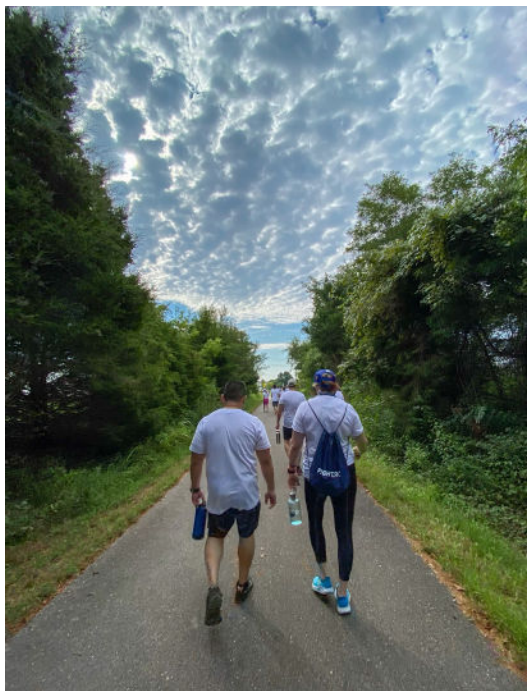


FIGHT COLORECTAL CANCER™

CLIMB FOR A CURE

Host or Attend an Event Toolkit





CLIMB FOR A CURE 2016

WELCOME TO **CLIMB FOR A CURE!**

Climb for a Cure, kicking off Memorial Day Weekend (Friday, May 26, 2023) and spanning through Labor Day (Monday, September 4, 2023), honors and remembers Relentless Champions of Hope in the fight against colorectal cancer. With its origin in 2016, the Climb began as two survivors and a caregiver coming together to climb a mountain. Today, it unites hundreds of colorectal cancer survivors, caregivers, and loved ones across the country and is Fight CRC's largest community fundraiser. The Climb unites participants to reach new heights together, while raising vital funds and awareness toward finding a cure.

We all have mountains to climb, so let's climb together! You are strong. You are relentless. We are here for you. No one fights alone.

This toolkit is a step-by-step resource for those who plan to Host or Attend an Event in your community.



CLIMB FOR A CURE 2022



CLIMB FOR A CURE 2021



CLIMB FOR A CURE 2020

EXPANDING TO A **Climb Season**

This year, we are excited to announce Climb Season kicking off Memorial Day Weekend and spanning through Labor Day, where folks can participate in Climb for a Cure anytime that works best for them, all summer long! In years past, we have always climbed together over a single day or weekend. We are excited to extend Climb for a Cure into a summer season!

#RelentlessClimber | **FIGHT COLORECTAL CANCER** | @FightCRC

Why We Climb

Our colorectal cancer community climbs for many and varied reasons:

1. We climb to raise funds for research and programs.

The Climb has become Fight CRC's largest community fundraiser supporting the Clinical Trial Finder, Path to a Cure Report and Think Tanks, early-age onset colorectal cancer research grants, and so many research programs vital to the colorectal cancer community.

Since 2016, this annual event has grown to include over 800 survivors, caregivers, and families from across the country, ascending to new heights and raising more than \$800,000 to fund Fight CRC's research efforts and the Path to a Cure for colorectal cancer.

Let's keep fighting, advocating, and climbing relentlessly!

2. We climb to raise awareness.

Friends and family gather to support you. Participating in the Climb is a great way to pull your community together. Make it fun! Challenge your family and friends! See who can post the most Strong Arm Selfies (#StrongArmSelfie). Your involvement will get people talking about colorectal cancer and ways to get screened. Maybe it will even get your family and friends talking about signs and symptoms.

3. We climb to get physical.

Climb for a Cure provides an opportunity to physically and mentally challenge yourself. Discover your untapped potential and get creative! Whether you're hiking a mountain, swimming laps in a pool, or attending a dance class, we're all reaching for the same mountaintop — a world without colorectal cancer.



“Being more active lowers your risk of colorectal cancer and polyps. Regular moderate to vigorous activity can lower the risk. Limiting your sitting and lying down time may also lower your risk. Increasing the amount and intensity of your physical activity may help reduce your risk,” according to the American Cancer Society.

Following a colorectal cancer diagnosis, it's recommended that you return to normal daily activity as soon as you are able. The National Cancer Institute says, “Evidence from multiple epidemiologic studies suggests that physical activity after a colorectal cancer diagnosis is associated with a 30% lower risk of death from colorectal cancer and a 38% lower risk of death from any cause.”

Fundraising

Climb for a Cure event hosts are passionate about fundraising for our *Path to a Cure*.

