



May Update

Inside this issue:

| | |
|--|---|
| <i>The LiveStrong Global Cancer Campaign</i> | 2 |
| <i>Your Fundraising Dollars at work</i> | 2 |
| <i>Visit my.livestrong.org</i> | 2 |
| <i>Philby: Who, What, Where, When and How?</i> | 3 |
| <i>Corporate Sponsorships</i> | 3 |
| <i>How to Start Fundraising</i> | 3 |
| <i>Time to Get on the Bike</i> | 4 |
| <i>Team Roster</i> | 4 |

The Challenge is Closer Than You Think...

The weather is getting warmer, the days are getting longer and the LiveSTRONG Challenge in August is actually closer than you think. And as a team, we still have a lot to do to meet our goals of recruitment, fundraising and personal training.

This newsletter will focus on how to continue the great work that you are already doing to help build the foundation for this year's team, but also about how it's time to transition to actively fundraise and train in preparation for August.

I would like all of you to continue to focus on recruitment. From what I hear, there are still a lot of great people out there who are still on the fence about joining us. Let's use the

tools that we have created and encourage them to sign up for this great event.

At the same time, I would also like you to start thinking through your fundraising plans for this summer. Start building lists, develop a timeline, brainstorm creative outreach tactics, set personal fundraising goals—and aim high! In this newsletter we'll go over how to start the fundraising process and how to approach corporate sponsorships.

It's also time for many of you to kick it into high gear for training. Because, as much as the Challenge is about raising awareness and funding for cancer, it's also about creating and meeting personal chal-

lenges as well. Whether you signed up for the 5K, the 10-mile or the 100-mile bike ride, take the opportunity to work hard this summer to feel your best and exceed your goals.

And finally, I want to thank everyone for the great work you have already done to help build this team. It's growing every day. I'd like to bring us together soon—so stay tuned for information about a team gathering. And don't forget that training rides at Haines Point will start soon! Lots to do—but isn't that what a "challenge" is all about?

LiveSTRONG!

Nicole, Team Captain

HIGHLIGHTS!

- **May Challenge: Recruit ONE new member each and build fundraising lists!**
- **Hotel rooms ready for booking!**
- **Did you know about my.livestrong.org?**
- **Don't forget to sign up on the team site: rideforcure.org**
- **Submit cycling questions to david-bender76@gmail.com**

Did You Know...?

... that LAF created a cool new fundraising widget to put on your Facebook profile—people can click to donate directly to your fundraising page. Check it out!

... that you have a link to your fundraising page off the www.rideforcure.org team site? Just direct people to www.rideforcure.org and they can click "donate to a participant."

...that every Challenge participant has access to a page of free fundraising resources at my.livestrong.org? Go download some tools!

...that Team Revolution has a great new video of the 2008 team on the homepage of www.rideforcure.org and at www.rideforcure.org/video? Watch it and send the link as a recruiting tool.

May Challenge

- * **Recruit at least ONE new team member**
- * **Create your fundraising e-mail lists and develop a timeline for outreach over the summer.**
- * **Brainstorm creative fundraising tactics**



The LIVESTRONG Global Cancer Campaign



Last week, I had the privilege of attending an LiveStrong

Global event at the Italian Embassy in Washington, D.C. The event was in honor of the Giro d'Italia (Tour of Italy) bike stage race that starts in early May. The Foundation will be in Italy throughout the Tour. From there, they will move to France for the Tour De France and then to in Ireland to promote cancer awareness during the Tour of Ireland — culminating in a Cancer Summit with world leaders and advocates in Dublin on August 24-26.

According to the Foundation, more than 28 million people are living with cancer around the world, and this year, eight million will die from it. Worldwide, cancer will be the leading cause of death by 2010. The Foundation is circling the globe and asking for commitments from NGO's, world leaders and individuals to make cancer a global priority.

Here are their goals:

1. **Together we will end the stigma of cancer and turn cancer victims into cancer survivors.** Millions of people around the world suffer from cancer in isolation, vic-

tims not only of the disease but of social stigma. For too many, a diagnosis of cancer can result in ostracism from colleagues, friends and even family, and cancer becomes a shameful condition that must be hidden. This stigma leads to a lack of early detection, failure to seek treatment and an increase in cancer mortality.

