

HOW TO FACE YOUR FUNDRAISING HANDBOOK

AVON

39 THE WALK TO END
BREAST CANCER



AVON 39 THE WALK TO END BREAST CANCER

It's not just about challenging yourself to walk 39 miles over 2 days. It's about pushing yourself to raise funds for breast cancer patients in need.

Imagine being sick from chemo, unable to cook a meal for your kids. Imagine that you need a mammogram, but you don't have insurance. That's the reality for thousands of women and men right now. And it's why your fundraising efforts are absolutely essential.

The donations you raise will go to work right away, serving breast cancer patients and their families in five specific breast cancer areas:

- scientific research
- screening and diagnosis
- access to treatment
- support services
- awareness and education

All donations raised by AVON 39ers are managed by the Avon Foundation for Women, a 501(c)(3) public charity that funds a comprehensive network of programs and services. The Foundation places a special emphasis on reaching the medically underserved, including low-income, elderly and minority individuals and those who are under-insured.

LOCAL AND NATIONAL BENEFITS

By stepping up to the AVON 39 challenge, you're making life better for breast cancer patients in your community and across the nation. Net funds raised will provide direct impact in the area where the event takes place and help make sure that care and research programs nationwide have adequate resources to make the most progress possible to help obliterate breast cancer.

**DOLLARS RAISED
HELPS
SAVE LIVES**
WHY YOUR FUNDRAISING MATTERS

AVON
39

FLEX YOUR FUNDRAISING MUSCLE

PARTICIPATING IN THE AVON 39 IS COMMITTING TO RAISE \$1,800. IT'S A CRITICAL PART OF THE CHALLENGE THAT REQUIRES YOU TO PUT OTHER PEOPLE'S NEEDS ABOVE ANY DISCOMFORT YOU MAY FEEL. THIS YEAR, 40,000 PEOPLE WILL DIE FROM BREAST CANCER IN THE U.S. TIME TO GET OVER YOUR FEAR OF FUNDRAISING. IT'S NOT ABOUT YOU. IT'S ABOUT SAVING LIVES. **LET'S DO THIS.**

HOW TO CRUSH YOUR \$1,800 MINIMUM

- 1) **SET UP YOUR PARTICIPANT CENTER.**
GO TO 39forBC.ORG SO YOU CAN BEGIN ACCEPTING ONLINE DONATIONS TODAY
- 2) **START NOW.**
COMMIT TO THE FAST TRACK FUNDRAISING PROGRAM AND MEET YOUR GOAL IN 60 DAYS OR LESS
- 3) **CALL YOUR WALKER COACH.**
DIAL 1-888-426-WALK AND TALK WITH YOUR NEW BEST FRIEND

DO IT NOW!

Alana, 39er



FAST TRACK FUNDRAISING

RAISING \$1,800 MIGHT NOT BE A CAKEWALK, BUT IT'S A LOT EASIER THAN YOU THINK. ALL IT TAKES IS COMMITTING TO A PLAN. OUR FAST TRACK FUNDRAISING PROGRAM TELLS YOU WHAT TO DO, AND WHEN TO DO IT—STEP-BY-STEP—AND DELIVERS THE TOOLS AND SUPPORT YOU NEED TO SHATTER YOUR \$1,800 MINIMUM IN 60 DAYS OR LESS.

Fast Track Fundraising tools
can be found at 39forBC.ORG/walkkit

*All reward items are donated courtesy of national sponsor **Reebok** 
Items subject to change.

SCORE HARD-CORE REWARDS



RAISE \$100 IN 10 DAYS
RECEIVE A TRAINING T-SHIRT!

RAISE \$600 IN 30 DAYS
RECEIVE A WATER BOTTLE!



RAISE \$1,000 IN 45 DAYS
RECEIVE A HYDRATION PACK!

RAISE \$1,800 IN 60 DAYS
RECEIVE A TOTE BAG!



FAST TRACK FUNDRAISING: HOW TO

RAISE \$1,800 IN 60 DAYS!

