



Team Captain Toolkit

CANCER IMPACTS EVERYONE.



YOUR COWORKERS. YOUR CUSTOMERS.
YOUR FRIENDS. YOUR FAMILY.
YOU.



THIS IS FOR ANYONE WHO CALLS CANCER
PART OF THEIR STORY

City of Hope.

WALK FOR
HOPE 2024

SIGNATURE SPONSOR

Brighton.

Walk for Hope has raised over
\$47 million.

With events near Los Angeles,
Orange County, Chicago, Atlanta,
and Phoenix – *plus the opportunity
to join virtually from anywhere* –
there's never been a better time to
Walk for Hope together.

Are you ready?
Let's walk together to end cancer
for all – forever.

1913



1997



2019



Getting Started is Easy!

Register as a Team Captain



Personalize your story, upload a photo and create unique URL



Make a self-donation



Recruit friends, family and colleagues utilizing templates




Fundraise



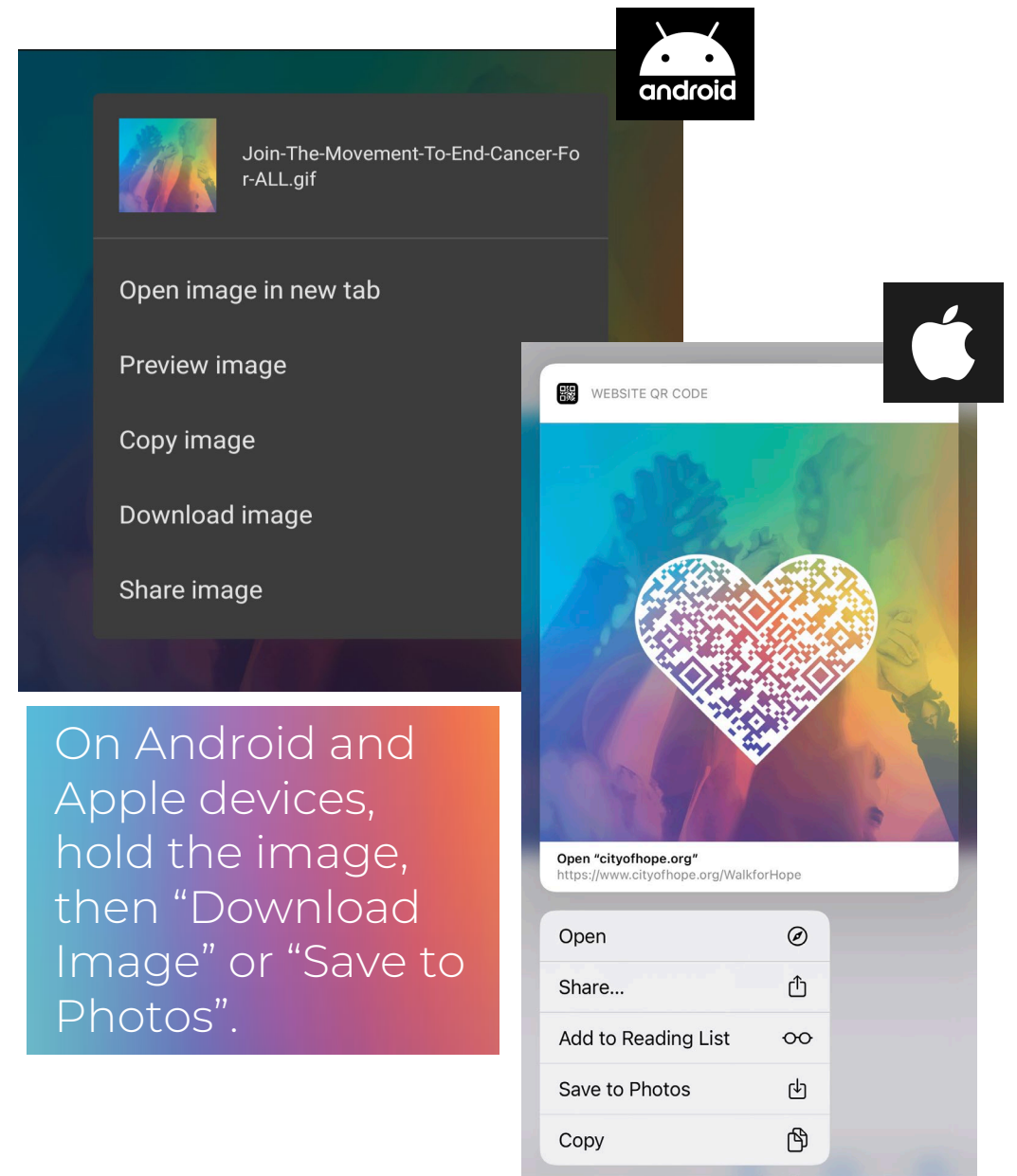
Show your donors appreciation by sending a thank you note