Climb for a Cure directly funds research grants as we seek out treatment options for colorectal cancer. Research takes funding. Because colorectal cancer funding is not a national priority, Fight CRC directly funds research.

Featured Climb events have a fundraising minimum goal of \$20,000. We invite and encourage everyone who wants to participate to support this fundraising goal!

Nervous about fundraising?

We get it — it can be uncomfortable asking for money. We've made it easy. Just create a personal fundraising page when you register for the Climb. Share your page with family, friends, co-workers, and neighbors: They can make a donation directly to your fundraising page or to Fight CRC. Every dollar makes a difference in the fight against colorectal cancer.

It may seem daunting to raise \$1,000 toward your goal, but it can be easier than you think. Sharing your fundraising page link on social media may encourage people who want to support you, but didn't know how, to donate toward Climb for a Cure.

10 STEPS TO EASILY RAISE \$1,000

STEP 1



Make a \$50 donation to your own fundraising page — Your personal commitment is important!

STEP 2



Ask 4 family members to donate \$50.

STEP 3



Ask 10 friends to contribute \$20.

STEP 4



Ask 10 people whom you socialize with at various times of your life to donate \$20. (gym, yoga, book club, etc.)

STEP 5



Ask 5 co-workers to contribute \$20.

STEP 6



Ask 5 neighbors to contribute \$20.

STEP 7



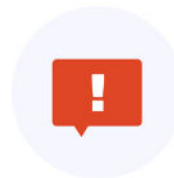
Ask your employer for a company donation of \$50 or more.

STEP 8



Ask 4 businesses that you frequent to donate \$25.

STEP 9



Follow up on your ask — Send reminders to your supporters!

STEP 10



Thank your supporters and keep them updated with your progress.

IMPORTANT NOTE:

If you have donors who are mailing checks to Fight CRC, make sure they reference your name/fundraising page so we can apply it toward your fundraising page/goal!

Top 5 Frequently Asked Donation Questions

- 1. Are donations tax deductible?** Yes. Fight CRC is a registered 501(c)(3) charitable organization. Our Tax ID Number is 20-2622550.
- 2. Can I get a copy of Fight CRC's W9?** Yes, right [here](#).
- 3. Can I use Fight CRC's logo?** Yes, you may! Download our logo [here](#).
- 4. Can I get a donation receipt for my supporters?** When a donation is made online, a donation receipt is sent immediately to the donor. If a donation is made via check, a donation receipt is then mailed to the donor.
- 5. Does Fight CRC accept matching employee gifts?** We do! Talk to your organization's human resources department to see if your company will match your gift to Fight CRC. You can also [check here](#) to see if your donation can be matched by your employer.

CHECKS CAN BE MAILED TO:

Fight Colorectal Cancer
ATTN: Climb for a Cure
134 Park Central Square, #210
Springfield, MO 65806



ANYONE CAN **Climb for a Cure**

Climb for a Cure is extremely special because each Fight CRC champion can participate however they'd like in their local community. You can Host or Attend an Event from anywhere — expanding the opportunity for others to get involved.

Climb for a Cure symbolizes the challenges that survivors, caregivers, and their loved ones face in the fight against colorectal cancer. By hosting or attending an event or participating alone, you decide how you'd like to show your support.

Pick an activity you love and challenge yourself to a specific goal you'd like to achieve this Climb Season. Remember, no matter what activity you choose, preparation is key to your safety and well-being during the Climb Season.

Consider these options as you think through what you would like to do:



ON FOOT:

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



ON WHEELS:

Choose a route or distance that you have been wanting to tackle by bike, skates, or board, and start rolling.



IN WATER:

Select a stroke you'd like to master or an allotted number of laps to conquer and begin swimming. Or explore streams or rivers by kayak.



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. Or plan a route outside where you can get fresh air and sunshine. You don't have to run a marathon. Walking a few city blocks is a great way to get out and get moving!



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.

Your participation can be as rigorous or as gentle as you make it. Our hope is that you feel both physically challenged and emotionally supported, knowing that hundreds of other Relentless Champions from across the nation are climbing alongside you.



Organize a Climb for a Cure Event IN YOUR COMMUNITY!



Event hosts are passionate about fundraising for our [Path to a Cure](#).

We're here to support Climb event hosts in the following ways:

- * [Climb for a Cure](#) in our [Community of Champions](#) allows you to join monthly meetings, ask questions, and connect with fellow participants.
- * Online registration and fundraising platform which includes participant waiver.
- * Sample social media posts for your personal pages.
- * Climb merch for registered participants.
- * Social Media promotion that encourages fundraising, registration, and awareness around Climb for a Cure featured and community events. Please reach out to natalie@fightcolorectalcaner.org to provide specific details about your event.