We have the tools you need to crush your fundraising goal in just 60 days—including pre-written emails and Facebook posts, sample donation request letters and more. Check out the Plans below and find fundraising tools, tips, and resources in your Participant Center at 39forBC.ORG.

RAISE \$600 BY DAY 30

1
TIME NEEDED:
30 minutes

2
HERE'S HOW:

Send reminder emails to your first group of potential donors.

Download the AVON 39 Fundraising App and post a message on Facebook.

3
TOOLS PROVIDED:

Pre-written emails and Facebook messages

Donor brainstorm list

AVON 39 Fundraising App

RAISE \$100 BY DAY 10

1
TIME NEEDED:
15 minutes

2
HERE'S HOW:
Contact 10 potential donors.

3

TOOLS PROVIDED:
Pre-written emails and Facebook messages

RAISE \$1,000 BY DAY 45

1
TIME NEEDED:
15-60 minutes,
depending on activity

2
HERE'S HOW:
Send reminder emails to everyone you've contacted so far.

Hang your fundraising poster at work and encourage co-workers to support your Walk.

Reach out to your social network contacts.

Do 2 "large asks" requesting a donation of at least \$250.

3
TOOLS PROVIDED:
Pre-written emails and Facebook messages

Workplace fundraising poster

Talking points for making your "large asks" (personal letter and in-person)

RAISE \$1,800 BY DAY 60

1
TIME NEEDED:
15-60 minutes,
depending on activity

2
HERE'S HOW:
Send reminder emails to everyone you've contacted so far.

Host a DIY event: house party, cookie drive, bar night, jeans day.

Ask your employer or a local business for a donation.

3
TOOLS PROVIDED:
Pre-written emails and Facebook messages

DIY event ideas, how-to guide, checklists and templates

Talking points for asking your employer and local businesses

ACCESS EACH OF THESE EASY TO USE PLANS
IN YOUR PARTICIPANT CENTER AT 39forBC.ORG
ALL TOOLS, TIPS, AND RESOURCES ARE READY FOR YOU
TO ACHIEVE YOUR FUNDRAISING GOALS!

INSPIRE OTHERS TO HAVE YOUR BACK

Invest your friends and family in your challenge to walk 39 miles and crush breast cancer.

USE YOUR PARTICIPANT CENTER

Think of your Participant Center as “Command Central” for your AVON 39. Send emails to potential donors from here, track your fundraising progress, stay connected with your team, tap into fundraising and training tools, download widgets, logos and more.

1) Go to **39forBC.ORG**

2) In the top right corner, sign in using your username and password. (If you forgot your username or password, click “Forgot Password” at the top of the page and enter the required information, then click “Sign In.” We’ll email your username and/or password to you.)

The screenshot shows a web browser window displaying the AVON 39 Participant Center. The top navigation bar includes a welcome message: "WELCOME TO THE NEW YORK AVON 39 2015" and "NEXT STEPS". Below this, the user's information is displayed: "Avonfoundation Teamraiseest Participant # 571007 Team: 2015 AVON 39 New York Team". A "Your Local Walk Office" section provides contact information: "(212) 262-9010 | info@avon39fundraising.org | @avon39". The "NEXT STEPS" section contains three numbered steps: 1. Register/Check-in, 2. Walk & Share your love for Breast, and 3. Invite a Friend to Walk. The "YOUR FUNDRAISING PROGRESS" section shows a progress bar with the following data: \$0.00 (1 Mile Raised), \$1,800.00 (My Goal (change)), 0% (Percent Raised), and 320 (Days Left). Below this are two main resource sections: "FUNDRAISING RESOURCES" and "TRAINING RESOURCES". The "FUNDRAISING RESOURCES" section lists: Fundraise with Facebook, Phone and Tablet Apps, Download Donation Coupons, E-mail Signature Badge, and Breast Cancer Awareness Month E-Cards. The "TRAINING RESOURCES" section lists: Go the Distance: Training Programs by Reebok, Podometer App, Training Videos, Training Guide, and Upcoming Training Walks. Both sections include a "VIEW ALL" button.