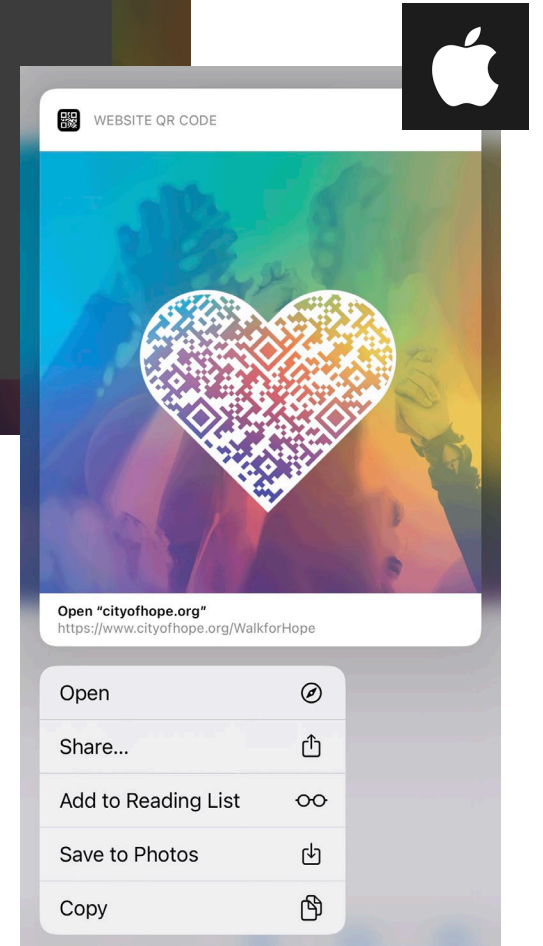
A close-up photograph of several hands of different skin tones (light, medium, and dark) reaching in from the edges of the frame to hold a central blue heart. The heart has a white floral or leaf-like pattern on it. The background is softly blurred, showing more hands and a warm, golden light. The text 'FUNDRAISING TEMPLATES' is overlaid in white, bold, sans-serif capital letters across the center of the heart.

FUNDRAISING TEMPLATES

Click on the below image to download,
save, and start sharing today!



On Android and
Apple devices,
then "Download
Image" or "Save to
Photos".



Social Media Templates

Sample post:

Support Walk for Hope for a day when cancer screenings and early detection are accessible for all, a day when you can receive the best possible care for your specific diagnosis and a day when we never have to lose loved ones to cancer...a day when we end cancer for all. Register and donate at WalkforHope.org #WalkforHope @CityofHope

Sample post:

Do you want to help end cancer?

Help me reach my fundraising goal, and support City of Hope's leading-edge approach to research, prevention, treatment and cures.

Register and donate at WalkforHope.org #WalkforHope @CityofHope

Sample post:

Support Walk for Hope and help City of Hope continue to make hope a reality with life-changing research, clinical trials and unmatched patient care.

Register and donate at WalkforHope.org #WalkforHope @CityofHope

Social Media Templates

Sample Post:

Some walk for a loved one. Some walk in honor of their own journey. Others walk for a tomorrow when everyone can get the quality care they deserve.

