



# HARNESS THE POWER OF PINK

Real Men Wear Pink  
**CANDIDATE TOOLKIT**





## Welcome Letter

Dear [INSERT NAME],

Thank you for becoming part of a group of dedicated and distinguished community leaders who are putting the power of pink into action by raising awareness and funds to invest in the American Cancer Society's mission to save lives from breast cancer. By becoming a candidate for the Real Men Wear Pink campaign here in [INSERT COMMUNITY], you are making a meaningful impact on a cause that touches us all, and we hope you enjoy the friendly competition while doing it!

I'm excited to support you as you kick off your efforts in the upcoming months. I can't wait to see your pink attire in October, hear about your fundraising plans, and support the creative ideas you will be using to make your campaign a success. To get you started, I'm providing you with a few resources that you may find helpful in raising awareness and funds.

We at the American Cancer Society hope your involvement in this campaign is as meaningful to you as it is fun! Please know that, throughout your campaign, you are welcome to contact me with any questions or needs you have. I'll be reaching out to you regularly to ensure that you are well equipped for success!

Thank you again for showing your commitment to this cause. Your efforts will help us make strides toward a world without breast cancer.

Sincerely,

[INSERT NAME]  
American Cancer Society  
[INSERT TITLE]  
[INSERT PHONE]  
[INSERT EMAIL]



## Breast Cancer Information

### What is breast cancer?

Breast cancer starts when cells in the breast begin to grow out of control. These cells usually form a tumor that can often be seen on an x-ray or felt as a lump. The tumor is malignant (cancerous) if the cells can grow into (invade) surrounding tissues or spread (metastasize) to distant areas of the body. Breast cancer occurs almost entirely in women, but men can get it, too.

### How is breast cancer detected?

Tests and exams used to find a disease, like cancer, in people who do not have any symptoms are called screening tests. Screening exams, such as mammograms, find cancers before they start to cause symptoms. This is called early detection. Cancers that are found early – when they're small and haven't spread – are easier to treat and have better outcomes.

## Know the facts on breast cancer in the United States

- In 2018, more than 266,000 women are expected to be newly diagnosed with breast cancer in the US, and an estimated 40,920 women are expected to die from the disease.
- Breast cancer is the most common cancer diagnosed in women (excluding skin cancer) and second only to lung cancer as a cause of cancer death in women.
- Breast cancer death rates have declined by 39 percent since 1989, contributing to 322,600 lives saved.
- The five-year relative survival rate for breast cancer that has not spread to the lymph nodes or other location is 99 percent.

## How your support makes a difference

Thanks to your support, the American Cancer Society is there for everyone in every community touched by breast cancer – including those currently dealing with a breast cancer diagnosis, those who may face one in the future, and those who may avoid one altogether thanks to education and risk reduction.



### INNOVATIVE RESEARCH

We invest in cutting-edge breast cancer research to better understand, prevent, find, and treat the disease.



### COMPREHENSIVE SUPPORT

We provide free, comprehensive information and support to those touched by breast cancer when and where they need it.



### EDUCATION AND PREVENTION

We help people reduce their breast cancer risk or find it early when it's easier to treat.



## Talking Points

As you spread the word about your involvement with the American Cancer Society as a Real Men Wear Pink candidate, here are some talking points to assist you with questions you may receive. Of course, feel free to personalize your responses to fit your individual story and passion for this important cause.

*“You’re wearing a lot of pink this month. Why?”*

Thanks for asking! I’ve joined the American Cancer Society’s Real Men Wear Pink campaign to help save lives from breast cancer. This month I’ll be wearing pink to show my support and raise awareness and funds for this important cause.

*“What else are you doing to support the Real Men Wear Pink campaign?”*

I’ve committed to raising funds to help the American Cancer Society save more lives from breast cancer. Every dollar I raise supports the American Cancer Society’s work to save lives from breast cancer. I’d love your support!

*“What does the American Cancer Society do to fight against breast cancer?”*

The American Cancer Society is determined to ensure that no one touched by breast cancer walks alone. They are committed to helping those currently dealing with a breast cancer diagnosis, those who may face a future diagnosis, and those who may avoid a diagnosis altogether thanks to education and prevention.

Every dollar raised helps the American Cancer Society save lives from breast cancer through early detection and prevention, innovative breast cancer research, and patient support. They are currently funding more than \$62.6 million in breast cancer research grants nationwide. They also provide free, comprehensive information and support to those touched by breast cancer when and where they need it. And, the American Cancer Society helps people take steps to reduce their breast cancer risk or find it early, when it may be easier to treat.

