



MAKING STRIDES
Against Breast Cancer®

National Presenting Sponsor

AVON



**FUND THE
FUTURE**

TEAM AVON MAKING STRIDES TOOLKIT

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BREAST CANCER 101

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 – may be easier to treat and have better outcomes.

BREAST CANCER IN THE US



In 2020, more than **276,000 women** are expected to be newly diagnosed with breast cancer.



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.



Nationwide, **42,690 women** are expected to die from breast cancer this year.



The five-year relative survival rate for breast cancer that has not spread to the lymph nodes or other location is **99 percent**.



Breast cancer death rates have **declined by 40 percent** since 1989, contributing to 325,900 lives saved.

AVON'S BREAST HEALTH PROMISE

For 134 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 2020 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 may look a little different this year, but our passion hasn't changed. Our relentless pursuit of new answers hasn't changed. And our 24/7 support to patients hasn't changed.

Making Strides has always been more than just a walk, it's a **movement**. Because of the current pandemic, how we unite and fight back this fall will look different – but our passion to end breast cancer remains the same. In 2020, we are making it easier for anyone, anywhere to make an impact.

We know the future can be free from breast cancer. Join the movement and help us fund this future.

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 168 grants related to breast cancer totaling more than **\$69 million**.



Road To Recovery[®]

Provided over **490,000** rides to treatment in 2019



Hope Lodge[®]

More than **500,000** nights of free lodging provided in 2019



24/7 Cancer Helpline

More than **1.4M** calls and chats answered in 2019



HOW TO REGISTER ONLINE

1 Find your event.

Visit MakingStridesWalk.org/TeamAvon and use the Sign Up button to find the perfect Making Strides event for you.

2 Sign up.

Click the **Sign Up** button to begin the registration process.

3 Identify yourself.

If you are a returning American Cancer Society event participant, welcome back! Simply log in to your account.

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.

4 Choose how you will participate.

Participants may choose to:

- **Start a Team:** Enter your team name and team fundraising goal, and select **Avon** from the company drop-down.
- **Join a Team:** Locate and join your preferred team.
- **Join as an Individual:** Set your goal and begin fundraising.

5 Kick off your fundraising.

Jumpstart your fundraising by donating to your own page.

5 Complete registration.

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

Once you have completed the registration process, you'll arrive at your dashboard, where you can begin fundraising!



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1-800-227-2345.

For Society Account assistance, call our dedicated helpline: 1-877-957-7848.

HOW TO REGISTER IN THE APP

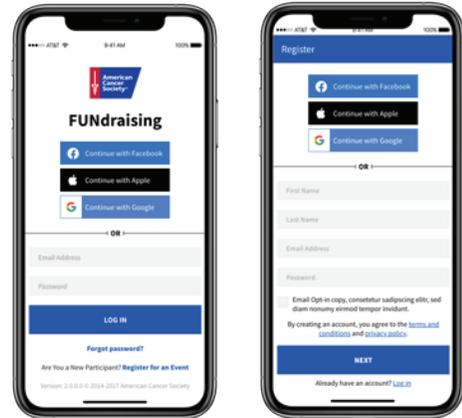
- 1 Download the **FUNdraising American Cancer Society App** from Google Play or the App Store. Or text ACS APP to 69922.



- 2 Click on **Register for an Event**.

- 3 If you are a returning participant, log in with Facebook, Apple, or Google - **OR** with your email and password.

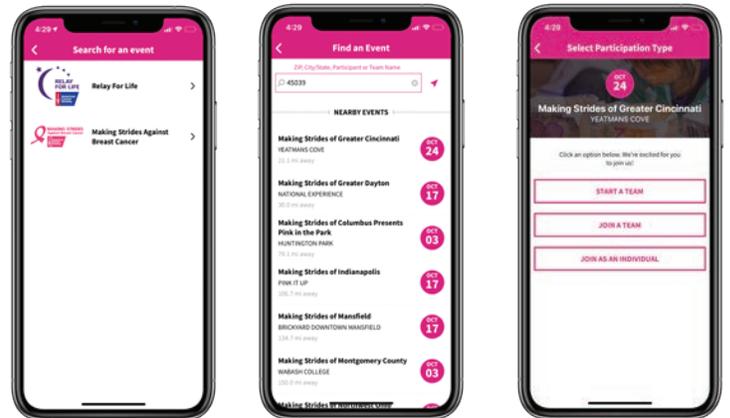
If you are a new participant, tap Register for an Event, and complete the fields on the form to create a new account.