But we *all* walk for a future without cancer. A future of **hope** – the day where no one must endure a diagnosis ever again.

Sample Post:

I have over 500 family and friends on this social platform. If everyone donates \$25, we will collectively raise \$12,500. These funds will allow researchers and physicians to continue their leading-edge research and treatments for the hope one day no one hears the words “you have cancer”. Register and donate at WalkforHope.org #WalkforHope @CityofHope

Sample post:

Thank you for your donation! Your support means that City of Hope researchers can continue their work on life-saving clinical trials. City of Hope researchers are developing early detection tools for pancreatic cancer, clinical trial using CAR T cell therapy to treat patients with metastatic HER2-positive breast cancer and new therapies for acute leukemias. All this is possible because of YOUR support! WalkforHope.org #WalkforHope @CityofHope

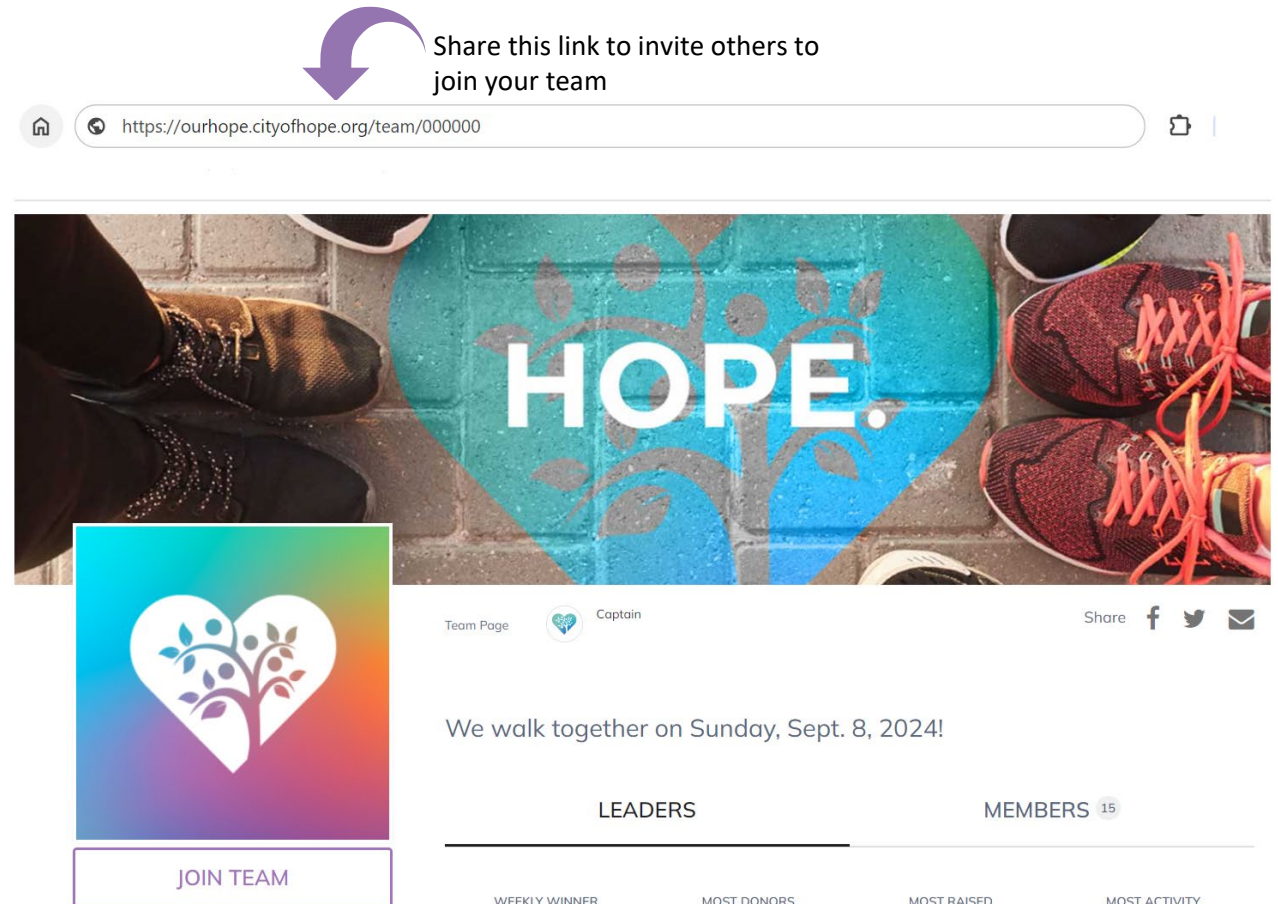
Email Templates - Recruitment

Hey (Insert Name),

Walk for Hope is back in Los Angeles and expanding to Orange County, Phoenix, Atlanta and Chicago. Please register and join my team today (link). This is a great chance to have friends and family join together for a good cause.

Sign up and I'll reach out soon. I have social posts I can share with you so you can grow your fundraising page too!

Thank you,
(Insert your name)



