JOIN THE CHOLANGIOCARCINOMA FOUNDATION’S FIRST ATHLETIC VIRTUAL FUNDRAISER: MOVING FOR THE CURE!

In light of Covid-19, many athletic events and outdoor activities have been cancelled or postponed.

The Cholangiocarcinoma Foundation and TeamCCF would like to take this opportunity to engage those who want to fundraise for the Foundation in a fun and positive way with a fitness component.

Moving for the Cure, allows participants in any area, of any age, and of any athletic ability to raise money through an athletic event of their choosing. You can choose to run, bike, walk, play a game of volleyball, host a dance party, or rollerblade. Choose any activity that gets you moving!

Our goal is to keep our Cholangio community engaged in a fun and safe way while raising money. This will be the first fundraiser of its kind for the TeamCCF and the Foundation.

FOR MORE INFORMATION VISIT: cholangiocarcinoma.org/moving-for-the-cure
TIPS FOR GETTING STARTED

1. Form a Team
   Bring together a group of people who are enthusiastic about fighting cholangiocarcinoma. Understand your team’s strengths and delegate roles accordingly.

2. Choose the “Right” Event
   Get creative with your team! Choose an event that your team is passionate about, it could be ANYTHING!

3. Register!
   Register for Moving for the Cure online at cholangiocarcinoma.org/moving-for-the-cure to receive support from our team. Each participant will receive a shirt, a bib and an awareness wristband.

4. Set up an Online Fundraising Page
   Create a personalized online fundraising page via Reason2Race to take your fundraising efforts to the next level and make it easier to share event details with your network of friends.

5. Spread the Word!
   It’s time to let your community know about your event. Consider who will be most likely to contribute or participate in your event and determine the best way to reach them. Be sure to check out our templates and best practices for spreading the word about your event!

6. Collect Donations & Host the Event
   Ideally, we would like all donations through your Reason2Race portal, but if that is not possible, please make sure any check or cash donations associated with your event contain your name (or your team name). Please send checks/cash to: Cholangiocarcinoma Foundation, 5526 W 13400 S #510, Herriman, UT 84096.

7. Congratulations!
   Acknowledge yourself and your planning committee for organizing a successful fundraising event. Send thank-you letters and emails to participants and donors to let them know the impact they’ve made by supporting your event.

8. Share Your Success!
   Share your event success story with our Community Fundraising team. Our team would love to let you know how the funds your event raised made a difference at the Cholangiocarcinoma Foundation. And don’t forget to join Moving for the Cure next year!

ENJOY ANY ACTIVITY, ANYWHERE, AND RAISE MONEY FOR THE CHOLANGIOCARCINOMA FOUNDATION. ALL AGES AND ATHLETIC ABILITIES CAN PARTICIPATE.
1. PERSONALIZE YOUR PAGE BY ADDING YOUR OWN TEXT AND PICTURES.
Make sure to include why you’re hosting the event and/or creating the fundraising page. Your contacts will be interested to see what your connection is to the cause.

2. BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE.
By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate.

3. SET A REALISTIC FUNDRAISING GOAL, AND TRY TO BEAT IT!
Our website will suggest a goal but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep your fundraising on track.

4. SET A FUNDRAISING DEADLINE.
Establish a timeframe for reaching your goal. Make sure to communicate the end date with your contacts.

5. SHARE ON SOCIAL MEDIA.
Whenever you post on social media, don’t forget to include a link to your personal fundraising page. This will give your followers a way to support the cause if they can’t attend the event.

6. REACH OUT TO YOUR CLOSEST CONTACTS FIRST TO BUILD MOMENTUM.
Share on social media. Your distant contacts are more likely to donate when others are supporting the cause. When reaching out to contacts, make sure to explain how their donation helps the Cholangiocarcinoma Foundation.
TIPS TO PROMOTE YOUR EVENT

SAMPLE KICK-OFF EMAIL

Subject: Help cure cholangiocarcinoma

Dear Family,

I am very excited to share with you the Cholangiocarcinoma Foundation's first virtual athletic fundraiser called Moving for the Cure!

This fundraiser allows participants in any area of the world, of any age, and of any athletic ability to raise money through an athletic event or physical activity of their choosing and perform it during the week of July 5.

I will be (insert your activity here) and hope to raise (insert your fundraising goal here) by July 11.

