



C.A.T. WALK & FUN RUN 2018
CANCER AWARENESS & TREATMENT
FUNDRAISING GUIDE



NEW MAMMOGRAPHY VAN

Tuality Healthcare currently has a 24-year old mobile mammography van, but it is unfortunately nearing the end of its life.

A new van with 3-D diagnostic imaging technology will dramatically improve the quality of lifesaving screenings, and will reach a larger underserved area more efficiently.

Join Tuality Healthcare Foundation and the On The Road to Prevention campaign to raise funds to acquire a new mammography van!

newmammvan.org

DID YOU KNOW?

- 1 in 8 women are diagnosed with breast cancer every year.
- Breast cancer is the second most common cancer among American women, and the second-leading cause of cancer-related deaths.
- Hispanic women in Washington County have the highest rate of breast cancer in all of Oregon.
- Breast cancer is the top cause of death in women of color.
- A mammogram only takes 15 to 20 minutes.
- Most cases of breast cancer are treatable if tumors are found in the early stages.
- Many women in rural and coastal communities lack the access to these lifesaving screenings.



MAMMOGRAMS SAVE LIVES



THE WHY

One of the most successful ways to inspire donations is to share your why!

Why are you passionate about this cause?

Share why you think every woman should have access to lifesaving screenings. Are you or someone close to you a survivor?

The more you share your passion about this cause the more people will be inspired to support you.

Your support is saving lives!



PERSONALIZE YOUR FUNDRAISING

It's easy to make your personal fundraising page. Go to:
<https://www.crowdrise.com/CATWalkFunRun2018>

Your personal fundraising page:

Add your photo so people know it's you.

Share your story:

All it takes is a few sentences about why you care about supporting the purchase of a *new mammography van*.

Do you know someone personally that has been affected by breast cancer? Are you a survivor of breast cancer, or do you believe that all women should have access to life saving screenings? Fundraisers who personalize their page tend to raise more money.

Kick start your efforts with a gift:

Consider making the first donation of \$50 to your page, or ask a friend or family member to help get you started. All it takes is one gift to get the ball rolling.





TIME TO REACH OUT

Once your page is up and ready, start reaching out to everyone you know! Copy and paste your link to your personal fundraising page.

A personal ask is more powerful than a mass email. Start with close friends, family members, and co-workers.

Ask them to be the first supporters to help you get your momentum going. Once they support you, thank them, and then ask if they can share your link to someone they know that might support your cause.

If you are short on time a mass email is better than no email, but it may be more impactful to personally reach out to your closest supporters.

WHO DO I REACH OUT TO?

Remember, you may not always know who may have a personal experience with cancer or breast cancer. **Sharing to everyone you know is a great way to find new supporters.**

- Family
- Friends (and friends of friends!)
- Neighbors
- Co-workers and Associates
- Faith community members
- Your doctor, dentist, accountant, hair stylist, etc.



WHAT DO I SAY?

Here is an example below, and feel free to use this to inspire support.

I am committed to supporting Tuality Healthcare Foundation's goal of purchasing a new mammography van.

This van will be a huge win for our community! This new state-of-the-art van will include 3D imaging, and will bring services to rural communities with underserved populations. Your support means we can save lives in our community.

My goal is to raise [Insert Goal] by [Insert Date]. I'd really appreciate your support. Your tax-deductible donation will help provide lifesaving screenings for women in our community.

*You can donate here:
[Insert Link to your Fundraising Page]*

Go to **newmammvan.org** to hear a woman's story whose life was saved by the mobile mammography van.





TIME TO GET SOCIAL

The next step is to share your fundraising page on social media.

Facebook, Twitter, Instagram, Snap Chat, or whatever social media channels you love. Share in one sentence why you are supporting this, and include your page link.

Help me raise money for a new mammography van!

[insert fundraising page link]

#CATWalk #newmammvan

Videos are also a great way to engage on social media. Make a short, 60-second video on your smartphone sharing your why and how people can support you.

Do you have a personal story or connection to this cause? **Share it!**

People support authenticity.

TEXT

Texting today is one of the best tools for fundraising. Texts are more personalized, and they don't clutter up inboxes or social media feeds. The response from a text is usually immediate, and is a great

Example:

Hi! I wanted to ask you for your support for a new mammography van. My goal is to raise [goal] and your donation will help me get there.

[Insert personal fundraising page]

Thank you!

FOLLOW UP

Don't get discouraged. Fundraising takes some persistence. We all know that in today's world, email and social media are popular forms of communication. It's so easy to read something and then forget to take action. That's why following up can be essential in your fundraising efforts.





GET CREATIVE!

- Have some fun and be creative to raise more money!
- Either you or someone close to you can pledge personally to match every dollar raised up to a certain amount.
- Host a pink lemonade stand or bake sale.
- Host a dinner party at your home.
- Commit to doing a jumping jack, push up, deadlift, etc. for every dollar raised.
- Contact a local restaurant and ask them to donate a percentage of sales on a specific day.

THANK YOU!

And last but not least, don't forget to thank your donors!

It doesn't hurt to send someone a personal note to show your gratitude for their support.

You can also thank them on social media outlets which might encourage other people to donate!

QUESTIONS?

Contact Sara Fisher

sara.fisher@tuality.org

503-681-1770

Check Donations:

Tuality Healthcare Foundation
335 SE 8th Ave. Hillsboro, OR 97123

For your tax purposes, the Tuality Healthcare Foundation is a non-profit organization with exempt status under 501(c)(3) of the Internal Revenue Code. The Foundation's Federal Identification Number is 93-0751507.