2. **Together we will build an international grassroots movement that will take cancer from isolation to collaboration.** Research shows increased mortality is often caused by a lack of resources and knowledge related to cancer awareness, screening, prevention, treatment and care.

Only through collective action can we make cancer a global priority and reduce its burden.

3. **Together with world leaders, we will transform cancer from obscurity to priority.**

Cancer kills more people than malaria, tuberculosis and AIDS combined. However, many governments devote few resources to fighting cancer and collect little information about its causes and effects. The LAF will work with world leaders to focus on developing international partnerships, cancer advocacy, research and programs and data collection. We will kick off this effort at the LIVESTRONG Global Cancer Summit in Dublin, Ireland, in August.

Your Fundraising Dollars at Work

Through the LIVESTRONG SurvivorCare program LAF provides free one-on-one professional counseling services, help with financial, employment and insurance concerns and information about treatment options. They empower survivors, with an emphasis on those most in need, to understand what to expect and to

know what questions to ask throughout the cancer experience. In 2008, **332,000** people living in nearly 200 countries accessed the cancer support information on the LAF Web site. More than **165,000** LIVESTRONG Survivorship Notebooks were distributed to help guide people through their cancer experience. And

they helped more than 4,700 cancer survivors through free, professional one-on-one support in English and Spanish. Connect people in your community to the LIVESTRONG SurvivorCare program by distributing brochures about the program, or



providing the toll free number (866-673-7205) or the web address livestrong.org/survivorcare

Visit <http://my.livestrong.org> for Great (Free!) Resources

Are you officially signed up for the Challenge on the LAF Challenge Web site yet? If not, then you're missing out on <http://my.livestrong.org>

Available only to registered LIVESTRONG Challenge Participants and Grassroot fundraisers, my.livestrong.org allows you to request fundraising materials and wristbands,

provides a multitude of training and fundraising tips and gives you access to a participant search engine and message board...all for free as a LIVESTRONG Challenge



participant! So be sure to sign up and take advantage of these great resources!

Here is a list of what is available to you at that site:

- Fundraising tools;
- Downloadable LAF logos;
- Fundraising event guidelines;
- LAF Web banners;

- Fundraising event ideas;
- Media kits and planning guides;
- Training tips for the 5K and biking distances;
- Participant searches; and
- Message boards.

Check it out! Visit <http://my.livestrong.org>.

This year, we are moving closer to the event site! You can start booking hotel rooms now...

Philly: Who, What, Where, When and How?

Details are already coming together for logistics for this year's Challenge. Here is what we know already:

HOTEL:

We have secured a block of rooms at Spring Hill Suites Philadelphia Plymouth Meeting (a Marriott hotel). It is **ONLY 5 MILES** from the start and finish line. You have until **July 22** to book your rooms. I would advise you to book early - there is no charge to cancel up to 24 hours before check-in. Here is the hotel information:

SpringHill Suites Philadelphia Plymouth Meeting
430 Plymouth Road
Plymouth Meeting, PA, 19462
Phone: 1.610.940.0400
OR 1.888.287.9400

Rates:

\$99/king

\$109/double

Please reference "TEAM REVOLUTION" to get the block rates.

DINNER:

Our team dinner will be at Buca di Beppo, only 2 miles from the hotel site. I have secured a room for 60 people in the restaurant. We will meet at 7:30 p.m. the night before the Challenge. We can carbo-load with plenty of good Italian pasta.



This year we'll be staying less than 5 miles from the event site!

Please remember to fill out the registration form on www.rideforacure.org and e-mail it to Nicole.

You will receive an invoice in your e-mail for the team dues to cover dinner and your team shirts.

Corporate Sponsorships: It's All About Networking!

This year, I'd like all of you to consider reaching out to local businesses in your community to solicit corporate sponsorships.

A donation to the Lance Armstrong Foundation is not only tax-deductable but it is a great way for a business to feel like it is giving back to the community.

And we can also give back to the business in the process. We have different levels of sponsorship opportunities that will provide much-appreciated visibility to the business. It's a win-win for everyone!

