



MAKING STRIDES
Against Breast Cancer®

National Presenting Sponsor

AVON



TEAM AVON

MAKING STRIDES TOOLKIT



CONTENTS

| | |
|---|-----------|
| Avon's Breast Health Promise | 03 |
| How Your Support Makes a Difference | 04 |
| How to Register Online | 05 |
| Use Our Fundraising Tools | 06 |
| Fundraise With Our App | 07 |
| Fundraising on Social Media: Best Practices | 08 |
| Personal Testimonial | 10 |
| Talking Points | 11 |
| MSABC Incentives | 13 |



National Presenting Sponsor

AVON



TEAM AVON MAKING STRIDES TOOLKIT 3

AVON'S BREAST HEALTH PROMISE

For 135 years, Avon has inspired the financial independence, health, and well-being of women – and the fight against breast cancer is central to our mission. At Avon, we believe no woman should be left in the dark about breast cancer.

Too many women still don't know enough about the disease. Our aim is to ensure every woman, every day, is breast health aware. Early detection of breast cancer saves lives. Since the launch of the Avon Breast Cancer Crusade in 1992, Avon has contributed more than \$800 million to breast cancer causes, educated 180 million women about this disease, and funded breast health screenings for nearly 20 million women. Avon is proud to be the first ever National Presenting Sponsor of Making Strides Against Breast Cancer, and we are thankful for Avon Representatives, their customers, and employees whose support fuels our breast health efforts.

OUR PARTNERSHIP

The American Cancer Society and Avon are teaming up to fight breast cancer together. We're pleased to have Avon as our National Presenting Sponsor for American Cancer Society Making Strides Against Breast Cancer events.

United, we can do more. Together, Avon and the American Cancer Society will be a force for good – because too many people are still being impacted by breast cancer.

WHAT IS MAKING STRIDES AGAINST BREAST CANCER?

Making Strides Against Breast Cancer is a nationwide movement. From large scale traditional walks to unique local experiences and celebrations, Making Strides has united communities, companies and individuals across the country in the fight to end breast cancer for more than two decades – and we have no intention of ever slowing down. Our commitment to creating a future free from breast cancer runs deep. As we look to the road ahead, more determined and more inspired than ever, we invite you to join forces with the American Cancer Society -- a nationwide leader in the breast cancer fight. Together we will celebrate survivors and thrivers, fund the future of breast cancer research and programs, and ensure all women and men have a fair and just opportunity to prevent, find, treat, and survive breast cancer.

Join the Making Strides movement to help save lives and fund the future of breast cancer research and programs.

HOW YOUR SUPPORT MAKES A DIFFERENCE

As we all know too well, when cancer strikes, it hits from all sides. That's why the American Cancer Society is attacking cancer from every angle – with breakthrough research, free rides to chemo and places to stay during treatment, a 24/7 helpline, and so much more.



Breast Cancer Research

The American Cancer Society is currently funding 174 grants related to breast cancer totaling more than **\$76 million**.



Fought To Protect

funding for the National Breast and Cervical Cancer Early Detection Program, which has served more than 5.8 million women and provided more than 15.1 million breast and cervical cancer screening examinations since 1991 to low-income, uninsured and underinsured women.



The ACS CHANGE Grant Program

has contributed to more than one million breast, cervical, and colorectal cancer screenings in underserved communities since 2011.



24/7 Cancer Helpline

More than **1.4M** calls and chats answered



USE OUR FUNDRAISING TOOLS

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 the fundraising possibilities are endless, here are a few ideas to get you started.

Check out the [Making Strides Against Breast Cancer Fundraising Guide](#) for even more ideas.

