



Real Men Wear Pink
CANDIDATE PLAYBOOK





Dear Real Men Wear Pink Candidate,

Thank you for becoming part of a group of dedicated and distinguished community leaders, by serving as a Real Men Wear Pink candidate. By putting the power of pink into action to raise awareness and funds, you're investing in the American Cancer Society's mission to save lives from breast cancer. As a Real Men candidate, 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,

Your American Cancer Society Staff Partner



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 2019, more than 268,600 women are expected to be newly diagnosed with breast cancer in the US, and an estimated 41,760 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 does not just affect women. More than 2,600 men in the US are expected to be diagnosed this year and an estimated 500 are expected to die from the disease.
- Breast cancer in men is rare, accounting for less than 1 percent of breast cancer cases in the US. However, men are more likely than women to be diagnosed with advanced-stage breast cancer, which likely reflects decreased awareness and delayed detection because screening mammography is not recommended for men due to the rarity of the disease.
- Due to the infrequency of male breast cancer, much less is known about the disease than female breast cancer.
- Breast cancer death rates have declined by 40 percent since 1989, contributing to 348,800 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 \$64 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 my personal fundraising page to donate [be sure to mention the URL, or how to search for your name on realmenwearpinkacs.org], or by sharing one of my social media posts as I work to raise awareness and funds. Thanks in advance for your support.



Fundraising Tools

Facebook Fundraisers:

Facebook Fundraisers is making raising money easier than ever. If you're not already using it, what are you waiting for? It's easy.

Here's how to get started – 4 easy steps!:

1. Login to your dashboard.
2. Connect your fundraiser to Facebook.
3. Invite Facebook friends to donate and share your efforts.
4. Track your progress.

Want to watch a demo to learn more? Click [here](#).



The best part? All the money you raise on Facebook will automatically be counted toward your individual goal.

Sample Social Media Posts for Facebook Fundraisers:

When asking for donations within social media, it's great to talk about your connection to the cause. It's also helpful to talk about what the money can do. Below are some examples that you can use when you start your Facebook Fundraiser. You'll want to post occasionally so more people are seeing your posts and being given a chance to react/donate. Your posts should reflect your personality. Don't forget to thank your Facebook Fundraiser donors. Consider tagging them in a "thank you" post (and their network will see it too!).

\$25 could help provide a ride to treatment for a cancer patient when they need it most. Help me save lives from breast cancer. Donate to my #RealMenWearPink campaign today.

\$50 could help provide a breast cancer patient with one-on-one peer support from a breast cancer survivor. Please donate to my #RealMenWearPink campaign today.

\$25 could help one person get free information, support and access to resources through a 24.7 helpline or via live chat at cancer.org. Please donate to my #RealMenWearPink campaign today.

\$50 could help provide patients and caregivers with a night of free lodging when they must travel for cancer treatment. Please donate to my #RealMenWearPink campaign today.

Example Thank You Post for someone donating \$50: Thank you, [Friend's Name] for helping save lives from breast cancer. Your donation could help provide a night of free lodging to patients and their caregivers when they need it most.



Sample Social Media Posts for Facebook & Twitter

Below are some additional options to help promote Real Men Wear Pink in your community through social media.

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>**

Real Men are putting the power of pink into action 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>**]*

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

I'm wearing pink to raise money and awareness for breast cancer. Help me be the #1 Real Man!
<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>**

Social Media Best Practices:

- Connect your fundraiser to Facebook (see more details and instructions on page 5)
- 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 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.
- Connect your LinkedIn, Facebook, and other Social Media profiles to your personal fundraising 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**
 - 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!
 - Download the ACS Mobile FUNdraising App for Android or iPhone to your phone.
- **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.
- **Friends, Family, Peers, and Business Contacts**
 - 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.
- **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.
 - 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.



- 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 at the conclusion of the campaign.
 - Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans on Friday. Ask your staff partner about Real Men Wear Pink casual day flyers and stickers!
 - 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 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.
 - 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.