- 4 On the Search for an Event screen, tap **Making Strides Against Breast Cancer**.

- 5 When asked to let us know your location, select **Allow**.

- 6 Search for an event by ZIP code, city/state, participant or team name, and **select Event**.



- 7 Choose **Start a Team**, **Join a Team**, or **Join as an Individual**.

- To **Start a Team**, enter your team name and **Avon** as the company name.
- To **Join a Team**, select from the list of existing teams.

- 8 On the next screen, click **Done** and you're ready to go!



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1-800-227-2345.

For Society Account assistance, call our dedicated helpline: 1-877-957-7848.

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.

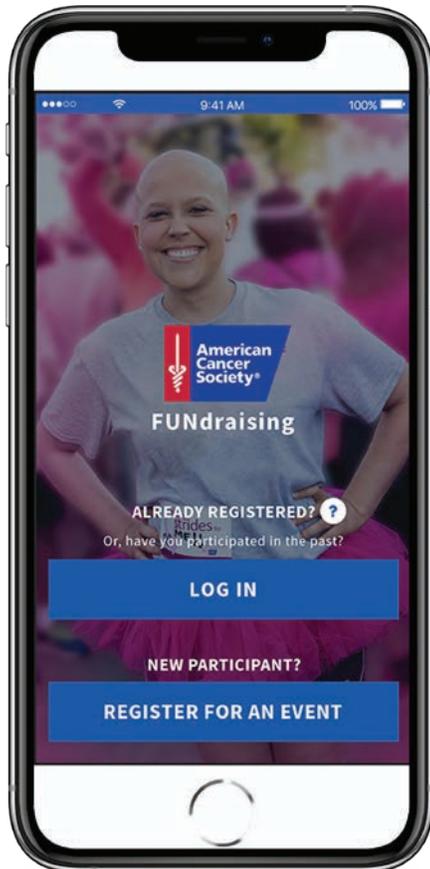
USING YOUR DIGITAL FUNDRAISING TOOLS

- 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.



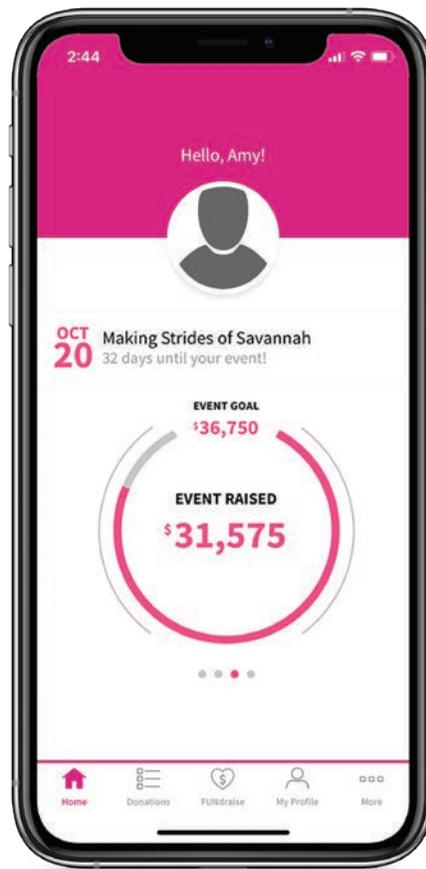
FUNDRAISE WITH OUR APP

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.

