JOIN THE CHOLANGIOCARCINOMA FOUNDATION’S VIRTUAL TURKEY TROT!

CCF’s Virtual Turkey Trot, allows participants in any area, of any age, and of any athletic ability to run/bike/walk during the week of Nov 20 – Nov 26, 2022.

Our goal is to keep our cholangiocarcinoma community engaged in a fun and safe way while raising money for the Foundation.

FOR MORE INFORMATION VISIT:
cholangiocarcinoma.org/turkey-trot
TIPS FOR GETTING STARTED

ENJOY ANY ACTIVITY, ANYWHERE, AND RAISE MONEY FOR THE CHOLANGIOCARCINOMA FOUNDATION.

ALL AGES AND ATHLETIC ABILITIES CAN PARTICIPATE.

FORM A TEAM

1

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

CHOOSE THE “RIGHT” EVENT

2

Get creative with your team! Use our Fundraising Ideas section to brainstorm. Choose an event that your team is passionate about, it could be ANYTHING!

REGISTER!

3

Register for Virtual Turkey Trot online at cholangiocarcinoma.org/turkey-trot to receive support from our team. Each participant will receive a shirt, a bib and an awareness wristband.

SET UP AN ONLINE FUNDRAISING PAGE

4

Create a personalized online fundraising page via MobileCause to take your fundraising efforts to the next level and make it easier to share event details with your network of friends.

SPREAD THE WORD!

5

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!

COLLECT DONATIONS & HOST THE EVENT

6

Ideally we would like all donations through your MobileCause portal, but if that is not possible, please make sure any check or cash donations associated with your event contain your name (or your teams name) and that is for CCF’s Virtual Turkey Trot. Please send checks/cash to: Cholangiocarcinoma Foundation 5526 W 13400 S #510, Herriman, UT 84096.

CONGRATULATIONS!

7

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.

SHARE YOUR SUCCESS!

8

Share your event success story with our CCF’s Virtual Turkey Trot team. Email meredith.mcguffage@curecca.org with your photos, videos, story, or anything you want to share! We would love to hear from you!
PERSONALIZE YOUR PAGE BY ADDING YOUR OWN TEXT AND PICTURES

1. Make sure to include why you’re participating in the event and/or creating the fundraising page. Your contacts will be interested to see what your connection is to the cause.

BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE

2. By making your own donation, others will see how dedicated you are to fundraising for your cause and are more likely to donate.

SET A REALISTIC FUNDRAISING GOAL, AND TRY TO BEAT IT!

3. We suggest a goal of $200 per person or $350 per family but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep your fundraising on track.

SET A FUNDRAISING DEADLINE

4. Establish a time frame for reaching your goal. Make sure to communicate the end date with your contacts.

SHARE ON SOCIAL MEDIA

5. 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. Use the hashtags #CCFTurkeyTrot22, #CureCCA #BileDuctCancer

REACH OUT TO YOUR CLOSEST CONTACTS FIRST TO BUILD MOMENTUM

6. 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 3rd Annual Virtual Turkey Trot Run/Bike/Walk!

This fundraiser allows participants in any area of the world, of any age, and of any athletic ability to raise money through a physical activity of their choosing and complete it during the week of November 20th.

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 MobileCause link here)*

Thank you,

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## 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 those affected by cholangiocarcinoma.

I am really looking forward to CCF’s Virtual Turkey Trot November 20 – 26th. I could not do this without your support.

Thank you,

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## SAMPLE - END OF EVENT

**Subject:** Help cure cholangiocarcinoma

Hello Everyone,

I did it! On November XX, I completed the CCF Virtual Turkey Trot. The event was amazing. I had an incredible time, and you were 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, there is still time. Our deadline for donation collection is November 30th.

Please donate here *(insert MobileCause link here)*

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

Warmest regards,

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## SAMPLE FACEBOOK/INSTAGRAM POST

I’m participating in CCF’s Virtual Turkey Trot because... (fill in the blank) Please join me in raising money to support the Cholangiocarcinoma Foundation to help them in their mission of finding a cure to cholangiocarcinoma. #CCFTurkeyTrot22 #CureCCA
Photos are one of the best ways we can tell a compelling story. Great photography can help your donors understand, appreciate, and connect with your fundraising effort. Most photography is taken using your phone.