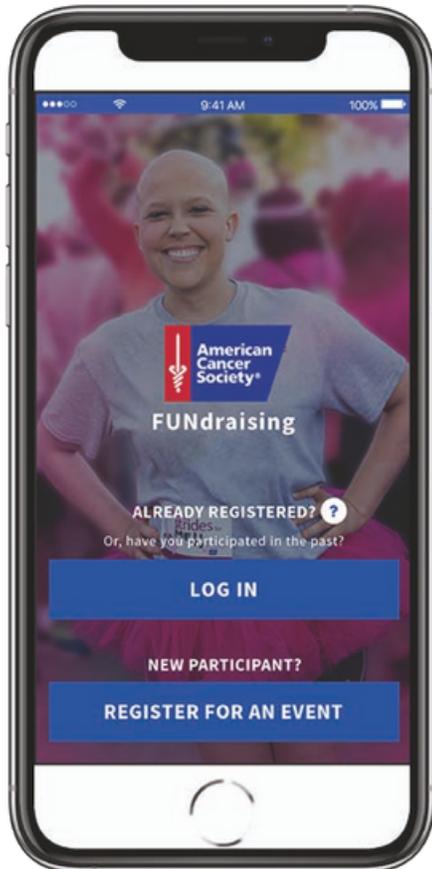
USING YOUR DIGITAL FUNDRAISING TOOLS

- Be sure to update to the latest version of the **FUNdraising App** to ensure you have access to all the newest features.
- Personalize your fundraising website or use the app to update your personal page on the Making Strides Against Breast Cancer **website** to share your story.
- Consider adding a photograph or video.
- Ask your friends and family for their support via **email, social media, and text**.
- Easily share the link to your **personal page**.
- Accept credit card and check donations directly **through the app**, and solicit donations from your expanded network using the options within the app.
- **Send** thank you notes and receipts, and keep track of your donors.



FUNDRAISE WITH OUR APP

Register for events



Whether you're brand new to Making Strides Against Breast Cancer or are a returning participant, you can register for your event from the FUNdraising mobile app. Start a team, join a team, or join as an individual participant.

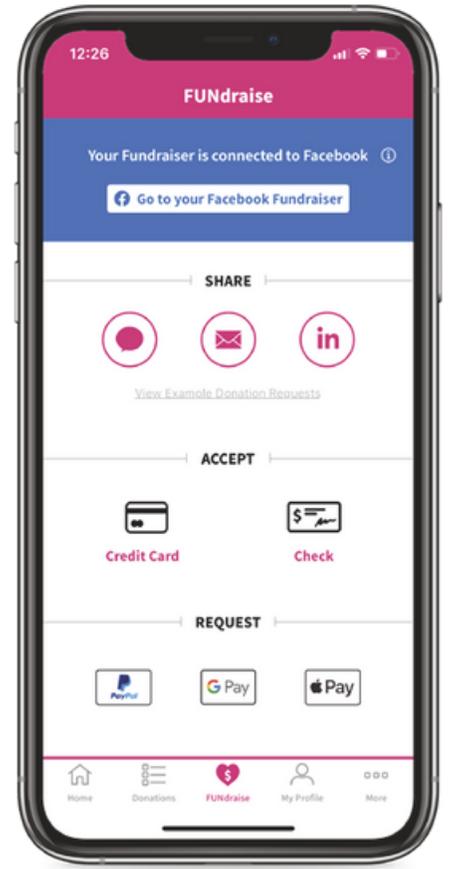
Track progress



Easily keep track of your fundraising goals and progress.

Your home screen will track all mobile and web donations made to you, your team, and your event.

Request & accept donations



Create a Facebook Fundraiser that is linked directly to your fundraiser. Fundraisers linked to Facebook Fundraiser raise an average of \$9 more.

Share your fundraiser with your friends, family, and social networks on Facebook and LinkedIn.

Accept in-person credit card and check donations with state-of-the-art scanning technology and bank-grade security features.

Solicit donations via PayPal, Google Pay, and Apple Pay – perfect for donors who prefer easy digital payments.



Download the free American Cancer Society FUNdraising App from the App Store or from Google Play. Or text ACS APP to 69922.



FUNDRAISING ON SOCIAL MEDIA: BEST PRACTICES

Starting a Facebook Fundraiser is one of the most effective ways to reach your friends and family and fundraise. On average, connected fundraisers raise more than \$150 through Facebook. Connect easily through your Fundraising Dashboard or the Fundraising App to get started! Below are some examples of social media posts you can use to help promote Making Strides Against Breast Cancer, and Avon's support of this important cause, in your community.

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.