#RealMenWearPinkDay

What is Real Men Wear Pink Day? It's a chance to raise awareness of and engagement with Real Men Wear Pink in your community by turning your city pink! It's a great opportunity to kick your fundraising into full gear. Each year, it will be the 2nd Wednesday of October. For 2019, it will be on Thursday, October 10th (because Yom Kippur falls on the Wednesday).

Why are we Turning Our Cities Pink? On Real Men Wear Pink Day we want to turn up the volume on breast cancer awareness and our mission to save more lives from breast cancer. This can be targeted to a school, a place of business or an entire city. We're asking people to show their support for the cause by wearing pink and supporting Real Men Wear Pink.

What Can You Do? Tell everyone you know about your commitment to this cause and invite them to support you by wearing pink and donating to your campaign. This guide will dive more into ideas ranging from simple to complex. We'll also be providing you with flyer, email and social templates so you can easily engage your family, friends, colleagues and the community at large. Don't forget to ask friends to take pics of themselves wearing pink to support you and share the #RealMenWearPinkDay hashtag so we can track engagement and support throughout social media.

Things to Keep in Mind:

Real Men Wear Pink Day is one day in October but, you can gather a lot of content that you can use in the days following...

- Stage group photos with everyone wearing pink (you could consider forming the shape of a pink ribbon)
- Ask your friends and family (who you may not see that day) to share photos of themselves with you and within their social channels – make sure they use the hashtag #RealMenWearPinkDay
- Share them within your channel – use the #RealMenWearPinkDay hashtag, tag your campaign and challenge the other candidates to show what they (and their friends/family/colleagues) did.

We have a toolkit dedicated to activation on this day. Reach out to your local staff contact to learn more.



Sample Fundraising Letter

Dear [INSERT NAME],

I've joined the American Cancer Society as a candidate in their Real Men Wear Pink campaign to help raise awareness and funds to help the American Cancer Society save more 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].

With your help and the help of others supporting me, 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. When we come together, we can drive real change to provide real support.

[CONTACT NAME]



Resources Available to Help You Hit Your Goals

We have several resources available to help you with your campaign. Highlighted below are some of the assets your staff partner can provide you with. Just reach out to them directly for more information.



Casual Day Flyer/Poster



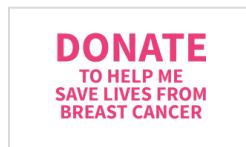
Casual Day Sticker



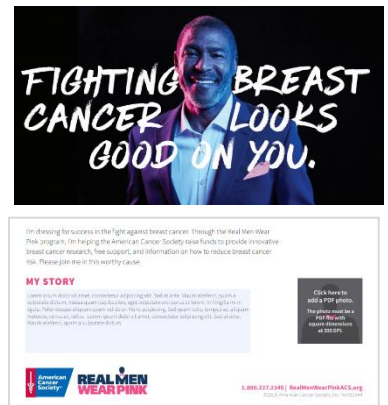
Customizable Fundraising Flyer



Yard Sign



Customizable Business Cards



Customizable Table Tents



**REAL MEN
WEAR PINK**

AMERICAN CANCER SOCIETY

FUNdraising APP



**REAL MEN
WEAR PINK**

Support the American Cancer Society. Download and fundraise from anywhere with our official FUNdraising app.

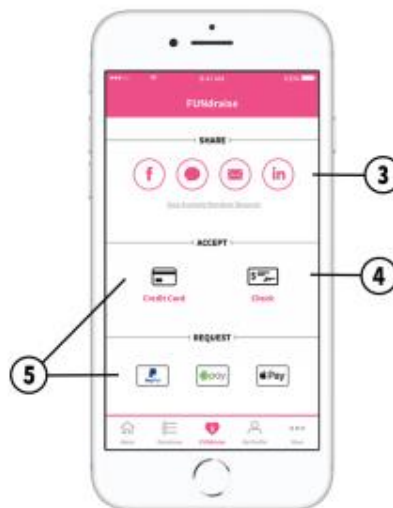
It's now easier than ever to raise and track donations.

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