To help ensure a great photo here are a few tips when using your phone as your camera:

- **Clean your lens.** By using a soft cloth, wipe your camera lens before using.
- **Don’t use the zoom feature.** Instead step closer to your subject.
- **Before taking the photo, tap on the image or subject.** This will bring the subject matter into focus.
- **Take horizontal photos instead of vertical.**
- **If shooting a moving subject (runner, biker, swimmer) hold down the photo button to engage the burst mode.** You can review the photos and choose your best shot.
- **The last step is to submit your photos to the Turkey Trot drop box or send an email to meredith.mcguffage@curecca.org**
1. BE PREPARED

There is always an opportunity to shoot video at events, preparing for events or even recording via Zoom. We want to increase the human component of the Foundation in all of our communications so as we think of our core value, Patients First, also think PEOPLE and how to connect visually.

2. Good Lighting is Critical

Proper lighting has a huge impact on smartphone cameras because they have smaller image sensors and lenses. Try as much as possible to shoot your video in brightly lit areas. You can also get a ring light for your smartphone. [https://amzn.to/3zT5WR2](https://amzn.to/3zT5WR2)

3. Stay Steady – use both hands

If you don’t want your video footage to come out distorted, blurred, or affected by “rolling shutter” the best thing to do is to keep your phone steady while recording. You can use a tripod, stabilizer or hand-held gimble.

4. The Audio Matters as Much as the Video

It is very common to catch wind and background noise that will compete with or drown out audio while shooting video outside. It is advisable to shoot your video in a quiet place, preferably indoors when possible with less ambient noise. You can also get a lavalier mic kit. Ex. [https://amzn.to/3jOaN0z](https://amzn.to/3jOaN0z)

5. Get Close to Your Subject

Staying physically closer to your subject ensures better image quality, less digital noise, and better focus in your videos since most smartphones use a digital zoom rather than optical zoom.

6. Avoid Vertical Video

Hold your phone horizontally so that videos played back on other screens (virtually everywhere) will look good.

7. Improve Your Videos with Mobile Apps

Mobile apps give you more flexibility with shooting, editing and posting your video. Most apps cost money, but there are plenty of effective, free options available.

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**VIDEO TIPS**

**How to make a timelapse video on your iPhone**

Unlock your iPhone and open the camera application. From the mode, swipe towards the right to change to Time-lapse mode.

Tap the record button to start the Time-lapse process. When you’re finished, hit the tap button again to stop the video.

**Invest in a Video Kit**

[https://amzn.to/3hr9W4n](https://amzn.to/3hr9W4n)

**For more tips...**

[https://www.youtube.com/watch?v=mo3cQb5YtQo](https://www.youtube.com/watch?v=mo3cQb5YtQo)
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, or bike. The beauty of a virtual event is that you can move at your own pace wherever you choose.

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

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 the CCF Virtual Turkey Trot.

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, November 20 - Saturday, November 26th. 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 #CCFTurkeyTrot and upload it to the Turkey Trot dropbox folder: https://www.dropbox.com/request/gO8q1VciMpxt0tFw1ai5?oref=e

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, additional shirts are $12 each and will be available during the registration process.

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

You can become a fundraiser during registration. If you did not sign up during that process, you can still fundraiser.

Visit the sign up page: https://fundraise.givesmart.com/vf/2022TROT

Enter your information, a photo of your choosing and your reason for fundraising.

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.

I HAVE NOT REGISTERED YET, CAN I STILL PARTICIPATE?

Absolutely! We would love to have you - please register at: https://cholangiocarcinoma.org/turkey-trot/ All event packets will be sent out the week of November 13th. Anyone who registers after November 1 is not guaranteed a shirt or that it will arrive by the week of the event.
YOUR SUCCESS IS IMPORTANT TO US, AND WE ARE HAPPY TO HELP YOU.

PLEASE DON’T HESITATE TO CONTACT US.

Meredith McGuffage – meredith.mcguffage@cholangiocarcinoma.org
Lena Fung – lena.fung@cholangiocarcinoma.org