Share this link to invite others to join your team

<https://ourhope.cityofhope.org/team/000000>

HOPE.

Team Page

Captain

Share

We walk together on Sunday, Sept. 8, 2024!

LEADERS

MEMBERS 15

WEEKLY WINNER

MOST DONORS

MOST RAISED

MOST ACTIVITY

JOIN TEAM

Email Templates – Recruitment

Dear (Insert Name),

Please join me and become a member of our Walk for Hope team (insert team link here) in support of City of Hope. Together, we can help save lives, accelerate cures and transform the future of health care for cancer patients and their families.

Walk for Hope has raised over \$47 million in its 26-year history. Walk for Hope is a national movement to end cancer FOR ALL. Funds raised benefit City of Hope's highest priority projects, including efforts to address health inequities in underrepresented communities, patient support services nationwide and research and its speedy delivery to patients.

Please join my team to support this important cause. You can sign up on our team page, (Insert Team Page Link) and create your own fundraising page to send to colleagues, friends and family. You can also make a difference by donating to my fundraising page: (Insert Page Link). Together we can help Walk for Hope reach its fundraising goal of \$3.5 million!

Thank you,
(Insert your name)

Email Templates – Donation

Dear (insert name),

I am participating in City of Hope's Walk for Hope campaign because (insert personal story or reason).

