Climb FAQ Brainstorm

General

I’m not a survivor or a caregiver. Can I still attend the Virtual Climb?

Yes! This is an opportunity for all advocates to come together through a virtual event that leads us closer to a cure. We encourage anyone to participate who is determined to prevent colon and rectal cancers, whether they be a survivor, caregiver, loved one, or friend. We are able to support those who have faced a colorectal cancer diagnosis with every dollar raised and step tracked!

Due to Covid-19, my governor is telling me to stay indoors. What should I do?

You can absolutely still participate in the Climb! Do you have a treadmill or a stationary bike? Hop on! Do you have a staircase that you can march up and down on to count steps? Get moving! We want to make sure everyone participating in the Climb is abiding by local, state and federal guidelines, so just make sure you’re checking what the latest ordinances are in your area before getting active.

Can I still participate if there are no peaks nearby that I can climb?

Absolutely! The beauty of the virtual climb is that it allows you to participate from anywhere, despite your local landscape! Your goal will be to reach the step count you set up within registration. You are welcome to work towards this goal however and wherever you choose!

How much does it cost to register?

It is FREE to register for the Virtual Climb!

What happens after I register? Will I receive information regarding next steps?

Yes! Once you register, you will receive consistent updates via email from Climb Director, Brian Threlkeld. We also encourage you to join Fight CRC’s Climb for A Cure Facebook group to connect with other participants.

Do I have to walk or hike to participate? Can I do a different form of exercise - running, biking, or swimming - that can be counted towards the final goal?

You can participate in any form of physical activity for this event!
Is the Virtual Climb a one-day event, or am I working toward my goal over an extended period of time?

You can participate and track your steps all summer if you’d like! The actual event weekend of August 15th is when you’ll complete your "virtual climb" and contribute to a collective goal of 1 Million Steps.

Social Media

Is it better to post my Climb photos & progress updates in the private Climb Facebook group, the Climb Facebook event page, or on my own page?

There are no wrong answers here. However, when you’re about to post, think about your message and the response you want. Posting to your favorite platform via your personal page allows your friends and family not involved in the CRC community to get a feel for what the Climb is all about. If fundraising is your call to action, your personal pages are best because your audience is not only larger, but they know you personally and will be excited to give to your cause. However, if you’re seeking support and encouragement from the CRC community, or you’re wanting to post fun progress updates to people you know are in it with you, posting in the Climb Facebook group is a great way to connect with other participants.

Should I always post to Facebook or are Twitter and Instagram helpful too?

Twitter and Instagram are fantastic! Fight CRC is actually only able to track our hashtags via these platforms so we highly encourage you to engage on one or both! Please tag @FightCRC and use the hashtags #RelentlessClimber and #RelentlessChampions. This will not only help Fight CRC to track you, it will also deepen our online Climb community and spread further awareness to the general public.

How often should I post about my Virtual Climb?

As often as you’d like! We encourage frequent status updates on social media so that we can spread our Climb Mission far and wide! Doing 1 post a week is a great way to keep up the enthusiasm around your personal climb. Use these posts to express progress in your physical challenge, to explain why you joined the Climb, and to give people the opportunity to donate.

I want to share your awesome Climb videos! Do you have these and other graphics shareable to Climbers?
Yes! We highly encourage you to share! Climb Videos, Graphics, and Photos are all available to you within the Climber Toolkit on page _____. Please feel free to download and share throughout your Virtual Climb Campaign.

**Incentives**

**Are there prizes for reaching a certain number of steps?**

There aren’t prizes for reaching a certain number of steps, however, know that each step you take will contribute to our overall goal of reaching 1 million collective steps on August 15th!

**Are there prizes for reaching a certain fundraising amount?**

Yes! We are so thankful for your financial support through this Virtual Climb Campaign and we want to give you something to look forward to for the progress you make!

For every $50 you raise, you’ll earn one ticket to be entered into a drawing for exciting prizes, with the grand prize of a 5-night stay in a 5-bedroom Airbnb house near Squaw Valley, CA for next year’s Climb!

**Connecting**

**Is there a central place I can go to connect with other Climbers?**

Yes! We encourage you to join [Fight CRC’s Climb for A Cure Facebook Group](#) made up of all past and present participants in our Climb Event.

**How do I find out who else is climbing in my area?**

Two Ways. You can post in Fight CRC’s Climb for A Cure Facebook Group to share your location and see if others are nearby. You can also email Climb Director, [Brian Threlkeld](#).

**Talking Points**

**Do you have a simple statement that encompass what the Climb is all about? I’m trying to share with friends and family in a condensed and meaningful way.**

Yes!

We all have mountains to climb and no one should have to do it alone. FightCRC’s Climb for a Cure brings together colorectal cancer survivors, caregivers and advocates to get active, climb mountains, and raise crucial funds for colorectal cancer research, advocacy and education.
Step Tracking

Do I have to download and use Strava to participate in the Virtual Climb?

*Downloading and using Strava is not mandatory. But we do highly recommend it! Fight CRC has set up a private group within the app so that you can not only track your individual steps, but you will also be able to see the progress of the event on Virtual Climb Day! It’s super fun!*

Strava doesn’t seem to count steps. Am I missing something?
*Nope! And you’re right, Strava doesn’t count steps but rather keeps track of miles or kilometers covered. Here’s the breakdown on how we equate miles to steps:*
  - On wheels - 1 mile = 1,000 steps
  - On foot - 1 mile = 2,500 steps
  - Swimming - 1 mile = 10,000 steps

Fundraising and Donations

Is there a minimum fundraising amount?

*Not this Year! In light of Covid-19, we want the Virtual Climb to be open for anyone and everyone. That being said, if you feel comfortable fundraising, we are grateful for any and all support! You will automatically receive a customizable fundraising page when you register and are welcome to share it via email and social media.*

Can donations be mailed to Fight CRC’s office?

*Yes! Donations may be mailed to our Fight CRC home office in Springfield, MO. Please include a note that specifies the donation is for the Climb for A Cure Program. If you are donating on behalf of a specific Climber, please also include their first and last name in the note. Doing so allows us to designate the funds to the appropriate fundraising page.*

Fight CRC
134 Park Central Square
Suite 210
Springfield, MO 65806

How do the funds I raise support Fight CRC?

*The funds raised for the Virtual Climb go directly to supporting Fight CRC’s Mission - continually supporting our community with; resources, funding for research, and impactful policy change.*
Example: A donation in the amount of $25, will provide a FREE Fight CRC resource box for a newly diagnosed patient.