FUNDRAISE ON THE GO

DOWNLOAD THE AVON 39 FUNDRAISING APP

THIS IS YOUR FREE MOBILE APP FOR ANDROID, IPHONES AND TABLETS. Go to iTunes or the Google Play Store and search “AVON 39”. Update your Personal Page, send fundraising emails and check your progress—anytime, anywhere.

SPREAD THE WORD IN YOUR PERSONAL EMAILS

DOWNLOAD THE AVON 39 EMAIL SIGNATURE BADGE from your Participant Center at 39forBC.ORG. Attach it to all your online personal emails. Friends and family will see your fundraising goal and progress—and can make a donation online, right from your email.

FUNDRAISE THROUGH FACEBOOK

USE THE AVON 39 FACEBOOK APP TO SOLICIT YOUR SOCIAL NETWORK. Scheduling Facebook posts that automatically remind your friends of your participation will help nudge them to donate. Go to your Participant Center to activate this awesome tool.

Follow us on    

AVON

39

FUNDRAISING
TIPS
TO HELP GET YOU STARTED!

1 Take on Fast Track Fundraising.

2 Be creative. Write letters, send emails and think of something you enjoy doing, like baking cookies or knitting. Turn your talents into fundraising opportunities.

3 Ask early. It's never too soon to ask for a donation! Plus, by putting in a little effort now, you can take part in Fast Track Fundraising—and be rewarded with a special t-shirt and other great prizes.

4 Make a donation to yourself. You'll show your personal commitment to the cause, and your donors will have an idea of how much to give.

5 Have fun. Try something new with your fundraising every month.

6 Know your facts. Educate yourself about breast cancer and find out where the money you raise will go. Learn more at 39forBC.ORG

7 Tell your story. Remember why you're participating in the AVON 39 and tell your story with passion and enthusiasm.

8 Ask about Matching Gifts. Remind your donors to ask if their company has a Matching Gift program. These can double, or even triple, your donations.

9 Ask. It sounds so simple, but it's so often overlooked. Include everyone you can think of, even people you haven't spoken with for awhile.

10 Follow up on your emails and letters. It's not nagging. It's for a good cause.

11 Don't take someone's lack of response as a 'no'. Just because a friend doesn't donate right away doesn't mean they won't. Most people need to see your request five times before they click your link and donate!

12 Send out reminders in the form of updates to all your potential donors. Make your letter campaign like a newsletter, letting people know how your training is going.

13 Ask your friends and family to share your personal AVON 39 URL with their networks to expand your donor base.

14 Track your donations. Use the tools in your Participant Center to monitor your progress and thank those who have donated.

15 Ask a neighborhood salon to sponsor a hair cut-a-thon.

16 Throw a wine and cheese party.

17 Try a bowl-a-thon.

18 Mix it up with a bake sale.

19 Host a car wash.

20 Always send thank-you notes to your donors.

21 Dish up a chili cook-off

22 Spread the word to local media. Log in to your Participant Center to access the hometown press release, customize it, and submit it to local media outlets.

23 Add your personalized AVON 39 URL to your email signature. Find out how in your Participant Center.

24 Add the AVON 39 app to your Facebook page.

25 Connect with your Walker Coach for great ideas.

26 Team up. Create or join an AVON 39 team. More people equals more ideas, more fundraising power and more fun.

27 Any time you get close to your goal, go into your Participant Center and make it higher - people will give if they see you still need to meet your goal.

28 Tweet about your fundraising progress and let your followers know you're seeking donations. Remember to always include your Personal Page URL.

29 Ask people with whom you do business for a pledge (ex: your dry cleaner, hairdresser or accountant).

30 Periodically thank your donors via Facebook. It makes them feel appreciated and reminds others to make a donation.

31 Get your book club in on the action. Ask each member for a donation.

32 Host a neighborhood garage sale, with a portion of the proceeds going to your fundraising efforts.

33 Send a card to potential donors. Ask them to sign it and return it (with a donation, if they can) so you can carry it with you on your Walk.