*“What can I do to support your Real Men Wear Pink campaign?”*

You can support my Real Men Wear Pink efforts by visiting [INSERT LOCAL WEBSITE LINK] to donate, or by sharing one of my social media posts as I work to raise awareness and funds. Thanks in advance for your support.



## Sample Social Media Posts

### Communities with Making Strides events

Below are some additional options to help promote Real Men Wear Pink in your community through social media. Don't forget to review the social media best practices for tips on increasing engagement.

#### FACEBOOK

I'm wearing pink because I've been selected to join **<tag local Strides FB page>** #RealMenWearPink campaign! Visit my page today and show your support! **<insert website URL>**

During October *[or This month]*, I'm supporting the @AmericanCancerSociety Real Men Wear Pink campaign to help save lives from breast cancer! Donate to my #RealMenWearPink campaign! **<insert RMWP website URL>**

More than 266,000 women will be diagnosed with cancer this year. Help @AmericanCancerSociety attack cancer from every angle by donating today. #RealMenWearPink **<insert RMWP website URL>**

Real Men are putting the power of pink into action, n to help everyone dealing with breast cancer. Please support my #RealMenWearPink **<tag local Strides FB page>** campaign! **<insert RMWP website URL>**

For my **<#Insert reason to fight>**. #RealMenWearPink **<insert RMWP website URL>**

*[ex - For my #Mom. #RealMenWearPink **<insert RMWP website URL>**]*

*[ex - For all #breastcancer survivors! #RealMenWearPink **<insert RMWP website URL>**]*

*[Take a photo wearing pink from head to toe]*

#IGotPinked **<tag #CITYNAME!>** Support my **<tag local Strides FB page>** #RealMenWearPink campaign today! **<insert RMWP website URL>**

Because #RealMenWearPink, I'm joining the @AmericanCancerSociety to help save lives from breast cancer. **<insert RMWP website URL>**

Thank you **<tag nominator's name>** for nominating me as a #RealMeanWearPink candidate! I'm supporting **<tag local Strides FB page>**. Help me be the #1 Real Man! **<insert RMWP website URL>**

Breast cancer death rates have declined by 39% since 1989. Donate today to help the @AmericanCancerSociety fight cancer from every angle. **<insert RMWP website URL>**

I'm wearing pink to raise money and awareness for breast cancer. Help me the the #1 Real Man! **<tag local Strides FB page>**! **<insert RMWP website URL>**

I am proud to join **<tag local Strides FB page>** this year, and will be walking in honor and support of all those affected by breast cancer. Will you join me? **<insert RMWP website URL>** #RealMenWearPink



Get your pink on and join me and all the #RealMenWearPink guys this **[SATURDAY OR SUNDAY]** for **<tag local Strides FB page>**! You can still support my campaign by donating at **<insert RMWP website URL>**.

Need breast cancer help and want to talk to someone anytime, day or night? Call the @AmericanCancerSociety at 1-800-227-2345 to talk to a cancer information specialist.

Thank you to all those who supported my **<tag local Strides FB page>** #RealMenWearPink team! **<insert RMWP website URL>**

Join me and the @AmericanCancerSociety to save more lives from breast cancer by investing in groundbreaking research to better understand, prevent, find, and treat the disease. #RealMenWearPink **<insert RMWP website URL>**

In the US in 2018, an estimated 266,120 new cases of invasive breast cancer will be diagnosed in women. It remains the most common cancer among women in the US other than skin cancer, and the second leading cause of death after lung cancer. Support my #RealMenWearPink team and help fight for all those women! **<insert RMWP website URL>**

Through @AmericanCancerSociety -funded research in 1974, Dr. V. Craig Jordan discovered that #Tamoxifen could help prevent specific types of breast cancer. Tamoxifen was approved by the United States #FDA for treatment in 1978.

Through @AmericanCancerSociety -funded research in 1988, Dr. Dennis Slamon discovered that the HER2 protein was overexpressed in 15 to 30% of breast cancers. Herceptin, developed by Dr. Slamon, is used today to treat thousands of women with breast cancer.

Join me on **<insert date>** in the **<tag local Strides FB page>** at **<insert location>**. For more information, visit my #RealMenWearPink page **<insert RMWP website URL>**.

