

A person with a backpack is hiking on a dirt trail on a grassy mountain ridge. In the background, there is a large blue lake and a range of mountains under a clear sky.

CLIMB

★ *FOR A* ★

CURE

FIGHT COLORECTAL CANCER

VIRTUAL CLIMB

Toolkit

August 15, 2020



Welcome to Fight CRC's 5th annual Climb for a Cure! Thank you so much for registering for this year's Climb! You're now part of a community of relentless and resilient colorectal cancer survivors, caregivers, and advocates climbing for a cure.

Changes due to COVID-19

Fight CRC remains committed to our mission as champions of hope for everyone affected by colorectal cancer while responding to the Coronavirus (COVID-19) pandemic as it unfolds. Much of our community is immunocompromised, which has led us to make the 5th-annual Climb for a Cure a virtual event. We're here to support and protect you during this unprecedented time.

We have new ways to get involved - join a community of survivors, caregivers and advocates as we band together online to stay healthy, stay safe, and stay connected!

*****Please stay up-to-date on your local ordinances and CDC guidelines to assure you're staying safe and keeping others safe as we get active for the Virtual Climb. Please maintain social distancing guidelines and take all other precautions necessary to stay healthy*****

ABOUT THE CLIMB

The Climb is Fight CRC's largest peer-driven fundraiser and is truly a one-of-a-kind event. We all have mountains to climb, but none of us have to do it alone. You are strong. You are relentless. You have support.

Climb for a Cure provides an opportunity for you to physically and mentally challenge yourself and others. Push beyond what you think is possible. Dig deep. Discover your untapped potential. Whether you're hiking near home, swimming laps in your pool, climbing stairs in your apartment building, or bringing together your family to climb, we're all reaching for the same mountaintop - a world without colorectal cancer.

This is what Climb for a Cure is all about.

HISTORY OF THE CLIMB

Over the past four years, Climb for a Cure has grown from a small group of 15 climbers summiting the 14,259 foot Longs Peak and raising \$250, to nearly 130 survivors, caregivers, and advocates gathering together to ascend to new heights on mountains around the country. To date, the Climb has raised over \$175,000 to support FightCRC's work to strengthen colorectal cancer advocacy, patient education, and research.

This climber's toolkit is designed to help you every step of the way. From setting up your fundraising page to training for your climb, we're here to help.

CREATE YOUR OWN VIRTUAL CLIMB

ANYONE can Climb for A Cure.

Climb for A Cure symbolizes the steep incline survivors, caregivers, and their loved ones face in the fight against colorectal cancer. The Virtual Climbv allows you to choose how you'd like to show your support from home.

Pick an activity YOU love and challenge yourself to a specific goal you'd like to achieve this year. Remember, no matter what activity you choose, **preparation is key to your safety and wellbeing on Climb Day.**

CONSIDER THESE OPTIONS AS YOU THINK THROUGH WHAT YOU WOULD LIKE TO DO:



CLIMB FOR A CURE ON WHEELS!

Choose a route or distance that you have been wanting to tackle by bike and start cycling!



CLIMB FOR A CURE IN WATER!

Select a stroke you'd like to master or an allotted number of laps to conquer and begin swimming!



CLIMB FOR A CURE IN THE CITY!

Maybe you live in an urban area or need to do an activity indoors - challenge yourself to climb a certain number of stairs or floors, and let's stretch those hamstrings!



CLIMB FOR A CURE ON FEET!

Explore a hike or walking trail if there is one nearby! If there isn't, maybe your Climb means dedicating time for a quiet walk through your neighborhood.



CLIMB FOR A CURE IN TREATMENT!

Are you in treatment and limited to your home or hospital environment? Stretch yourself by committing to a certain number of laps around the floor. No feat is too light or small.

On Climb Day, our hope is that you feel both physically challenged and emotionally supported, knowing that hundreds of other Relentless Champions from across the nation are fighting alongside you.

PERSONAL TRAINER

We're excited to have Jeremy Jungling, a survivor and endurance athlete, help you get ready! Jeremy will provide training plans and tips to make sure you're in the best shape you can be for the Climb. Make sure to **join the Climb for a Cure group** on Facebook as Jeremy shares his tips and tricks to getting into shape!

JOIN STRAVA

We'll be using a running app called **STRAVA** this year to track everyone's activity as we gear up for Climb Day on August 15th. Once you have Strava downloaded to your phone, be sure to join the **Climb for a Cure 2020 "club"** to connect with every Climb participant as we track our progress to 1 million steps on August 15th.