34 Host a silent auction with prizes donated by local businesses.

36 Offer sponsorship of your 39 miles to donors. Dedicate each mile to a different donor.

37 Reach out to your significant other's network. Better yet, have them do it.

38 Set up a Facebook Event. Invite friends to a dinner party, bar night, or other special fundraising event.

39 Tell your donors how their gifts will help: \$25 can pay for test tubes at a research lab. \$150 can provide a mammogram for an uninsured woman.

35 Dedicate your Walk to an individual with breast cancer. Share their story with potential donors.

HOW TO TACKLE YOUR TRAINING HANDBOOK

AVON

39 THE WALK TO END
BREAST CANCER

KNOW THE FACTS

KNOW YOUR RISKS. KNOW YOUR BODY. TALK TO YOUR DOCTOR.

A WOMAN LIVING IN THE U.S. HAS A
1 IN 8 CHANCE OF DEVELOPING
BREAST CANCER IN HER LIFETIME.

A NEW CASE OF BREAST CANCER IS
DIAGNOSED EVERY 3 MINUTES.

NO ONE KNOWS
WHAT CAUSES BREAST CANCER
OR HOW IT CAN BE PREVENTED, AND
THERE IS NO KNOWN CURE.

MEN CAN GET BREAST CANCER, TOO.

Visit the Avon Foundation website at avonfoundation.org for more breast cancer information and to learn about the many organizations and programs that will benefit from the funds you raise.

POWER OF 39

A N T H E M

AVON 39 is The Walk to End Breast Cancer. It isn't easy, but that's what makes it worth it. As you train to strengthen your body, as you raise funds to crush breast cancer, as you walk further than you ever thought you could—you'll discover you have **THE POWER OF 39**.

THE POWER OF 39 IS A CHALLENGE.

Walking 2 days and 39 miles is hard. But it pales in comparison to chemo and radiation. Your blisters and sore muscles are a badge of courage. A reminder that you're doing something heroic.

THE POWER OF 39 IS A MOVEMENT.

39'ers banding together in solidarity have one goal. To take breast cancer down. So many sisters and mothers and friends have been lost. We see a world without breast cancer for our daughters and nieces. AVON 39 is a force of change that can't be stopped, and you're part of it.

THE POWER OF 39 HAS MUSCLE.

The miles you walk prove your willpower, but the dollars you raise validate your impact. Your fundraising will put food on the table of a breast cancer patient and her family. It will enable access to mammograms and medicine, fuel research, and save lives. Need any more reason to get up off the couch?

THE POWER OF 39 IS IN YOU.

It is your urge to dig deep and do something bigger, bolder, more profound than you ever have. It's about conquering that voice inside that says you can't. Kicking fear and doubt to the curb. This is your moment to crush it. You've got the Power.

NOW GO EARN YOUR 39.

AVON
39

TACKLE YOUR TRAINING

OF COURSE, EARNING YOUR 39 IS A CHALLENGE. THAT'S WHAT MAKES IT WORTH IT. YOU'LL NEED STRENGTH AND ENDURANCE TO WALK UP TO 39 MILES OVER 2 DAYS. THE **AVON 39 GO THE DISTANCE TRAINING PROGRAM BY REEBOK** GIVES YOU WHAT YOU NEED TO BUILD MUSCLES AND STAMINA SO YOU CAN TACKLE YOUR 39. IT'S ALSO DESIGNED TO WORK AROUND YOUR SCHEDULE AND YOUR FITNESS LEVEL. **LET'S DO THIS.**

— HOW TO —

OWN YOUR
39

- 1) FIGURE OUT YOUR FITNESS LEVEL
- 2) PICK A TRAINING PLAN
- 3) WHAT ARE YOU WAITING FOR?
START WALKING.

LET'S GO!

