

Saturday, October 17, 2009

Calder Plaza Downtown Grand Rapids

8 a.m. Registration begins

9 a.m. Walk begins

Looking for a fun and easy way to raise money and spread the word about fighting breast cancer?

Sign Up. Visit cancer.org/stridesonline to find your event and sign up.

Set Up. Create your personal fundraising page, customize it with photos and stories, and share your reason for making strides.

Send. Email everyone you know, and ask them to join your team or support you with a donation.

While you're online, you can also:

- Download our new fundraising tool for Facebook.
- Send fun and inspirational e-cards.
- Sign up for an email mammogram reminder.
- Collect donations and watch your fundraising thermometer grow.
- Read and share inspirational stories.
- Find breast cancer facts to include in emails you send to friends and family.
- See how your money is making a difference.

616.364.6121
strideswestmi@cancer.org
cancer.org/stridesonline



Become a Making Strides Pacesetter

Pacesetters are a select group of individuals committed to achieving extraordinary fundraising results for the American Cancer Society Making Strides Against Breast Cancer. Joining the Pacesetters Club is easy:

1. Sign up online at cancer.org/stridesonline to participate in the Downtown Grand Rapids, MI Making Strides event.
2. Set your individual fundraising goal at \$2,000 or higher. Send emails to your friends, family members, and coworkers asking them to help you reach your goal.
3. Once you reach or surpass \$2,000 in donations, you'll be a member of the Pacesetters Club for 2009.

Pacesetters also receive special perks. Get started today at cancer.org/stridesonline, or call us at 1-800-ACS-2345.

To participate without walking, you can raise money online or in person.

Please send donations to:

American Cancer Society
West Michigan Service Center
129 Jefferson Se
Grand Rapids, MI 49503

Make checks payable to "The American Cancer Society." Please bring any cash or check contributions with your registration form to the registration area on walk day. If you raised all your donations online, simply print your online form and bring it with you on walk day to get your registered walker sticker.

Ask your personnel or human resources department if your company has a matching gifts program. In some cases, your donations could be doubled!

There is no minimum to raise, but it's easy to collect \$200 in 10 days!

Ask your spouse/partner for \$20.....\$20
Ask a coworker for \$20.....\$40
Ask a friend for \$20.....\$60
Email a relative and ask for \$20.....\$80
Ask a neighbor for \$20.....\$100

Ask two people from church/temple for \$10.....\$120
Ask your boss for \$20.....\$140
Email another friend and ask for \$20.....\$160
Ask two members of your club for \$10.....\$180
Contribute your own \$20.....\$200!

American Cancer Society events are smoke-free!