What can your support do? \$25 could help the American Cancer Society provide free access to 24-hour information and support for one person with a cancer diagnosis. #RealMenWearPink **<insert RMWP website URL>**

Last year, the @AmericanCancerSociety Hope Lodge® program provided 452,000 nights of free lodging to patients traveling away from home for treatment. Your support makes this possible! Donate today: **<insert RMWP website URL>**

In 2017, more than 340,000 rides to treatment were provided to patients in need through the @AmericanCancerSociety Road To Recovery® and other transportation programs. By donating \$50 you could help provide five rides to and from treatment for a cancer patient. **<insert RMWP website URL>**

For people who have just heard the words 'you have breast cancer' and need someone to provide one-on-one emotional support, the @AmericanCancerSociety Reach To Recovery® program can help. More than 9,000 peer support services were provided through the program last year. By donating \$100, you could help provide a breast cancer patient with one-on-one peer support from a breast cancer survivor. **<insert RMWP website URL>**



## TWITTER

I've been selected to join **<tag local Strides Twitter>** #RealMenWearPink! Show your support: **<insert RMWP website URL>**

Help me be #1 Real man! **<tag local Strides Twitter>** #RealMenWearPink! Show your support: **<insert RMWP website URL>**

This October, I'm #MakingStrides to help save lives from #breastcancer! Donate to my #RealMenWearPink campaign! **<insert RMWP website URL>**

#RealMen share a determination to save lives from #breastcancer. Pls support me! **<insert RMWP website URL>**

For my **<#Insert reason to fight>**. #RealMenWearPink **<tag local Strides Twitter>** **<insert RMWP website URL>**

*[Take a photo wearing pink from head to toe]*

#IGotPinked **<tag #CITYNAME!>**. Support my **<tag local Strides Twitter>** #RealMenWearPink campaign! **<insert RMWP website URL>**

TY **<tag nominator's name>** for nominating me for #RealMenWearPink to support **<tag local Strides Twitter>**! **<insert RMWP website URL>**

Because #RealMenWearPink, I'm joining **<tag local Strides Twitter>** to save lives from #breastcancer!  
#MakingStrides **<tag #CITYNAME!>** **<insert RMWP website URL>**

#Breastcancer death rates have declined by 39% since 1989. Donate today to help @AmericanCancer save more lives! **<insert RMWP website URL>**

Doing my part to help save lives by supporting **<tag local Strides Twitter>**! #RealMenWearPink #MakingStrides **<insert RMWP website URL>**

#Breastcancer is the most common cancer among American women, except for skin cancers. **Help me** save lives. **<insert RMWP website URL>** #RealMenWearPink

2,550 men are estimated to be diagnosed with #breastcancer this year. #RealMenWearPink Help save lives. **<insert RMWP website URL>**

Join me and all the #RealMenWearPink this [**SATURDAY OR SUNDAY**] for **<tag local Strides Twitter>**! **<insert RMWP website URL>**.

Need #breastcancer help & want to talk to someone anytime, day/night? Call @AmericanCancer 1-800-227-2345 2 talk to cancer info specialists.



Thank you to all those who supported my **<tag local Strides Twitter>** #RealMenWearPink campaign!

Join me to save more lives from #breastcancer by investing in groundbreaking #breastcancer research.  
#RealMenWearPink **<insert RMWP website URL>**

Your donation can help @AmericanCancer provide free comprehensive info & support 2 those touched by  
#breastcancer #RealMenWearPink **<insert RMWP website URL>**

Your donation can help @AmericanCancer help people take steps to reduce their #breastcancer risk.  
#RealMenWearPink **<insert RMWP website URL>**

Since 1946 @AmericanCancer has invested more than \$4.6B in research. #RealMenWearPink Help us save lives.  
**<insert RMWP website URL>**

Thanks to @AmericanCancer-funded research, we know mammography is most effective way to detect #breastcancer early. **<insert RMWP website URL>**

Finding #breastcancer early can increase chances of treating it successfully. #RealMenWearPink **<insert RMWP website URL>**

#### **Social Media Best Practices:**

- Include photos/videos of you and your friends rocking the color *pink!*
- Use a trackable short URL (bitly link) instead of the long website URL.
- Instagram users – include tags to @AmericanCancerSociety and @MakingStridesWalk and your city (e.g., #Memphis).
- Instagram users – include a direct link (or bitly link) to your team page in your Instagram bio. This is the only place to hyperlink a website on Instagram.
- Twitter users – update your profile to include a direct link (or bitly link) to your team page.