Jill, 39er

Laura, 39er



DETERMINE YOUR FITNESS LEVEL ALL IT TAKES IS ALL YOU'VE GOT

YOU DON'T HAVE TO BE IN OLYMPIC SHAPE TO EARN YOUR 39. ALL IT TAKES IS A SMART PLAN AND THE WILLPOWER TO FOLLOW IT. OUR **GO THE DISTANCE** TRAINING PLANS CREATED BY REEBOK FITNESS EXPERTS ARE CUSTOMIZED TO WORK WITHIN YOUR CURRENT FITNESS LEVEL AND THE TIME YOU HAVE AVAILABLE TO TRAIN. **DO YOU HAVE THE DETERMINATION?** FIND YOUR FITNESS LEVEL, THEN BEGIN THE PLAN.

GO THE DISTANCE

AVON 39 TRAINING BY **Reebok** 

Reebok experts have created training plans like the one below to help you tackle your 39 with confidence. To find the plan that's right for you, log into your Participant Center at 39forBC.ORG and click on GO THE DISTANCE under Training Resources.

WEEK	SUN	MON	TUES	WED	THUR	FRI	SAT	TOTAL
1	3 miles	Recovery Walk 15 min	2 miles	Cross-train 20-30 min	2 miles	Rest	3 miles	10
2	5 miles	Recovery Walk 15 min	3 miles	Cross-train 20-30 min	2 miles	Rest	5 miles	15
3	7 miles	Recovery Walk 15 min	3 miles	Cross-train 20-30 min	3 miles	Rest	7 miles	20
4	5 miles	Recovery Walk 15 min	3 miles	Cross-train 20-30 min	5 miles	Rest	10 miles	23
5	6 miles	Recovery Walk 15 min	3 miles	Cross-train 20-30 min	6 miles	Rest	12 miles	27
6	8 miles	Rest	3 miles	Cross-train 20-30 min	6 miles	Rest	12 miles	29
7	5 miles	Recovery Walk 15 min	4 miles	Cross-train 20-30 min	4 miles	Rest	14 miles	27
8	7 miles	Recovery Walk 30 min	4 miles	Cross-train 20-30 min	6 miles	Rest	14 miles	31
9	8 miles	Recovery Walk 30 min	3 miles	Cross-train 20-30 min	6 miles	Rest	14 miles	31
10	10 miles	Rest	3 miles	Cross-train 20-30 min	7 miles	Rest	16 miles	36
11	5 miles	Rest	2 miles	Cross-train 20 min	2 miles	Rest	5 miles	14
12	2 miles	Recovery Walk 15 min	1 mile	Rest	1 mile	Rest	Avon Walk	

SUPER-CHARGE YOUR TRAINING



DOWNLOAD THE AVON PEDOMETER APP

Keep going strong with the AVON 39 Pedometer App. It monitors your steps, distance and speed. You can also use it as an inspiring fundraising tool—just post your training progress to Facebook or Twitter for others to see.

Here's how:

1. On your smartphone, go to the iTunes or Google Play Store and search "Runtastic Pedometer."
2. Install the free version of the Runtastic Pedometer App.
3. Open the App. After creating an account or logging in with Facebook, click on "Settings".
4. Scroll to "Enter Promotion Code" and enter **AVON 39**.
5. This will automatically upgrade you to the special AVON 39 Pedometer App, which has more features than the free version and has been customized just for AVON 39ers.
6. Start walking, and see your steps (and donations!) start adding up!

AVON

39 TRAINING TIPS

TO HELP GET YOU STARTED!