HASHTAGS

- #AvonMakingStrides
- #MakingStrides
- #AvonInsider
- #AmericanCancerSociety
- #ACS
- #BreastCancer

FACEBOOK AND INSTAGRAM SAMPLE POSTS

More than 284,000 women and men will be diagnosed with breast cancer this year. Join me in funding the future of breast cancer research and programs. #AvonMakingStrides <insert your team's MSABC website URL or link to it in your Instagram bio>

Thank you @Avon <tag Avon's FB page> for serving as the national sponsor of the @AmericanCancerSociety Making Strides Against Breast Cancer program! I'm proud to be an Avon Representative and support <tag local Strides FB page> #AvonMakingStrides <insert your MSABC website URL>

Breast cancer death rates have declined by 41% since 1989. Donate today to help the @AmericanCancerSociety save more lives! <insert your MSABC website URL or link to it in your Instagram bio> #AvonMakingStrides

I'm wearing pink to raise money and awareness for breast cancer research and programs <tag local Strides FB page> <insert your MSABC website URL> #AvonMakingStrides



PERSONAL TESTIMONIAL



REPRESENTATIVE SPOTLIGHT: CAROLYN WILLIS

Why is being a part of the ACS so important to you?

My mission with fighting breast cancer started early in my adult life. As an Avon Representative, I have always enjoyed doing the walks with Avon and ACS. In 1998 my mother got sick with breast cancer. She would recover and then a few years later the breast cancer came back. This time she went to take treatments that didn't work in her favor. In May 2002, my mother lost her fight to this disease so I decided to give more time back to help further the research and also so I could help bring awareness to others. I'm so proud to be a part of a company like Avon that is giving back to a cause that is very personal for me. It really has become my passion to give back by fundraising and walking in honor of my mother. I think it's so important to get the word out about how to take care of our health. I love being a part of Avon and Making Strides Against Breast Cancer.

TALKING POINTS

As you spread the word about your involvement with the American Cancer Society as a Making Strides Against Breast Cancer Team Leader or participant, 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.

WHAT ARE YOU DOING TO SUPPORT MAKING STRIDES AGAINST BREAST CANCER?

Thanks for asking! I've joined the American Cancer Society Making Strides Against Breast Cancer movement presented by Avon to end breast cancer. I've committed to raising funds to help the American Cancer Society save more lives because too many people are still impacted by breast cancer. Every dollar I raise supports the American Cancer Society's work to be 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. I'd love your support!

WHAT DOES THE AMERICAN CANCER SOCIETY DO TO FIGHT AGAINST BREAST CANCER?

Every dollar raised helps the American Cancer Society ensure that we continue moving closer to a world without breast cancer. The American Cancer Society is 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. Funds specifically go to early detection and prevention, innovative breast cancer research, patient support, and providing free, comprehensive information and help for those touched by breast cancer when and where they need it. The American Cancer Society is currently funding more than \$76 million in breast cancer research grants nationwide.

JOIN THE ELITE FUNDRAISING CLUB

Members of the Grand Club and the Pacesetters Club are the top fundraisers for Making Strides Against Breast Cancer. Our Elite Fundraising Club members set the bar high and achieve amazing results that help the American Cancer Society lead the fight against breast cancer.



GRAND CLUB (raise \$1,000 individually)
Ladies' or Men's Shirt



PACESETTER CLUB
(raise \$2,500 individually)
Jacket

Get started today!

- Go to MakingStridesWalk.org and sign up to join the movement.
- Achieve **Grand Club status (raise \$1,000 individually)** and unlock special award items.
- Achieve **Pacesetter Club status (raise \$2,500 individually)** and unlock special award items.
- Download the American Cancer Society FUNdraising App to collect donations on the go.
- Send an email to friends, family, coworkers, and neighbors, asking them to support you with a donation.
- Set up a Facebook Fundraiser through your dashboard to raise money through your social network.
- Take the first step toward becoming a Grand Club or Pacesetter Club member, and challenge your friends to join the club, too.

When you hit Elite Fundraising Club status, please join the private Making Strides Against Breast Cancer National Pacesetters Facebook Group to connect and engage with other top performers!