Once you raise \$20,000, your community event will be elevated to a featured Climb for a Cure event for the following Climb Season. Featured Climb event hosts fundraise a minimum goal of \$20,000 and recruit at least 50 participants.

Fight CRC's staff and board of directors thank you for planning and hosting a Climb for a Cure event in your community.

Ready to start planning your community event? Here's how!

Step 1: Confirm Location and Activity

What speaks to you and your community? What activity brings your heart joy, while also making it beat a little faster? Gather your running group, your swim team, or your dance friends to participate in a way that represents YOU!

Step 2: Event Permits

Some locations require an event permit. Most permits will ask for your specific event details, i.e., number of people expected, planned route, are food vendors on-site, or what activities will take place during the event. Be prepared to include your event details with your permit application. Before you proceed with planning and finalizing all of your event details, we encourage you to confirm permit needs.

Step 3: Create an Agenda

Include the start and end times and any pre- or post-Climb event activities. Remember, your event can be as creative as you want, from having a marching band send off to a post-event gathering with food trucks and other vendors.

Example Agenda:

Climb for a Cure [Location]

(XX:XXam).....Registration and Climb Packet Pick-up

(XX:XXam).....Opening Remarks — with Safety Reminders and Group Photo

(XX:XXam).....Start Time

(XX:XXam/pm).....Estimated End Time

(XX:XXam/pm).....Post-Climb Event Celebration

After creating your agenda, add details to Climb for a Cure in our [Community of Champions](#).



Step 4: Form a Planning Committee

This committee will be in charge of behind-the-scenes planning and logistics for the event. Tasks might include promoting your event, mapping your route, or recruiting volunteers to help. Task delegation will help prevent burnout!

Step 5: Create a Fundraising Plan

New to fundraising? We suggest starting with a \$200 goal. Feeling confident in your fundraising abilities? Aim high! Some teams have raised more than \$20,000!

Step 6: Create a Personal Fundraising Page

We've made fundraising easy. Just create a personal fundraising page through our fundraising platform. Every dollar makes a difference in the fight against colorectal cancer.

Step 7: Recruit Participants

Ask people to support your event: friends, family, co-worker, neighbors, and members of your community. A great way to recruit participants or share your fundraising page is through email, social media, and word of mouth.



Step 8: Network and Promote

Hosting a Climb event is a great way to meet local residents who have been impacted by colorectal cancer. Reach out to your friends and family, your local health care facilities, and local businesses. Amplify your efforts by encouraging these groups to promote within their own communities!

- * Add your event details to the "Events" tab in the [Climb for a Cure](#) space in [Community of Champions](#). Others in your community can find your event and participate alongside you!
- * Write social media posts that supporters can share with their friends and family. Be sure to include **#RelentlessChampion** and link to registration in your posts. Encourage people to donate if they can't attend!
- * Add your event to community calendars. Most local newspapers, radio stations, and news stations have community event boards where community members are allowed to post details for upcoming events.
- * Stay connected with your event participants by sharing updates and regular communications so they are always aware of event details and fundraising efforts.

Step 9: Fundraising, Sponsorships, and In-Kind Donations

Although there is no minimum fundraising amount for Climb for a Cure, we encourage all participants to donate and fundraise. Climb for a Cure supports the Clinical Trial Finder, Path to a Cure Report and Think Tanks, early-age onset colorectal cancer research grants, and so many research programs vital to the colorectal cancer community.

IMPORTANT NOTE: If you have donors who are mailing checks to Fight CRC, make sure they reference **your name/fundraising page** so we can put it toward your **fundraising page**!

**CHECKS
CAN BE
MAILED TO:**

Fight Colorectal Cancer
ATTN: Climb for a Cure
134 Park Central Square, #210
Springfield, MO 65806

LOCAL CLIMB EVENT SPONSORS AND IN-KIND DONORS

Do you know of any local businesses who may be interested in sponsoring your event? Getting items donated like water, protein bars, and printing from a local printer is a great way to keep out-of-pocket costs low.

[CLIMB FOR A CURE IN-KIND
DONATION FORM](#)

[CLIMB FOR A CURE
SPONSORSHIP DOCUMENT](#)

[IN-KIND DONATION
REQUEST LANGUAGE](#)



Step 10: Day-of-Climb Event Logistics

[CLICK HERE TO REVIEW THE
VOLUNTEER CHECKLIST](#)

Volunteer Needs

Because you can't do it all yourself, determine what your on-site volunteer opportunity needs are. Rely on your Planning Committee, friends, and family to lend a helping hand.

