



Presented By



[www.seablueprostatewalk.org](http://www.seablueprostatewalk.org)

September 11<sup>th</sup>, 2016 Lincoln Park

Greetings!

The 12<sup>th</sup> Annual SEA Blue Chicago Prostate Cancer Walk & Run is only one month away! That means it's time to kick all of our fundraising efforts into overdrive! Donations raised through SEA Blue will fund the work of Us TOO providing important educational resources and support services to the prostate cancer community at no charge. So regardless of when you cross the finish line, or how much money you raise, you are a **Gold Medal Winner** in the eyes of those who are battling prostate cancer.

It's not too late to register. Please visit <http://www.seablueprostatewalk.org/>. Walk, run, attend an educational session, meet baseball legend Ken Griffey Sr., get a free PSA test, eat, hang out, or - if you cannot join us in person - help us raise money as a "Virtual Mover."

We know that the reason why you participate in the SEA Blue event and raise funds isn't about you. But we'd like to show our appreciation on behalf of the countless people in the prostate cancer community who benefit from your efforts, so we're offering these great prizes to our top individual fundraisers\*:

Raise **\$250** and receive a **SEA Blue/Us TOO Baseball Hat**

Raise **\$500** and receive a **Google Chromecast Media Streaming Device**

Raise **\$1,500** and receive a **\$100 Lettuce Entertain You Gift Card**

Raise **\$2,500** and receive **Bose Ear Buds**

Raise **\$5,000** and receive an **Apple iPad**

\*Please note that the incentive items listed above will be awarded based on funds raised by each INDIVIDUAL, not by a TEAM.

### Fundraising Tips

After registering for SEA Blue, create your own fundraising page (which you customize through the registration site). Then reach out to your network of friends, co-workers and relatives with an email explaining the importance of the cause and ask them to support your participation in the event. Here are some tips to keep in mind when it comes to fundraising:

- Feel good about what you are doing! It is a great thing to help others and many people you've never met are rooting for you.
- Remember that not every email sent will generate a donation. On average you'll need to send five emails to get one response.
- Set a fundraising goal for the week and send enough emails to reach it. For example, if your goal for the week is \$100, and your average donation amount is \$10, plan to send 10 emails.
- It's perfectly acceptable to send the same person more than one email request for a donation if they have not previously responded. Being persistent, polite and professional for a good cause is not generally considered "being pushy."
- Send a follow-up email if a prospective donor hasn't responded to your first email after a week. They could have the best intentions to donate, but it may have slipped off their radar (until they receive the reminder email from you, that is!)

Thank you for all that you are doing to help make this year's SEA Blue Chicago Prostate Cancer Walk & Run bigger and better than ever!

All the best,

*Chuck* & The Us TOO Team

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Terri Likowski, Program Director - Support Group Services

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