Sk8 to Elimin8 Cancer
Participant Tool Kit

Scott Hamilton CARES Foundation
Welcome from Scott Hamilton, our Founder

Welcome to Sk8 to Elimin8 Cancer™! We are so happy you have decided to join us in our effort to Turn Cancer Upside Down™!

The Scott Hamilton CARES Foundation exists to empower the next cancer patient to fill the many gaps that exist in this ever-growing cancer community. Our Foundation is on a mission to Turn Cancer Upside Down, and now YOU get to be a part of this journey with us!

We value the willing spirit, dedication, and creativity of all our participants of Sk8 to Elimin8 Cancer. This toolkit is intended help guide you in making your fundraiser a success, but you know your network the best, so feel free put your own personal touch on the messages you send out asking your network to support your cause (in fact we encourage it!).

Please take a few moments to review the guide and begin your Sk8 to Elimin8 Cancer fundraising! We look forward to working with you. Thank you again for your support of Sk8 to Elimin8 Cancer and the Scott Hamilton CARES Foundation.

Onward and Upward,

Scott
Introduction

Congratulations on your decision to participate in your local Sk8 to Elimin8 Cancer fundraiser. Within this toolkit you will find information to help guide you through your fundraising efforts, so what are you waiting for? Glide right in!

What is Sk8 to Elimin8 Cancer?

Sk8 to Elimin8 Cancer™ is the nationwide signature program of the Scott Hamilton CARES Foundation. This is a third-party online peer-to-peer fundraising benefit hosted by clubs, rinks, or organizations where participants use CrowdRise to sign up their team of family and friends, and create fundraising pages and share their participation with their social network to raise money for cancer research.

Just like you, thousands of participants are signing up because they CARE and are raising funds by simply asking their network of friends and family, coworkers, businesses, and places they frequent in their communities to donate toward the cause. With your support, and that of the NHL, in partnership with U.S. Figure Skating and hundreds of clubs and ice facilities nationwide we are Turning Cancer Upside Down™!

What is a Participant of Sk8 to Elimin8 Cancer?

Participants are the reason we are able to raise funds for Sk8 to Elimin8 Cancer. Each participant registers on the event fundraising website to raise funds benefiting the SHCF using peer-to-peer and other fundraising methods. Then they take the ice and Sk8 in honor of those they love affected by cancer.

Why Participate?

Cancer is personal and when you participate in a Sk8 to Elimin8 Cancer event you raise money for cancer research. This family-friendly fundraiser brings positive energy of thousands of people at our Sk8 to Elimin8 Cancer programs around the country together, united in one cause to celebrate life and each other .... It’s invigorating.... It’s infectious!

Why Sk8 to Elimin8 Cancer? Because YOU CARE.
**STEP 1: HOW TO REGISTER**

1. **REGISTER**
   - Go to www.mysk8.org

2. **CHOOSE LOCATION**
   - Find your SK8 to Elimin8 Cancer location

3. **PARTICIPATE**
   - Click on register as a participant

4. **EVENT REGISTRATION**
   - Click Figure Skater, Hockey Player, or Virtual Skater
5. JOIN A TEAM

CHOOSE AN EXISTING TEAM TO JOIN, CREATE A TEAM, OR CHOOSE TO FUNDRAISER AS AN INDIVIDUAL

6. LOG IN

YOU’LL BE PROMPTED TO LOGIN INTO AN EXISTING CROWDRISE ACCOUNT, OR SIGN UP FOR A NEW CROWDRISE ACCOUNT.

7. COMPLETE

• COMPLETE THE REGISTRATION FORM
• ENTER BILLING INFORMATION AND THEN SELECT COMPLETE REGISTRATION
• YOU’LL SEE A CONFIRMATION PAGE WITH AN OPTION TO HEAD RIGHT TO YOUR FUNDRAISER PAPER. YOU’LL ALSO RECEIVE AN EMAIL CONFIRMATION THAT YOU’VE REGISTERED AND DONATED

8. FUNDRAISE!

HEAD TO YOUR FUNDRAISER PAGE AND COPY AND PASTE THE URL TO SEND TO ALL YOUR FRIENDS AND FAMILY TO KICK OFF FUNDRAISING!
Step 2: Fundraise

Now that you are registered and have your personal fundraising page completed, it is time to start asking those you know to support you! This section will give you some ideas on how to boost your fundraising efforts and reach the goal you have set and go beyond. We see it happen all the time!

A bit about Peer-to-Peer fundraising:

Peer-to-peer fundraising is a method in which participants are empowered to create personal fundraising pages and raise money on behalf of the Scott Hamilton CARES Foundation by reaching out to those they know asking them to donate and support the cause.

Let’s look at this method simply:

If 50 people were to commit to raising funds by simply asking their network to donate toward the cause, what would happen?

50 people donate $25 each and ASK 20 friends to match that donation at $25 each= $25,000 raised for cancer research all because they ASK.

