Thank you for fundraising for the 2020 ZERO Summit! By fundraising, you’ll help ZERO protect funds that fuel our patient support programs. As you know, many men and families fighting prostate cancer benefit from ZERO’s patient support programs. Thank you for helping all those families in need – you are terrific!

Use the below content as an inspiration or guide for how to ask your community to help you fundraise. We know asking for money can often be uncomfortable, so please reach out to your Chapter Director or Shawn Supers, Director of Donor Relations, if you want tips on how to make peer-to-peer fundraising an easy and simple experience.

The content contained in this guide pertains to both email and social media, but of course, you can use the content to create a phone script for yourself, if that’s your preferred method of communication. (Look at you – so retro! We love a classic.)

If you don’t have a Facebook account, skip to the next section of sample emails.

**Social Media - Facebook**

Creating a fundraiser via Facebook is easy! Set one up in Facebook’s fundraising center, and use these suggested messages to get your community involved. Photos of the people you know and love that are impacted by prostate cancer always help paint the picture too. And don’t forget to use the #endprostatecancer hashtag.

**Facebook Post #1:**

Will you help me get to the ZERO Prostate Cancer Summit in Washington D.C.? I want to represent my home district to advocate for prostate cancer research funding on Capitol Hill. Your donation will help with travel and meeting costs, allowing more funds to be used for men and families in the fight against prostate cancer. With your support, we can #endprostatecancer. Click here to donate and thank you for joining me in this fight! (Insert your personal fundraising page URL.) Be sure to check out @zerocancer for all the latest on the fight against prostate cancer.
Facebook Post #2:

Can I count on you to help men and their families in the fight against prostate cancer? Your donation will help send me to Capitol Hill, where I'll join the prostate cancer community at the ZERO Prostate Cancer Summit. There, we'll raise our voices together to end this awful disease. Every dollar helps! Thank you for joining me in this important cause! (Insert your personal fundraising page URL.)

Facebook Post #3: (Week or two before the Summit)

Later this month, I'm heading to Capitol Hill for three days to learn about the latest in prostate cancer research advances, to speak with our government representatives about the importance of funding research, and most importantly, to connect with other men and families who share the same goal to #endprostatecancer. There is still time to donate and help me reach my goal of raising $1,300 to off-set the costs of travel and meeting expenses which allows ZERO’s funds to go toward helping men who are in the fight right now. Please donate to help me make a difference in our nation’s capital! (Insert your personal fundraising page URL.)

Emails

Here are some sample emails for you to use from the voice of a prostate cancer survivor or patient as well as a caregiver. Tweak these messages to include your personal connection to the cause, as the more personal the message, the more impactful the donation request will be! It often takes asking a few times for a donor to respond - don’t get discouraged! Send a short and sweet reminder as the Summit gets closer.

Voice of a Survivor - Email #1:

This February, I will be joining ZERO - The End of Prostate Cancer at the most impactful gathering in the fight to end prostate cancer. At the ZERO Prostate Cancer Summit, I'll join more than 250 other patients, survivors, caregivers, and family members whose lives have been changed because of prostate cancer. At the Summit, the prostate cancer community comes together to hear the best minds in research talk about the development of new diagnostics and treatments, to learn how to become better advocates to make prostate cancer a priority in our local communities, and to connect with members of Congress.

As a prostate cancer survivor/patient myself, I know how important these medications and treatments are that come from that research! You can make a big difference for men like me by making a donation to my fundraiser (LINK TO YOUR FUNDRAISER HERE). The money I am raising will go towards off-setting the expenses of travel and allow more of ZERO’s funds to go towards helping men who in the fight of their lives. Please consider making a tax-deductible donation to: (insert your personal fundraising page URL).
Here, you will find testimonies of others who have attended the Summit to see the real impact of what this annual conference means to men and their families, all throughout the country. INSERT Link: https://vimeo.com/337934748

With your support, we can be an unstoppable force in our mission to end prostate cancer.

**Voice of a Survivor- Email #2:**

You still have time to make a big difference for men fighting prostate cancer by donating to my fundraiser. The ZERO Prostate Cancer Summit is coming up soon and I need your support as I join patients, survivors, caregivers, and family members from across the country whose lives have been changed because of prostate cancer. We will get to hear the best minds in research talk about the development of new diagnostics and treatments, and how to become better advocates to make prostate cancer a priority in our local communities.