To help with this process, I have created a one-pager to distribute along with a letter to a local business that outlines who we are and provides dif-

ferent levels of fundraising opportunities. The information can be found on the Web site or you can e-mail the one-pager directly. Contact me if you have any questions or want any help with your corporate fundraising outreach.

All of you know someone who might be interested in helping out with LAF. It doesn't hurt to send a letter to reach out!



Local stores are always looking for ways to get involved in their community: Offer them a sponsorship opportunity!

Fundraising: How to Start Strong and Reach Your Goals

Fundraising may seem like a daunting process. I can understand that it's difficult to ask people for money. Here are a few tips to consider as you start your fundraising process:



1. You will never get anything if you don't ask!
2. Cancer is an incredible

cause. EVERYONE has a connection to the disease—and everyone understands the need for fundraising dollars. Focus your ask on the issue and you'll be amazed how easy it is.

3. Personalize your ask.
4. Make sure people understand where their money is going. Spend some time on www.livestrong.org to learn about LAF so you can educate

others.

And before you start:

- Set fundraising goals and really work to achieve them;
- Generate a list of all of your targets in advance;
- Build a timeline for outreach. You want to reach out several times—but NOT too often!

- Stagger your approach to different targets.
- Develop creative incentives.
- Keep donors up-to-date on your fundraising and training throughout the summer;
- Thank you notes go a LONG way!

Before you know it, you will be well on your way to reaching your fundraising goals!

Time to Get on the Bike and Start Adding up the Miles



How did it get to be May already? It's time to dust off that bike, squeeze into last year's bike clothes, clean out those old water bottles and head back out on the road!

You have four months to get in shape to reach your Philadelphia Challenge goals! And I know that each one of you can do it!

Don't forget that Dave is around to answer any of your cycling questions...and to take a look at your bike if you think it needs a spring tune-up.

Also, to those of you who are interested in learning how to clip in to your bikes this year—drop Dave an email at david-bender76@gmail.com. He can help you pick out your clips and bike shoes and teach you. Trust me, it will open up a whole new world.

And in just a few short weeks, we'll start our twice-weekly training rides at Haines Point....Mondays and Fridays at 6:45 p.m. Stay tuned for more details on that.

In terms of how to start train-

ing? At this point, it's time to get comfortable in that saddle again and start adding up the miles. Try to get as many rides in as possible—with longer rides on the weekends...and throughout the summer, just start adding a few miles to your long rides each weekend. Before you know it, you'll be approaching your goal. It's all about time on the bike.

Stay tuned for more training tips from Dave—and always feel free to reach out if you have any questions!

Team Revolution 2009 Roster...(and growing!)

Here's the team roster. How many more can we add before the next newsletter?

Raegan Apostolatos

Nicole Bender

David Bender

Carole Bender

Sarah Bender

Thomas Bender Jr.

Thomas Bender Sr.

Kerry Bender

Bob Bender

Cathy Betesh

Brian Betesh

Kipp Burgoyne

Janice Cessna

Mike Crispino

Russ Dudley

Anne Fajon

Melanie Fonder

Tom Gallagher

Karen Gruebnau

Alissa Havens

Luke Kovacs

Mike McNeil

Ashley McPhail

Trish O'Connor

Audrey Pernik

Jamie Poslosky

Ann Rivlin



Joel Rivlin

Tasha Teelucksingh

Nicole Wegner

(This year you will all have a link to your fundraising page from www.rideforacure.org)



Contact Nicole Bender

Phone: 202.553.7038

E-mail: nicole.bender@rideforacure.org

Visit our Web Page

www.rideforacure.org

LiveSTRONG!

Team Revolution is a group of friends and family dedicated to making a difference in the war against cancer. In 2008, the team raised more than \$16,000 and was recognized by the Lance Armstrong Foundation as one of the top fundraising teams across the country.

This year, we are striving to achieve new goals. In August 2009 – Team Revolution will be walking, running and cycling our way to raising thousands of dollars in Philadelphia to benefit the Lance Armstrong Foundation. We will raise money to fund research and community programs as well as to educate people about the resources needed to win this war.