Social Media

Snap a group photo and use hashtags [#ClimbForACure2023](#) [#RelentlessChampion](#) [#StrongArmSelfie](#)



Step 11: Post-Event Details

[CLICK HERE FOR A POST-CLIMB EVENT CHECKLIST](#)

Follow up with your participants and supporters after your event! Within 24 hours, post an update to social media thanking them for being a part of Climb for a Cure. Also be sure to let them know how much your donors raised for your cause. Continue to update social media with photos and tag your participants. Fight CRC will create and share a Summary Report for all Climb for a Cure community members.

Don't forget to send thank you notes!

Step 12: Make It Meaningful. Be Safe. And Have Fun!

Motivate your friends and family to participate in Climb for a Cure by sharing your story and connection to Fight CRC. Pick a great location, set reachable goals, and give shout-outs on social media to celebrate individual participant and team successes.

Thank you for being a Relentless Champion of Hope and hosting a Climb for a Cure event. Without you, we would not be able to fund cutting-edge research and our Path to a Cure for colorectal cancer.

Thank you for being a relentless champion of hope and hosting a Climb for a Cure event in your community. Without you, we would not be able to fund cutting-edge research and our Path to a Cure for colorectal cancer.

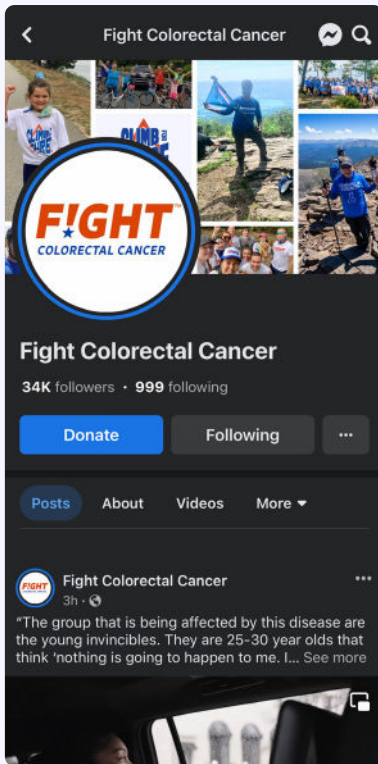
#RelentlessClimber | **FIGHT COLORECTAL CANCER** | @FightCRC

Climb Day Engagement

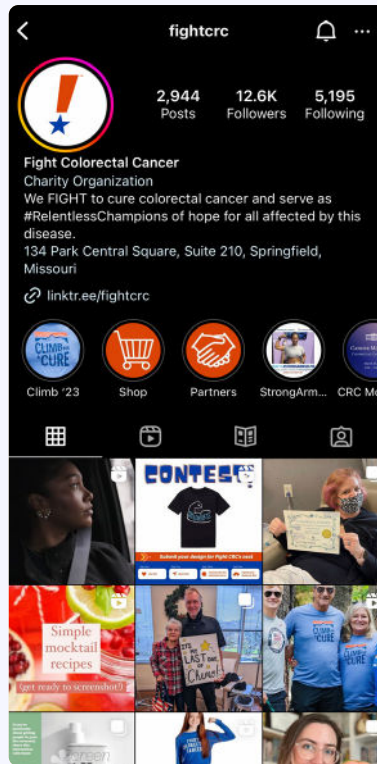
Follow these steps to maximize your support of Fight CRC's Climb for A Cure!

Where to Look:

