

National Breast Cancer Coalition

The  
Breast  
Cancer  
Deadline

2020



# TOGETHER

WE WILL END BREAST CANCER.



Your Fundraising Guide

NATIONAL BREAST CANCER COALITION

# About the National Breast Cancer Coalition



The National Breast Cancer Coalition's (NBCC) mission is to end breast cancer. Since its inception, NBCC has revolutionized breast cancer science and public policy advocacy. We take the big, but calculated, risks. We ask the bold, but necessary, questions. And we figure out how to answer tough questions to save lives. Our activism has generated more than 3.6 billion federal dollars for breast cancer research. Our training programs have educated thousands of dedicated breast cancer advocates who work in diverse settings across the country and beyond. And our research efforts have brought about new collaborative research models, including NBCC's catalytic research program, the Artemis Project®. Through tenacious public policy advocacy and the development of strong collaborations between scientists and advocates, NBCC strives to find ways to stop women and men from getting breast cancer and from dying of it.

[www.breastcancerdeadline2020.org](http://www.breastcancerdeadline2020.org)

## Breast Cancer Facts & Figures

More than **41,000 women** and **500 men** will die from breast cancer in 2019 in the U.S. (ACS, 2019)



Globally, more than **600,000 women** will die from breast cancer this year.

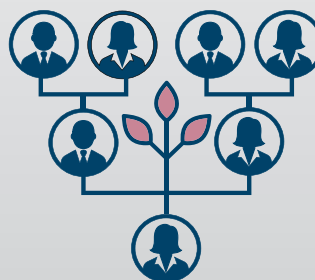
(Globocon, 2018)

Breast cancer is the **second leading** cause of cancer death for women in the United States. (CDC, 2015)



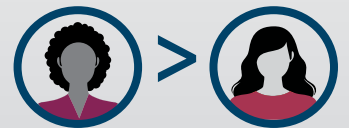
**1 in 8 women** will be diagnosed with breast cancer in their lifetime.

(ACS, 2019)



Most women diagnosed with breast cancer do **not** have a family history of the disease.

(ACS, 2019)



### RACIAL DISPARITIES

The mortality rate from breast cancer is higher for African American women than for Caucasian women and women of other races.

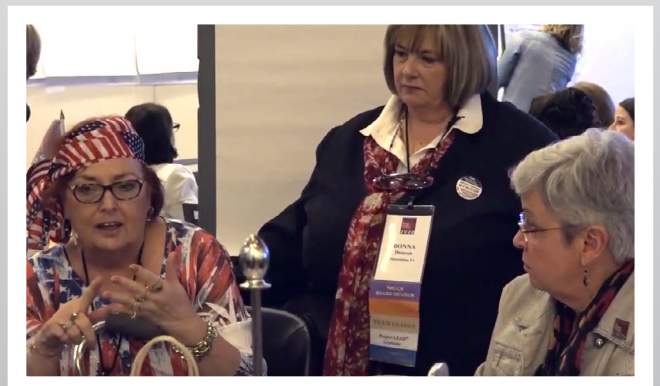
(SEER, 2018)

# The Advocate Leadership Summit



The Summit is the premier breast cancer advocacy event that offers discussion sessions with top researchers and advocates, as well as skill-building, message training, and strategic planning activities needed to energize us for the important work in the year ahead.

At the 2019 Advocate Leadership Summit we will train a cadre of core leaders to understand the science of breast cancer, develop answers to difficult questions, and rally others in communities across America and around the globe to end breast cancer.



# YOU Can Become a Deadline Champion!

## Register and Create Your Fund Now. [www.Deadline2020.org/DeadlineChampion](http://www.Deadline2020.org/DeadlineChampion)


We've simplified the steps into just four easy actions for you to become a Deadline Champion so you can begin to raise funds.

**STEP 1**  
Create your Page.



**STEP 2**  
Write a personal story, share memories and add pictures.



 **STEP 3**  
Email family, friends and co-workers and ask them to make a donation to the National Breast Cancer Coalition Fund.

**STEP 4**  
Update your page using your **Action Center**, send emails and check the progress of your Fund.



[www.Deadline2020.org/DeadlineChampion](http://www.Deadline2020.org/DeadlineChampion)

### Need to Manage Your Own Deadline Champion Fundraising Page?

Once you've created your fund, visit your personal Action Center (you'll want to bookmark this page). In your Action Center you can post updates, send emails and check the progress of your fundraising efforts.

### Want to Make a Donation to a Deadline Champion's Fundraising Page?

That's easy! You can find a Deadline Champions fundraising page by searching for a fund.

Search for a Deadline Champion. View pages. Make a contribution.