3 Crank it up. Take quicker—not longer—steps, letting your stride length come naturally.

- 6 Listen to your body. If you're too sore or feel a possible injury coming on, stop. Walking through an injury can only make it worse.
- 7 Stretch it out. Warm up first by walking slowly for about 5 minutes. At the end of your walk, slow down and stretch for about 5 minutes.
- 8 Do an "out-and-back." Walk out your door for 15 minutes, then turn around and walk back.
- 9 Reward yourself for a week of walking with a relaxing foot bath and or foot massage.
- 10 Bend your elbows at a 90-to-100 degree angle for a faster, more efficient stride.
- 11 Start at the end. To keep walks interesting, reverse your usual walking route, beginning where you usually finish.
- 12 Get enough rest. Take at least one day off from training each week to let your body rest and recover from your efforts. It's as important to your training as the walking itself.
- 13 Join an existing training walk or start one of your own. Our AVON 39 Training Walks are volunteer-led, free, open to all and a great way to get in shape to crush your 39.
- 14 Shine your headlights. Counter the tendency to round your shoulders by imagining there's a headlight in your breastbone.
- 15 Train with a buddy whenever possible, or at least notify someone of where you'll be walking, when you're leaving and when you plan to return. Always carry money and ID.
- 16 Build your endurance. Walk briskly for up to a minute, then return to your original pace for a few minutes, then pick up the pace again.
- 17 Don't increase your time or mileage by more than 10 to 20% per week.
- 18 Wear sunscreen. Choose a high SPF. Slather it on, rain or shine.

1 Take the first steps. If you're new to walking, start with three 10-minute walks a day, one in the morning, one at lunch, and one before or after dinner.

2 Buddy up. Enlist a friend or family member to walk with you. Or grab your pooch. Dogs make great walking partners.

4 Find a new path. Get ideas from a local walking club, your city's department of parks and recreation, or a good athletic shoe store.

5 Count on it. Shoot for 135 steps per minute, which is a walking pace of about 4 mph—terrific for a cardiorespiratory workout. It takes roughly 2,000 steps to walk a mile.

19 Weather your workout. If cold, snow, or rain threatens to derail your exercise plan, think about what women with breast cancer go through. A little bad weather? That's nothing.

20 Make sure there's plenty of wiggle room for your toes to spread out in your shoes.

21 Invest in good walking shoes. Go to a store with a knowledgeable staff that will take the time to help you find the right shoes for your feet.

22 Decrease your pace as the distance increases. On your really long training walk (one day a week) focus on the distance not the speed. Be sure to rest between your longer walks.

23 The uppers of your walking shoes should be breathable leather or a combination of nylon mesh and leather.

24 Buy shoes that are a size to a size and a half larger than your dress shoe.

25 Buy two pairs of shoes, if possible; trade off and break them both in. Each pair of shoes will sustain about 300 to 500 miles of wear.

26 Consider running shoes instead of walking shoes; they provide more support and are designed to sustain longer distances and more wear and tear.

27 Find the right socks. Nothing can ruin a walk faster than blisters (caused by moist feet and friction). Choose a sock that keeps your feet dry and comfortable, and provides cushioning and support. NO COTTON!

28 Eat before you are hungry and drink before you are thirsty. "Bonking" happens when the glycogen stores in your body are completely depleted.

29 Get used to carrying a water bottle on your training walks. If you're thirsty, you're already beginning to dehydrate. So drink up.

31 2-4 hours before your workout eat a small, high-carb, low-fat meal.

32 For longer walks, pack a snack or two, like a granola bar or banana.

33 Eat 400 to 800 calories at your pre-exercise meal. This will keep you going during a longer workout without making you feel sluggish or full.

34 For training gear, choose loose clothing that permits free airflow. Look for synthetic blend fabrics that wick away moisture.

35 Every mile you walk burns a little more than 100 calories and also builds muscle. Make sure you're giving your body the fuel it needs.

36 Drink what you like. You're likely to drink more and avoid dehydration if you like the taste of a sports drink.

37 When training on hills, take short steps and try and stay on your toes, planting each step with the ball of your feet and never on your heels.

38 When walking uphill, your back should be straight. You can lean in very slightly from the hips, but make sure you're not too hunched over.

39 The tendency to lean back (or try to brake yourself) when walking downhill puts too much pressure on your lower back.

30 Drink at least 10 ounces of water or sports drink 2 hours before you exercise.