their families who are facing hereditary cancer. You can see what they do by going to their website: <http://www.facingourrisk.org/about-us/our-impact/our-progress.php>. I am (explain what you are doing "conducting a fundraiser," "running a virtual 5K," whatever you are doing) and I am asking for you to help me raise money for FORCE so that I can make my efforts count.

FORCE is a registered 501(c)(3) organization, so your donation is 100% tax deductible (allowable by IRS standards). FORCE is the only national nonprofit organization devoted to individuals and families affected by hereditary cancers.

FORCE research, support, education, advocacy and awareness efforts ensure that no one has to face hereditary cancer alone.

Making a donation is simple. Just click the link below to my fundraising campaign to get started.

[insert link to your TeamFORCE page].

Feel free to share my campaign link on social media. The more exposure I get, the greater my chances of reaching my fundraising goal. Thank you.

With love/Sincerely,  
[your name]

### **Sample Social Media Post Messages:**

Below are some suggested messages you can use for Social Media Posts when you post, re-post or tweet your page:

*FORCE was part of the research recruitment strategy for the clinical trials that led to the FDA approval of all three PARP inhibitors for treatment of ovarian cancer.*

*In 2016 FORCE created the first Peer Navigation Program for families affected by hereditary cancer using a custom database to match individuals to trained volunteers who have faced similar experiences. Currently over 150 Previvors and Survivors aged 23 - 75 years old having different genetic mutations and experiences are trained to offer confidential personalized phone support. Participants receive an expert-reviewed resource guide consisting of up to 23 topics that commonly arise during a hereditary cancer journey. The volunteer helps participants navigate their decision-making process while providing empathy and reassurance.*

*1 in 5 women with ovarian cancer has a genetic mutation that caused her cancer. FORCE's KNOW MORE program, funded by a grant from AstraZeneca, increases awareness of ovarian cancer and provides information that may guide a patient's treatment options.*

*FORCE successfully led the opposition to patents on the BRCA1 and BRCA2 genes—ensuring genetic testing became more widely available and affordable across the country.*

*FORCE helped pass the Genetic Information Nondiscrimination Act (GINA), which keeps employers and health insurers from making decisions based on a person's family health history or genetic makeup.*

*FORCE is the only national organization specifically dedicated to advocating for the unique needs of those impacted by hereditary cancer.*

*September 30, 2020 - PREVIVOR DAY! FORCE coined the term "Previvor" to give a name to those members of the hereditary cancer community who are a "survivor of a predisposition to cancer." Anyone who has not had cancer but knows they have a mutation that greatly increases their risk of cancer, or comes from a family with a strong history of cancer but no mutation has been found, is a previvor and a member of FORCE's hereditary cancer community.*

*FORCE created the CDC funded XRAYs program as a trusted source of information for young women with breast cancer and young high-risk women. The program translates research reports in the media into everyday language and provides young women with the context to use the information to make informed medical decisions.*

*FORCE offers the largest compilation of Hereditary Cancer materials, including expert-reviewed information, research studies, articles, resources, and stories of individuals' personal experiences. We make this library available online to anyone who needs it for no cost.*

*www.facingourrisk.org is the home to a unique, password protected breast reconstruction photo gallery to include real life photos of mastectomies and reconstruction and includes photos of men who have had mastectomies.*

*FORCE was part of the recruitment effort for the OLYMPIAD clinical trial that led to the approval of first FDA approved PARP inhibitor (Lynparza) for treatment of metastatic breast cancer caused by a BRCA1 or BRCA2 mutation created the HBOC (Hereditary Breast and Ovarian Cancer) Research Search Tool - the first research matching tool developed specifically to help people with HBOC find studies enrolling people with HBOC*

*FORCE's Peer Navigation Program has supported over 3,600 people. Each participant is provided with 1:1 confidential phone support and a free resource guide. Testimonials have shown that participants- whether affected by breast, ovarian, prostate, or hereditary pancreatic cancer- are comforted by the opportunity to be connected with someone who understands their situation and relieved to receive resources all at once, saving them time to focus on decision-making rather than gathering information.*

You can always read a list of our latest accomplishments on our most recent "Our Impact" document (updated every six months) on our website at [www.facingourrisk.org](http://www.facingourrisk.org).

We greatly appreciate your partnership and we're here to help you along the way.  
Please email any questions to [ruthk@facingourrisk.org](mailto:ruthk@facingourrisk.org)

*Thank you!*