Please consider a donation. 100% of the money raised will go to the Cholangiocarcinoma Foundation. Your support will make a difference in the fight against bile duct cancer!

(Insert your Reason2Race link here)

Thank you,

SAMPLE THANK YOU EMAIL

Subject: Thank you!

Dear Sarah,

Thank you for your donation of $XXX. Your support will significantly enhance awareness and recognition of bile duct cancer and raise critical funds for research, outreach and education to serve all those affected by cholangiocarcinoma.

I am really looking forward to Moving for the Cure July 5 - 11th. I could not do this without your support.

Thank you,

SAMPLE WRAP-UP EMAIL

Subject: Help cure cholangiocarcinoma

Hello Everyone,

I did it! On July XX, I completed the (insert your activity here). The event was amazing. I had an incredible time, and you were a part of my event success!

THANK YOU to everyone who made a contribution to the Cholangiocarcinoma Foundation. Your generosity will go a long way and will support so many. For those of you who would still like to donate to the Cholangiocarcinoma Foundation, there is still time. Our deadline for donation collection is July 18.

Please donate here: (Insert your Reason2Race link here)

Thank you for all your support and words of encouragement while I trained for the event. It was an amazing experience, and I can't wait until next year!

Warmest Regards,

SAMPLE FACEBOOK/INSTAGRAM POST

I will be (insert your activity here) during the week of July 5 in hopes of raising (insert your fundraising goal here) for the Cholangiocarcinoma Foundation. Any amount is appreciated and all funds go directly to fight this devastating cancer. Together we can bring hope and drive progress for a cure! #M4C2020 #movingfortheecure #curecca #bileductcancer

(Insert your Reason2Race link here)
**FAQs**

**WHAT IS A VIRTUAL ATHLETIC EVENT?**

A virtual athletic event is any exercise that you choose to complete wherever you would like. You can walk, run, use a treadmill, bike, swim or hike. The beauty of a virtual event is that you can move at your own pace wherever you choose.

**WHEN WILL I RECEIVE MY SHIRT?**

All shirts will be mailed the week of June 22th. Any registration completed after June 22 cannot be guaranteed a shirt by the week of July 5.

**I HAVE RECEIVED SEVERAL CHECK DONATIONS. WHERE CAN I SEND OFFLINE DONATIONS?**

You can log offline donations in your Reason2Race fundraising page and it will automatically count towards your goal. All checks or offline donations can be mailed to the Cholangiocarcinoma Foundation, 5526 West 13400 South, #510, Herriman, Utah 84096 U.S.A. Make sure to include your name and that you are raising money through Moving for the Cure.

**WHAT ARE THE AGE RESTRICTIONS FOR THE EVENT?**

There is not an age restriction for the event. Any age can participate.

**WHEN SHOULD I COMPLETE MY ACTIVITY?**

We ask that you complete your event the week of Sunday, July 5 - Saturday, July 11th. Please respect any COVID-19 restriction in your area. Wear your shirt and bib and take a selfie. Share it on social media using hashtag #M4C2020

**I HAVE NOT REGISTERED YET, CAN I STILL PARTICIPATE?**

Absolutely! We would love to have you - please visit cholangiocarcinoma.org/moving-for-the-cure/ to register. All event packets will be sent out the week of June 22nd. Anyone who registers after June 22nd will be sent a shirt but it is not guaranteed to arrive by the week of the event.

**I’M INTERNATIONAL, CAN I SIGN UP?**

Yes. All International participants will be charged an additional $15 for shipping for an individual or $25 for a family.

**DO THE SHIRTS FIT TRUE TO SIZE?**

Our shirts are a cotton/polyester blend. The shirts are unisex sizing. Shirts cannot be returned or exchanged once they are mailed.

**CAN I BUY ADDITIONAL SHIRTS?**

Yes you can for $10 a shirt.

**I HAVE REGISTERED, HOW DO I SET UP MY FUNDRAISING PAGE?**

Visit our fundraising portal at Reason2Race: my.reason2race.com/cause/TeamCCF/MovingfortheCure2020

Click the red box “Join Team” and you will receive step by step instructions on how to set up the page, write copy, and add photos. The page can be edited at any time. You will receive a confirmation email with a link to the page that can be shared with family and friends either through social media or email.
YOUR SUCCESS IS IMPORTANT TO US, AND WE ARE HAPPY TO HELP YOU.

PLEASE DON’T HESITATE TO CONTACT US.

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