#### **Hashtags:**

- #<YourCity> (e.g., #Memphis)
- #RealMenWearPink
- #RMWP
- #AmericanCancerSociety
- #BreastCancer
- #AttackingCancer





## Fundraising Ideas

Every dollar you raise helps the American Cancer Society save lives from breast cancer. Personalize your fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.

- **Personal**
  - Personalize your fundraising page on the Real Men Wear Pink website with your personal story and photo, and use your dashboard to send fundraising e-mails.
  - Start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
  - Share your personal story, in a letter to some of your personal contacts, describing why you are involved in this campaign and how their support would mean a lot to you.
  - Coordinate a fundraising effort tied to an activity you commit to doing if you hit a fundraising milestone. For example, maybe you will be up for wearing a tutu for a day or dye your hair pink when you hit your \$2,500 fundraising goal!
- **Use your fundraising dashboard to:**
  - Personalize your fundraising page on the Real Men Wear Pink website with your personal story, a photograph, or a video.
  - Ask your friends and family for their support via email, Facebook, and Twitter.
  - Easily share the link to your personal page from your dashboard.
  - Enter check and cash donations.
  - Make credit card donations.
  - Thank your donors and keep them updated on your progress.
  - Download the ACS Mobile FUNdraising App for Android or iPhone.
- **Friends, Family, Peers, and Business Contacts**
  - Send emails or letters to friends and family (don't forget those out of town), asking them to donate to your campaign.
  - Text your close friends with a link to donate. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
  - Write a personal plea for support to your employees, coworkers, and other peers to donate, and see if your company will match the donations.
  - Encourage your business contacts whose company has a matching gift program to use it when making donations.
- **Social Media**
  - As you share your pictures and information about the Real Men Wear Pink campaign, ask followers to donate to help you become the top fundraising candidate and support your mission to help save lives from breast cancer.
  - Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone whom your friend wants to honor or remember.
  - Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.



- **Coordinate a Fundraiser at Your Business**

- Use your business to help fundraising. For example, a previous candidate found success in offering pink coffee cups in one of his restaurants during October and donated proceeds from every cup of coffee to his campaign.
- Your coworkers are sure to want to help support your efforts. Hold dress-down days and bake sales, and encourage both staff and customers to support the cause.
- Offer the idea of an “employee pink-nic.” Coordinate this event with your company and have carnival activities, celebrity servers, dress-down stickers, tutu challenges, and additional engagement activities, all for a donation to your cause.
- Get silly! A previous candidate who was a teacher offered to dress in a pink bunny suit each Friday that he reached his weekly fundraising goal. A meteorologist committed to using some of his television time to highlight other men who wore pink in support of his campaign, as well as breast cancer survivors. He also agreed that if he reached his goal by a specific date, he would allow the local high school cheerleaders to paint his hair pink during a Friday football game. Get creative in finding ways for your coworkers to help you fundraise.
- Purchase a pink suit and offer your colleagues the opportunity to donate and “dare” you to wear your pink suit in various public places.
- Bring your customers into the fundraising. One previous candidate had his company purchase pink ties, and for a \$100 donation to his campaign, he would present donors with a tie at their office, taking a photo to post to his company’s social media page. This not only generated buzz, but it was good PR for his company and the vendors and donors who supported him.
- Host a penny war/penny drive. A previous candidate who was a superintendent of a large school system had his elementary and middle school participate. In addition to raising money, he also generated awareness for the cause.

- **Coordinate an Off-site Fundraiser**

- Ask a local business to donate an item (such as cooler, car lease, golf or fishing outing, restaurant gift certificate, weekend at a condo, etc.), and ask friends and family to sell chances to win the prize(s). Draw the winner on November 1.
- Design a unique pink T-shirt, and give one to each person who supports your campaign with a donation.
- Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans on Friday.
- Ask a local business to host a bake sale, or have a local restaurant donate a portion of their proceeds to your campaign.
- Secure food donations and host a lunch at the office, with coworkers donating to attend. Make it festive by encouraging everyone to wear pink.
- If you work out at a gym regularly, ask a trainer to volunteer his or her time so you can raffle a month of personal training to those who donate \$20 or more to your campaign. Be sure to check local, county, or state rules regarding raffles.