-Peer-to-Peer fundraising graphic-
A little on Messaging

- Make sure you’re communicating with your network throughout the fundraiser campaign. Social Media is an awesome way to get the word out, but direct messaging has a much higher conversion rate.

- Reach out to your friends and family individually and make sure your note is personal so they don’t feel anonymous.

- If you’re messaging in groups, try to make sure the groups are organized. For example, send all your co-workers one email and send your cousins a different email targeted to them.

- Keep your message short and sweet and be sure to add a clear call to action.

- Don’t forget to include your unique fundraiser URL in all messaging.

- Make sure you’re thanking your donors so they feel appreciated and they might be inspired to donate again later in the campaign.

- Be sure to share why the cause is so important to you.

Social Media suggestions

- Post about your campaign on Facebook and Twitter and even Instagram.

- You can also host a Facebook Live video or make a quick video on Snapchat!

- Be sure to include your personal fundraising page link every time.

- Your posts can ask for donations, but you can also use social media to have a little more fun with it and engage more deeply with your network. For example, ask Facebook friends to help you pick out your outfit for the big day.

- Like your Local Sk8 to Elimin8 Cancer event page and share!

Have Fun and Other Stuff

- Make a donation to your page early on. If your friends and family see that you’ve donated already, then they’ll be inspired to help out, too.

- Leverage holidays and milestones. Be sure to do a big push on your birthday or ask everyone to donate $40 on July 4th.
• If you’re getting close to halfway to your goal then ask a friend to help push you past the halfway point and kick off the final stretch.

• Use your special talents. If you’re a baker, spread the word that anyone who donates will get a dozen of their favorite cookies from you.

Your A-Z Fundraising tools:

ASK: Reach out to friends, family, co-workers and those you know and ask them to donate today!

Bake Sale: Host a Bake Sale with your team and sell goodies at the next open Skate sessions at your rink.

CARES Corporate Challenge: introduce the CARES Corporate Challenge to local businesses you frequent. Ask them to match the amount you raise throughout the campaign, participate on a team by fundraising as a business, or sponsor the event for local recognition and cause marketing.

Car Wash: Weather warm? Host a car wash and donate all the proceeds to Sk8 to Elimin8 Cancer.

Dedicate: Ask donors to dedicate donations in honor of someone they love affected by cancer.

Eat: Partner with a restaurant or local favorite and ask them to donate a percentage of sales once a month toward your event goal! Many restaurants participate in fundraisers this way, so all you have to do is ask!

Friends: Ask your friends to donate $10 each.

Gift Wrapping: Have your fundraising team or teams offer gift wrapping for a donation toward the Sk8 to Elimin8 Cancer fundraiser! This is great for seasonal or holiday Sk8 to Elimin8 Cancer events!

Helping Hands: Reach out to your local Hospital and see how you can volunteer. Ask the hospital to post information about your Sk8 to Elimin8 Cancer fundraiser to spread the word!

Ice Skate: OF COURSE! Take a few open skate sessions and challenge your participants to skate 1 lap per $10 raised. This will help encourage them to raise more!
Jump Jump: Use Social Media to challenge donors to donate in $50 increments. For every $50 raised post a video of you completing or attempting a Skating jump (be careful)!!

Know: Educate your supporters as to Why you Sk8 to Elimin8 Cancer and share your story with those you are reaching out to.

Laugh: Coordinate an impromptu comedy night. Ask a local comedy club to donate proceeds from a night of laughs toward your Sk8 to Elimin8 Cancer goal!

Match: Ask friends and family to match the amount you have donated.

No amount is too small!

Office Fun: Use our Sk8 to Elimin8 Cancer Pin-Up campaign and have your office donate toward the cause. $5 or $10 per Sk8 for the opportunity to have a casual Friday at work!

Pie in the Face! Is there a head coach who is the light of the club? Ask them to be the recipient of a Pie in the face! Ask Participants to donate $10 a pie.

Quitting is NOT an option!

Round up: Ask your local Ice rink (or rinks) to participate in raising funds by asking all guests to round up to the next $1 or $10 the next time they check out at the register! The round up amount would be donated toward the Sk8 to Elimin8 Cancer fundraiser.

School: Ask school administration if you can ask students to donate $5 toward your Sk8 to Elimin8 Cancer fundraiser for them to have a spirit day at school. Set up a table during lunch hours to collect donations!

Try: The number one reason people do not give is because they are not asked. Try it! Ask!

Unwanted Gifts Sale: Charge co-workers to participate in a lunch break anytime of the year version of ‘White elephant gift exchange’.

Value: Your fundraising efforts add much value to the Scott Hamilton CARES Foundation.