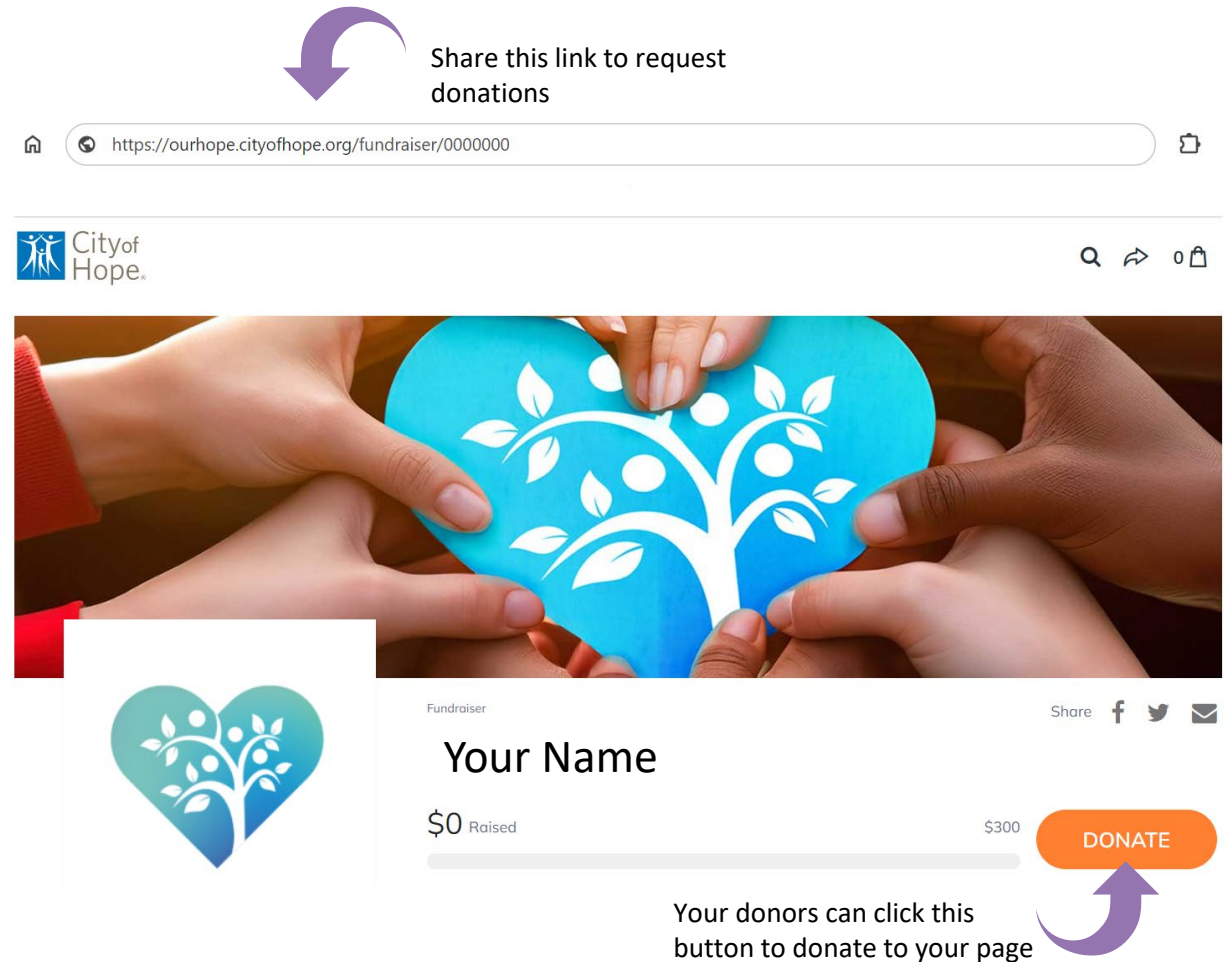
I am committed to reaching my fundraising goal and I need your help. To donate simply click the link to my fundraising page below:

(Insert link to fundraising page)

It would also mean a lot if you could share this link on social media. The more people we can inspire, the faster we can reach – and maybe even exceed – our goal!

Thank you for your generosity.

Sincerely,
(Insert your name)



The screenshot shows a web browser displaying a fundraising page for City of Hope. A purple arrow points to the address bar with the text "Share this link to request donations". The address bar contains the URL "https://ourhope.cityofhope.org/fundraiser/0000000". Below the browser window, the City of Hope logo is visible. The main content area features a large image of hands holding a blue heart with a white tree design. Below this image, the word "Fundraiser" is displayed. To the left of the fundraiser name is a smaller version of the heart logo. The fundraiser's name is "Your Name". Below the name, it says "\$0 Raised" and "\$300" with a progress bar. To the right of the progress bar is an orange "DONATE" button. A purple arrow points to the "DONATE" button with the text "Your donors can click this button to donate to your page".

Share this link to request donations

https://ourhope.cityofhope.org/fundraiser/0000000

City of Hope

Fundraiser

Your Name

\$0 Raised \$300

DONATE

Your donors can click this button to donate to your page

Email Templates – Donation

Dear (insert name),

I am participating in City of Hope's Walk for Hope campaign because (insert personal story or reason).

Millions of people are diagnosed with cancer each year. While City of Hope is leading the movement to end cancer FOR ALL, and we need your help!

Please support my commitment to Walk for Hope [here](#) (link to personal fundraising page). Your donation is crucial in the fight against cancer and in the hope for a day when no one hears the words "you have cancer" again.

Thank you for your generosity.

Sincerely,
(Insert your name)



HOPE.