### Need Help? Got Questions?

If you need help or have questions about creating, managing or finding a Fund, please call Sharnita Goins at 202-973-0569 or email [SGoins@BreastCancerDeadline2020.org](mailto:SGoins@BreastCancerDeadline2020.org). She is happy to assist you!

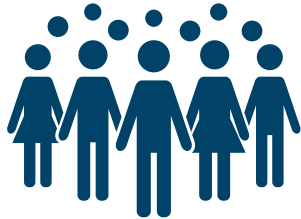
# Raising Funds as a **Deadline Champion!**

When you raise...	NBCC will...
<b>\$350</b>	<ol style="list-style-type: none"> <li>Free registration for the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> </ol>
<b>\$500</b>	<ol style="list-style-type: none"> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April.</li> </ol>
<b>\$850</b>	<ol style="list-style-type: none"> <li>Free registration and a shared room for the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> </ol>
<b>\$2,020</b>	<ol style="list-style-type: none"> <li>Free registration and a private (non-shared) hotel room for the 2019 Advocate Leadership Summit in Washington, DC, this April AND...</li> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April.</li> </ol>
<b>\$3,500</b>	<ol style="list-style-type: none"> <li>Free registration and a private (non-shared) hotel room for the 2019 Advocate Leadership Summit in Washington, DC, this April AND...</li> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April AND...</li> <li>Invitation to the President's Council Reception at the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> </ol>
<b>\$5,000</b>	<ol style="list-style-type: none"> <li>Free registration and a private (non-shared) hotel room for the 2019 Advocate Leadership Summit in Washington, DC, this April AND...</li> <li>We will send you your very own popular NBCC Tote Bag AND...</li> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April AND...</li> <li>Invitation to the President's Council Reception at the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> </ol>
<b>\$7,500</b>	<ol style="list-style-type: none"> <li>Proudly—and publically—thank you on our Facebook page AND...</li> <li>We will send you your very own popular NBCC Tote Bag AND...</li> <li>Free registration and a private (non-shared) hotel room for the 2019 Advocate Leadership Summit in Washington, DC, this April AND...</li> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April AND...</li> <li>Invitation to the President's Council Reception at the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> </ol>
<b>\$10,000</b>	<ol style="list-style-type: none"> <li>Proudly—and publically—thank you on our Facebook page AND...</li> <li>We will send you your very own popular NBCC Tote Bag AND...</li> <li>Free registration and a private (non-shared) hotel room for the 2019 Advocate Leadership Summit in Washington, DC, this April AND...</li> <li>Participation in the fun Women with Balls®. Strike! Breast Cancer Advocate Bowling Challenge in Washington, DC this April AND...</li> <li>Invitation to the President's Council Reception at the 2019 Advocate Leadership Summit in Washington, DC, this April.</li> <li>Acknowledged at the Summit for being a \$10,000 Deadline Champion.</li> </ol>

# Together we will end breast cancer.



**Make a donation and jumpstart your fundraising**



**Recruit your friends**



**Customize your personal page with a photo and story**



**DONATE**



**Fundraise with Facebook and raise awareness**

## Here are some **TIPS** to help you with your fundraising:

- Start asking for donations early.
- Set a goal and tell people what it is.
- Let everyone know that you're attending the Leadership Summit to become an Advocate because you want to help end breast cancer.
- Research your company's matching gift program. You could double your money raised!
- Remember to thank every individual who helps you reach your goal.
- Let them know you appreciate them and that they're helping make a difference.
- Provide updates — let people know how much you've raised and how close you are to reaching your goal.
- After the Summit e-mail your supporters with some facts from the Summit.

# Together we will end breast cancer.



## How To Ask

- Use your participant center.
- Once you are registered set up your personal fundraising page, set up your address book, import your contacts and easily mail your contacts with customizable template emails.
- Offer your supporters an easy way of supporting you through our website: [www.breastcancerdeadline2020.org](http://www.breastcancerdeadline2020.org)
- Ask your supporters to forward your email to their family and friends if they don't mind.
- Encourage everyone to give something — even \$5.00. Every dollar makes a difference!

## How To Raise \$1,000 in 10 Days (YES, WE SAID TEN DAYS)



1. Sponsor yourself for \$50
2. Ask 2 of your family members to sponsor you for \$50
3. Ask 10 friends to contribute \$20
4. Ask 5 co-workers to contribute \$20
5. Ask 5 neighbors to contribute \$20
6. Ask 10 people from your place of worship to contribute \$10
7. Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!)
8. Ask 5 businesses or companies that your business works with to sponsor you for \$40
9. Ask 4 businesses you frequent to contribute \$25
10. Share your success with your friends and family