Wine tasting: For those 21 and older, host a wine tasting with friends and neighbors in your home or local store. Ask for donations at the door.
‘X’ marks the spot Scavenger Hunt: Ask friends and family to participate in a scavenger hunt around town, but this time have all those participating ask local businesses to donate toward the cause. Each participating team must find a business who will donate that provides a Service, a Good, and an Activity. It’s a great way to get your community involved! This is also a great way to introduce the Sk8 to Elimin8 Cancer Pin-Up campaign to the community! Ask your Host Committee for more details.

Yard Sale: Down size or declutter! Either way make it a yard sale with proceeds benefiting your Sk8 to Elimin8 Cancer fundraiser.

Step 3: Sk8 to Elimin8 Cancer

The on-ice celebration is a time to honor those you know who have been affected by cancer. Your participation on the ice is a special time to show your support of the cancer community through your talents.

• Be sure to check your local Sk8 to Elimin8 Cancer event page on Facebook for updates of the on-ice celebration.

• Reach out to the Host Ambassador or Host Committee to see how you can help the day of the on-ice celebration.

• Invite your honored guests to the on-ice celebration.

• Invite friends, family, community members and of course those that have donated toward your cause to the on-ice celebration. Everything is fun on the ice!
Rewards

As you raise funds, you are able to achieve certain milestones throughout their fundraising campaign. Here’s the fundraising goal/reward* breakdown:

<table>
<thead>
<tr>
<th>RAISE MORE, EARN MORE</th>
<th>Register online for $25 and receive your Sk8 to Elimin8™ t-shirt in the mail!</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250 Sk8 to Elimin8™ long-sleeve t-shirt &amp; water bottle</td>
<td>$2,500 Sk8 to Elimin8™ Patagonia® micro fleece pullover</td>
</tr>
<tr>
<td>$500 Sk8 to Elimin8™ long-sleeve t-shirt &amp; tumbler</td>
<td>$5,000 Apple Watch</td>
</tr>
<tr>
<td>$1,000 Sk8 to Elimin8™ hooded sweatshirt &amp; tumbler</td>
<td>$10,000 Exclusive prize package, customized by the Scott Hamilton CARES Foundation</td>
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Rewards are sent 2-4 weeks after the on-ice celebration so you have some extra time to reach that goal. Rewards are shipped directly to you along with a thank you note from Scott Hamilton unless your Host Committee has decided to send all rewards to one location.

Collection of Funds

Most of the donations made to your fundraising campaign will be processed through your personal fundraising page. You may find that some donors will give a check or cash. You will receive a contribution envelope in your registration packet. This can be used to send in offline donations. Here is how you should handle these donations:

Check Donations

Donations in the form of a check, are to be made out to the Scott Hamilton CARES Foundation. Donations in support of a participant’s goal should be indicated in the memo line so that they can then be allocated to the correct participants page online. If you have received donations in the form of a check, we encourage you to do the following:

1. You may bring the check with you to the event, give it to the Host Ambassador and it will be sent along with any others to the Scott Hamilton CARES Foundation home office.

2. You can send your check donations to:

Scott Hamilton CARES Foundation
Attn: Sk8 to Elimin8 Cancer
P.O. Box 306191
Nashville, TN 37230-6191
Cash Donations

No cash will be accepted by the Foundation unless it is taken directly to the Scott Hamilton CARES Foundation headquarters in person or you have two options:

1. Bring your cash donation along with your completed pledge form to the event and hand it to the Host Ambassador or the donation table when you reach the facility. The Host will then collect all cash and process it using the donation logs provided by SHCF and then get a cashier’s check to send in to the Foundation.

2. Take all the cash donations you have collected and convert it to a cashier’s check at your local bank and then send that cashier’s check to the Foundation.

You can send your donations to:

Scott Hamilton CARES Foundation
Attn: Sk8 to Elimin8 Cancer
P.O. Box 306191
Nashville, TN 37230-6191

*Be sure to include a pledge form when sending in checks or handing them into the host of the event so that your fundraising account can be credited. Because SHCF is not the organizer of the Fundraiser it is unable to issue a tax acknowledgement letter for any goods or services that are donated in connection with the Fundraiser without proper name or coding.

All donors will receive a tax acknowledgment directly from the Scott Hamilton CARES Foundation unless it is a cash donation.

Take it a Step Further

How can I keep my support going after the event?
1. Share your ‘Why I Sk8’ story with us—we would love to feature it!
2. Continue to raise funds
3. Follow all of our social media platforms
4. Read and share our monthly newsletters
5. Sign up to host or be on the host committee for next year’s fundraiser!
Contact Information

Thank you for your interest and commitment to Turning Cancer Upside Down with the Scott Hamilton CARES Foundation. We cannot do this without you!

If you have any questions regarding Sk8 to Elimin8 Cancer, please contact our National Sk8 to Elimin8 Cancer Manager, Nadia Kogeler.

National Sk8 to Elimin8 Cancer Manager:
nadia.kogeler@scottcares.org

www.mysk8.org

1-844-SCOT84