**Note that Strava measures distance in miles or kilometers and not steps. Here's how we're equating steps to miles:*

On foot - 1 mile = 2500 steps

On wheels - 1 mile = 1,000 steps

Swimming - 1 mile = 10,000 steps

JOIN THE CLIMB FOR A CURE FACEBOOK GROUP

Here you can post as often as you'd like to share your experiences as the summer progresses. We'd love to see how training is going, what you're up to and of course those #strongarmselfies!

CLIMB DAY ENGAGEMENT

Follow these steps to maximize your support of Fight CRC's Climb for A Cure on Climb Day!

FOLLOW THE VIRTUAL CLIMB

Before you set out to do your activity, check online to see what's going on around the country! Like, Share, and Comment on the Climb posts to show that you are following along from home. We want you to feel united with the awesome things happening out there and every climber needs your encouragement!

WHERE TO LOOK:

Facebook

- ★ Fight Colorectal Cancer main page
- ★ Fight CRC's Climb for A Cure public group

Instagram

- ★ @FightCRC main page

Hashtags to Search:

- ★ #RelentlessClimber
- ★ #RelentlessChampions
- ★ #StrongArmSelfie

POST ON SOCIAL MEDIA

Notify your followers and donors that today is the day! Let them know that you appreciate all of their support and empower them to fight alongside you by inviting them to follow along, share your posts, or donate.

SAMPLE POSTS:

Before: "Today is the Day! I am about to start my #ClimbForACure2020 by insert personal activity. Today I am climbing alongside #ColorectalCancer survivors across the country. Support me in my climb today: Insert link to your personal fundraising page. @FightCRC #RelentlessClimber

During: "I am in the middle of my #ClimbForACure2020 with @FightCRC! Help me keep up the momentum by donating a few dollars today! I truly appreciate you for following along and encouraging me." Insert link to your personal fundraising page. #RelentlessClimber

After: "I did it! I have insert activity accomplishment and I could not have done it without you. If you would like to help, there is still time! Please follow along with the other @FightCRC #RelentlessChampions climbing at Squaw Valley today! Send your support by liking and commenting on their posts and please consider donating to this critical mission. Insert link to your personal fundraising page. #RelentlessClimber

TELL US ABOUT YOUR EXPERIENCE!

Please take a moment to share videos or photos from your Climb on the FightCRC Climb for a Cure Facebook Group, on Instagram or Twitter! Use #RelentlessClimber when tagging posts!

We'll also be sending a link to all climbers at the end of the summer to hear about what went well and what could be improved on for next year. We truly couldn't do this without you and appreciate your support!

ABOUT FIGHT COLORECTAL CANCER

OUR MISSION

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

PHILOSOPHY & VALUES

It takes passionate, informed people to advocate. We believe this advocacy will lead to research. We expect research to lead to a cure. We will do all we can to help people prevent colorectal cancer from ever occurring. But for those who still develop it, we want to see treatments that make their survival a sure thing.

We want to be the catalyst that causes better, more strategic research to be funded - research that leads to increased screening and better outcomes from treatment. We will advocate for patients from “bench to bedside” by pushing for accountability of research and access to screening and treatment. We will empower people who can advocate for themselves and others; control the resources to fight colorectal cancer; and deliver care to those living with the disease. We will succeed because we will foster empowerment on three levels:

First, we will teach people with colorectal cancer and their caregivers to advocate effectively for themselves by giving them the information they need, when they need it.

Second, we will make it easier for the people in power in the research community to commit more resources to colorectal cancer research, including potential breakthrough projects.

Third, we will build our allies in Congress, state legislatures, federal regulatory agencies (such as the Food and Drug Administration and the Centers for Medicare and Medicaid Services) and the insurance community and keep up the pressure until we have policies that make sense for ensuring prevention and quality care.

Fight Colorectal Cancer is recognized as a top-ranked charity thanks to our sound financial reporting and accountability. We're recognized as a top charity by several organizations:

- 4-star charity by [Charity Navigator](#)
- Platinum Rated by [GuideStar](#) Exchange
- BBB Accredited Business
- Top-ranked charity by Philanthropedia

Fight Colorectal Cancer is a 501(c)(3) not-for-profit organization under our founding name, Colorectal Cancer Coalition (C3). Our federal tax ID number is 20-2622550.

If you have any questions, concerns or comments, please contact:

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