- **Host a Fundraising Event**

- Have a BBQ or wine-and-cheese party. Ask friends to come and donate to your campaign.
- Have any connections at a local brewery? Ask if you can be a guest bartender. You and the entire staff could wear hot pink shirts with the RMWP logo on them (order a bunch and sell extras at the event) and have a few items to auction off. Collect tips, donations, and money from the auction items and T-shirt sales.
- Host martini nights at various locations around the city or “A Night of Pink” with drinks, appetizers, and a silent auction. Make sure to promote your event using your social media platforms to encourage community support.
- Create an experience! A previous candidate who is a local media personality set a donation price to have a dinner date with him. For each dinner, he hosted a Facebook Live event at the beginning to introduce the donor, show his appreciation, and promote his fundraiser.
- Leverage your talents or those of others who support you. A previous candidate planned a violin concert by their son as a fundraiser. They invited their close friends and asked for a donation for attendance.
- Know anyone who would be willing to host a pink fashion show? Get a group of your best guy friends (or colleagues, other RMWP candidates) dress up in your best pink attire (some with outfit changes), and strut your stuff on a make-shift runway. Put tip jars were put out with the models’ numbers on them to help encourage donations. You may even get some tips!

- **Hold a Sports-related Fundraiser**

- Whatever your sport of choice, coordinate a fundraising event around it and invite your friends, family, and peers to support you.
- Have your sporting event tailgate group donate and “pink out” their tailgate one weekend in October. Have them share pictures, and ask others to donate to your campaign.
- Host a golf game or cocktail hour for your colleagues. Or better yet, host a no-show golf game. Instead of playing, have your friends donate their greens fees to your campaign and meet up for drinks or dinner.



## Sample Fundraising Letter

Dear [INSERT NAME],

No one should have to face a breast cancer diagnosis alone. This is why I've joined the American Cancer Society in support of their lifesaving work, by becoming a candidate in their Real Men Wear Pink campaign. As a candidate, I am committed to raising awareness and funds to help the American Cancer Society save lives from breast cancer.

This cause is one I personally believe in. [SHARE PERSONAL CONNECTION TO BREAST CANCER.]

The more people who support this cause, the bigger our impact will be in helping to save lives from breast cancer. I'm asking those close to me to support my efforts through my personal fundraising website: [INSERT LINK].

Because of my efforts and those of others who support this important cause, the American Cancer Society can conduct innovative research, educate people on how to reduce their risk for breast cancer or detect it early, and provide crucial patient programs like free rides to treatment, or places to stay when treatment is far from home. Your donation could help someone who is currently dealing with a breast cancer diagnosis, those who may face a future diagnosis, and those who may avoid a diagnosis altogether thanks to education and prevention.

Thank you in advance for your support. When we come together, we truly put the power of pink into action.

[CONTACT NAME]



## American Cancer Society Brand Toolkit New Account Creation Guide

The Brand Toolkit includes several documents to help with your campaign. The guide below provides step-by-step instructions on creating a new account. If you have questions during the new account creation process, please email [brandtoolkit@cancer.org](mailto:brandtoolkit@cancer.org).

### Step 1:

Create your new account by visiting [brandtoolkit.cancer.org](http://brandtoolkit.cancer.org).

### Step 2:

Select "Create an Account" at the top-right corner of the screen.

### Step 3:

Complete all required fields, including first name, last name, and email address. Create a unique password for your account, and complete the other requested information, including identifying your Region (where you reside) and your user group.

### Step 4:

Review the Terms of Use. Check the box "I agree to the Terms of Use."

### Step 5:

Click the "Apply for Access" button at the bottom of the page.

### Step 6:

You will receive an automatic email notifying you that your request for an American Cancer Society Brand Toolkit account has been received and is pending approval.

### Step 7:

Within two business days of submitting your account request, you will receive another email with the status of your account. Once you receive a welcome email to the Brand Toolkit, you may log in at [brandtoolkit.cancer.org](http://brandtoolkit.cancer.org) with your email address and password. Please consider bookmarking the website for future reference.

## Additional Resources in the Brand Toolkit

- [Self-Promotional Fundraising Postcard](#)
- [Self-Promotional Fundraising Flier](#)
- [Business Card](#)
- [Yard Sign](#)
- [Stickers](#)
- [Fundraising App flyer](#)
- [Real Men Wear Pink Registration Guide](#)



# FUNdraising APP



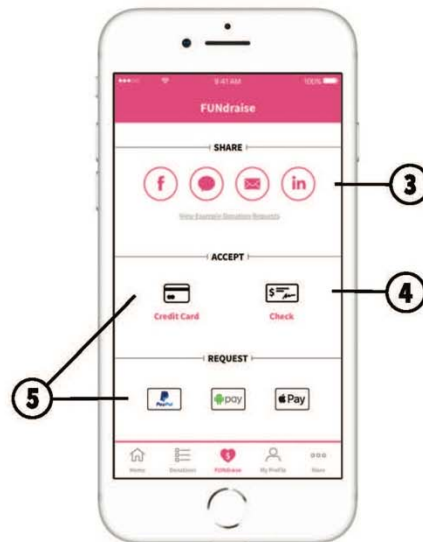
Help support the American Cancer Society. Download and fundraise from anywhere with our official FUNdraising app. **It is now easier than ever to raise and track donations.**