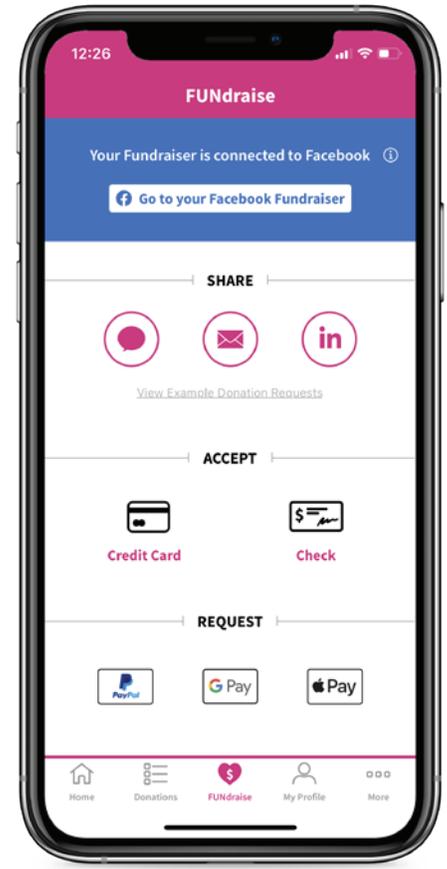
Track progress



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.



SAMPLE SOCIAL POSTS

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. Don't forget to review the social media best practices for tips on increasing engagement at the bottom of this section.

FACEBOOK

Have you heard the news?! Avon is the National Presenting Sponsor for @AmericanCancerSociety Making Strides Against Breast Cancer events! Together, let's end breast cancer. #AvonMakingStrides Visit my team page today and join the fight! <insert your team's MSABC website URL>

More than 276,000 women will be diagnosed with cancer this year. Join me in making a difference by donating today. #AvonMakingStrides <insert your team's MSABC website URL>

I am proud that Avon is determined to be there for everyone in every community touched by breast cancer. Please support my #AvonMakingStrides <tag local Strides FB page> team! <insert your team's MSABC website URL>

For my <#Insert reason to fight>. #AvonMakingStrides <insert your team's MSABC website URL>

[ex - For my #Mom. #AvonMakingStrides #MakingStrides <insert your team's MSABC website URL>]

[ex - For all #breastcancer survivors! #AvonMakingStrides #MakingStrides <insert your team's MSABC website URL>]

Because it saves lives, I'm joining @AmericanCancerSociety to help save lives from breast cancer #AvonMakingStrides. <insert your MSABC website URL>



National Presenting Sponsor

AVON



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 40% since 1989. Donate today to help the @AmericanCancerSociety save more lives! <insert your MSABC website URL> #AvonMakingStrides

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

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 or chat online at cancer.org.

Thank you to all those who supported my <tag local Strides FB page> #AvonMakingStrides team! <insert your team's MSABC website URL>

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

What can your support do? \$25 could help the @AmericanCancerSociety provide free access to 24-hour information and support for one person with a cancer diagnosis. #AvonMakingStrides <insert your team's MSABC website URL>

Last year, the @AmericanCancerSociety Hope Lodge® program provided more than 500,000 nights of free lodging to patients traveling away from home for treatment. Your support makes this possible! Donate today: <insert your MSABC 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 American Cancer Society Reach To Recovery® program can help. 9,000 peer support services were provided through the program last year. By donating \$65, you could help provide a breast cancer patient with one-on-one peer support from a caring, trained volunteer. <insert your MSABC 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.

HASHTAGS

- #AvonMakingStrides
- #<YourCity> (ex. #Memphis)
- #MakingStrides
- #Avon
- #AmericanCancerSociety
- #BreastCancer



SAMPLE FUNDRAISING LETTER

Dear [INSERT NAME],

Breast cancer patients and families need us now more than ever. That's why Avon and I have joined the American Cancer Society in support of their lifesaving work by becoming a Team Leader for Making Strides Against Breast Cancer. As a Team Leader, 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 is able to conduct innovative research, educate people on how to reduce their risk for breast cancer or detect it early, and simply provide a hand to hold. 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]

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 \$69 million in breast cancer research grants nationwide.

WHAT CAN I DO TO SUPPORT YOUR MAKING STRIDES AGAINST BREAST CANCER TEAM?

Please support me by visiting my fundraising page [Insert your personal page URL], or joining me and my team as a fundraiser. You can also support me by sharing one of my social media posts to raise awareness and funds to end breast cancer. Thanks so much for your support.