With your help, our voices will be heard! Please consider making a donation and make a difference for men fighting prostate cancer. Remember, it’s not just men who are impacted - it’s our families too. All donations are tax-deductible and will go towards off-setting travel and meeting expenses so that ZERO can keep more funds going towards the patient support programs that men in the fight need right now. Click here to donate: (insert your personal fundraising page URL).

Thank you for your support; you are a hero in my book! I will be sure to send you a photo of my time on Capitol Hill too.

**Voice of a Survivor- Email #3:**

It’s almost time for me to attend the ZERO Prostate Cancer Summit! I’m heading to Capitol Hill for three days to learn about the latest in prostate cancer research advances, speak to our government representatives about the importance of funding research, and most importantly, connect with other men and families who share the same goal to end prostate cancer. There is still time to donate and help me reach my goal of raising $1,300 to off-set the costs of travel and meeting expenses and keep funds going towards helping men who are in the fight right now. (Insert your personal fundraising page URL).

Together, our voices are leaving a stamp on our Congressional representatives. I believe that we are closer to Generation ZERO than ever before - the first generation of men, free of prostate cancer.

Together, we are stronger. Thank you, in advance, for supporting my goal to end prostate cancer!

**Voice of a Caregiver or General Attendee - Email #1:**

Soon, I will be joining ZERO - The End of Prostate Cancer in its biggest and most impactful effort of the year to end prostate cancer! By attending the ZERO Prostate Cancer Summit in Washington, D.C., I’ll join other patients, survivors, caregivers, and family members whose lives have been changed because of prostate cancer. It is here that we will get to hear the best minds in research talk
about the development of new diagnostics and treatments, and will learn how to become better advocates to make prostate cancer a priority in our local communities as well as connect with members of Congress.

It is imperative that the government continues to fund prostate cancer research as several new life-saving treatments have come from this research in the last few years. We need to keep working until we find a cure. My family knows first-hand how important these medications and treatments are to men battling this awful disease.

You can make a big difference for families fighting prostate cancer, by making a donation to my fundraiser. The money I am raising will go towards off-setting the expenses of travel and allow more of ZERO’s funds to go towards helping men who are in the fight right now who are counting on us for support. Please consider making a tax-deductible donation: (insert your personal fundraising page URL).

**Voice of a Caregiver or General Attendee - Email #2:**

You still have time to make a big difference for men and families fighting prostate cancer by donating to my fundraiser! The ZERO Prostate Cancer Summit is coming up soon and I need your support as I join patients, survivors, caregivers, and family members from across the country whose lives have been changed because of prostate cancer. We will get to hear the best minds in research talk about the development of new diagnostics and treatments, and how we can become better advocates to make prostate cancer a priority in our local communities.

With your help, our voices will be heard! Please consider making a donation and make a difference for families fighting prostate cancer. Remember, it’s not just men who are impacted - it’s their families too. All donations are tax-deductible and will go towards off-setting travel and meeting expenses so that ZERO can keep more funds going towards the patient support programs that men in the fight need right now. Click here to donate: (insert your personal fundraising page URL).

Thank you, in advance, for your support. You are a hero in my book! I will be sure to send you a photo of my time on Capitol Hill too.

**Voice of a Caregiver or General Attendee - Email #3:**

It’s time for me to get ready to attend the ZERO Prostate Cancer Summit! I’m heading to Capitol Hill for three days to learn about the latest in prostate cancer research advances, speak to our government representatives about the importance of funding research, and most importantly, connect with other men and families who share the same goal to end prostate cancer. There is still time to donate and help me reach my goal of raising $1,300 to off-set the costs of travel and meeting expenses, and keep funds going towards helping men and families who are in the fight right now. (Insert your personal fundraising page URL.)

Together, our voices are leaving a stamp on our Congressional representatives. I believe that we are that much closer to Generation ZERO - the first generation of men, free of prostate cancer.
Together, we are stronger. Thank you, in advance, for supporting my goal to end prostate cancer!