## TRACK PROGRESS



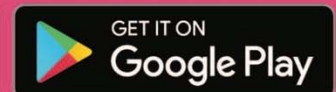
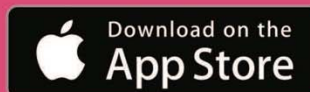
- 1** Easily keep track of your fundraising goals and progress.
- 2** Your dashboard will track all mobile and web donations made to you, your team, and/or your event.

## REQUEST & ACCEPT DONATIONS



- 3** Ask for donations easily and personally via Facebook, Text, Email, or LinkedIn.
- 4** Accept donations easily and securely with bank-grade technology and encryption. Quickly scan checks and cards!
- 5** Give your donors flexibility with a variety of payment methods: credit/debit cards, checks, PayPal, Android Pay, and Apple Pay.

# DOWNLOAD



NEED HELP? 1-888-227-5552 | [cancer.org/app](http://cancer.org/app)

cancer.org ©2017 American Cancer Society, Inc. No. 41088

cancer.org | 1.800.227.2345



## Instructions for Signing Up Online

It's easy to sign up – let's get started!

### Step 1: Find Your Event.

Visit [www.realmenwearpink.org](http://www.realmenwearpink.org) and search for your local event site by entering your event name or location in the “Find a Candidate or Campaign” search box.

### Step 2: Sign Up.

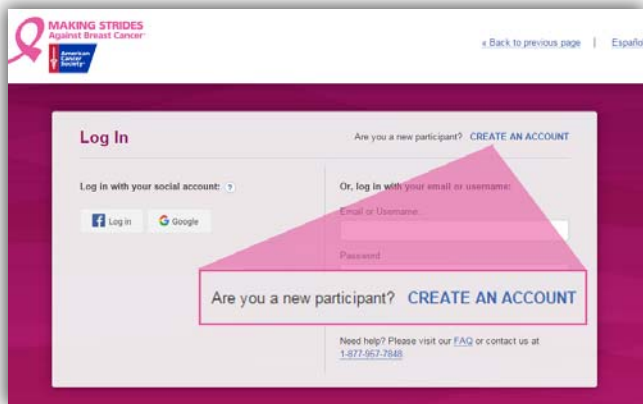
At the very bottom of the page, click the pink **Real Men** link to begin the registration process.



### Step 3: Identify Yourself.

If you are a returning American Cancer Society event participant, welcome back and please login.

If you are a brand new American Cancer Society event participant, or have not created a Society Account, welcome! Click Create an Account to continue the registration process and set up your very own Society Account.



**Society Account** is the single sign-on process for our ACS fundraising websites. It allows for a secure and consistent log-in experience across all websites. Once you have created a Society Account login, you can use that to register for any ACS event!

### Step 4: Create Your Society Account.

Participants may choose to:

- Create an Account with your [social login](#),
- Or create an Account with your [email address](#)



### Step 5: Get Involved!

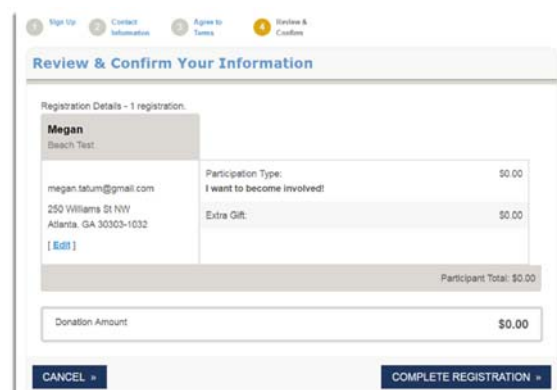
Jump start your fundraising by making a donation to kick off your fundraising efforts!



### Step 7: Complete Registration.

Complete the registration process by answering all the questions, and following the instructions on each page.

Once you have completed the registration process, you'll get a confirmation screen. Closing out of it will put you right into your dashboard, where you can begin fundraising!



If you have any questions or concerns, please contact your local staff or call the American Cancer Society at 1.800.227.2345.