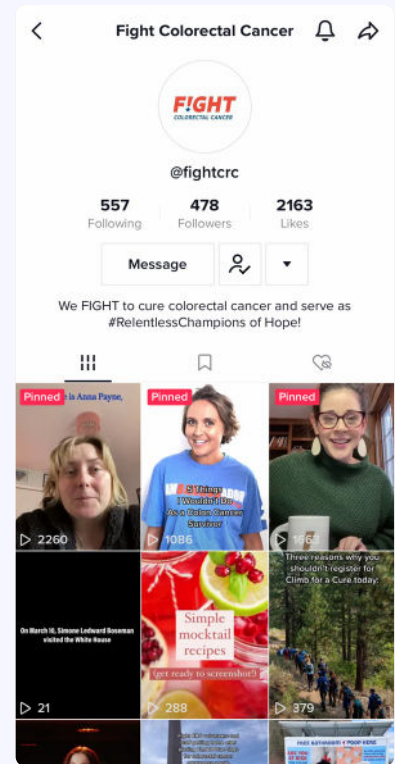
 **FACEBOOK**



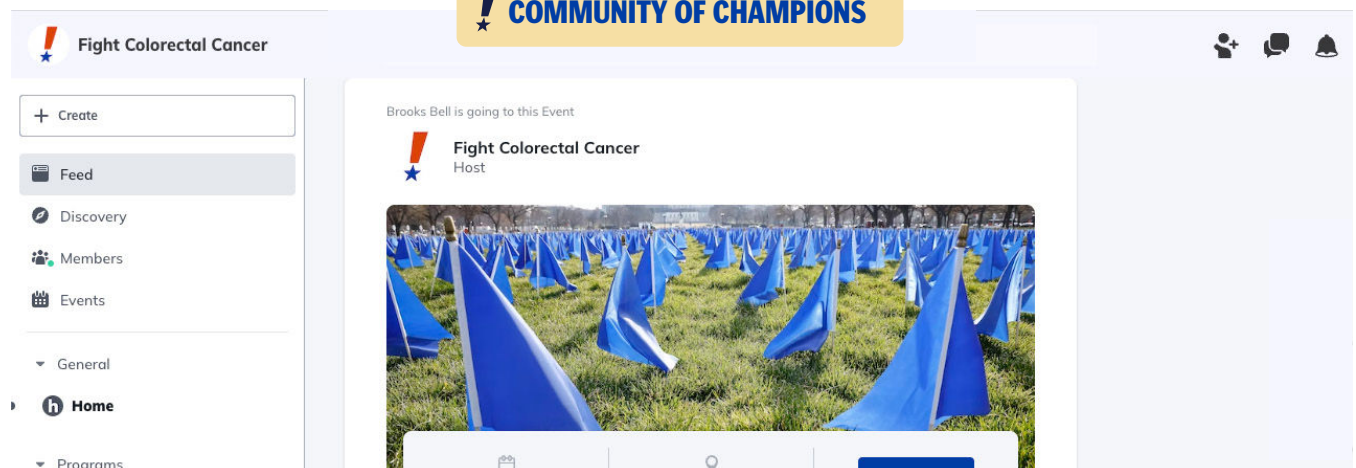
 **INSTAGRAM**



 **TIKTOK**



COMMUNITY OF CHAMPIONS



#CLIMBFORACURE2023 #RELENTLESSCHAMPION #STRONGARMSELFIE

#RelentlessClimber | **FIGHT COLORECTAL CANCER** | @FightCRC

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:

I am excited to be joining [@FightCRC](#), to Climb for a Cure alongside hundreds of [#ColorectalCancer](#) survivors, caregivers, and loved ones from all across the country! Funds raised will support colorectal cancer research

Join me: [\[INSERT FUNDRAISING LINK\]](#)

We are fighting to find a cure for [#ColorectalCancer](#). On [\[DATE\]](#), I will Climb for a Cure in [\[INSERT LOCATION\]](#), but you can join from ANYWHERE! Climb alongside me and let's take a step toward a CURE. [#RelentlessChampions](#) [@FightCRC](#) [FightCRC.org/climb](#)

I am so excited to join [@FightCRC's](#) Climb for a Cure alongside [#RelentlessChampions](#) in [\[INSERT LOCATION\]](#). Please show your support for the fight against colorectal cancer and donate to my fundraiser. Funds raised will support colorectal cancer research! [\[YOUR FUNDRAISER LINK\]](#)

[\[I OR LOVED ONE\]](#) was diagnosed with stage ____ [#ColorectalCancer](#) in [\[YEAR\]](#). This year, I will be Climbing for a Cure alongside [@FightCRC](#) [#RelentlessChampions](#) to raise funds and awareness for colorectal cancer! [FightCRC.org/climb](#)

I am flexing a [#StrongArmSelfie](#) in support of the [#RelentlessChampions](#) raising awareness for [#ColorectalCancer](#). You can participate from ANYWHERE; register to Do It Yourself today! [FightCRC.org/climb](#)



About Fight CRC

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:



Natalie Keiser

Climb Manager
natalie@fightcolorectalcancer.org



Chris Ganser Jr.

Events Coordinator
chris@fightcolorectalcancer.org

IMPORTANT LINKS & INFORMATION:

[CLIMB FOR A CURE](#)

[CLIMB FOR A CURE
SPONSORSHIP DOCUMENT](#)

[FIGHT CRC STORE](#)

CLIMB FOR A CURE IS SUPPORTED BY:



#RelentlessClimber | [FIGHT COLORECTAL CANCER](#) | [@FightCRC](#)