



VIRTUAL PLAYBOOK 2020

PLAY4THECURE

WELCOME TO PLAY4THECURE

Dear Teammate,

Thank you for supporting Play4TheCure, through the National Foundation for Cancer Research (NFCR). Play4TheCure is a unique program that encourages players and teams to unite for a singular cause, build character and camaraderie and promote teamwork. Together, through Play4TheCure, your team will support the world's best scientists, leading the fight to prevent, treat and CURE cancer, ALL cancers.

As the global pandemic continues to affect day-to-day lives, we realize and understand the changes occurring in athletic departments across the country. For your convenience, we have compiled a comprehensive list of virtual fundraising methods that your team can initiate while practicing social distancing and maintaining other public health rules. In addition to our regular sporting initiatives, we encourage teams to participate virtually to support cancer research.

Like many individuals and organizations, NFCR has been financially affected by COVID-19. Your participation will help us to continue to support scientists who desperately need funds to continue their life-saving cancer research. We thank you for your support, and we look forward to working with you to make your fundraiser a great success!

Many thanks,

Francesca Montalto
Marketing & Events Coordinator
FMontalto@nfcrr.org
(301) 961-9160

ABOUT PLAY4THECURE

Play4TheCure is the sports fundraising program for the National Foundation for Cancer Research (NFCR). Play4TheCure inspires athletes and teams to leverage their passion for sports to "Play4" loved ones affected by cancer and encourages them to actively participate in working to fund cancer research to make a difference.

Play4TheCure unites teams from professional, college, high school, middle school and club sports. 100% of funds raised by Play4TheCure athletes and teams go directly to world-class cancer scientists.

With the help of Play4TheCure, sponsors, individual donors and other programs, NFCR has delivered over \$380 million to cancer research leading to many breakthroughs, including prevention strategies, earlier diagnosis and new anti-cancer drugs and therapies.





Donations

100% of Play4TheCure donations go directly to NFCR-funded scientists.



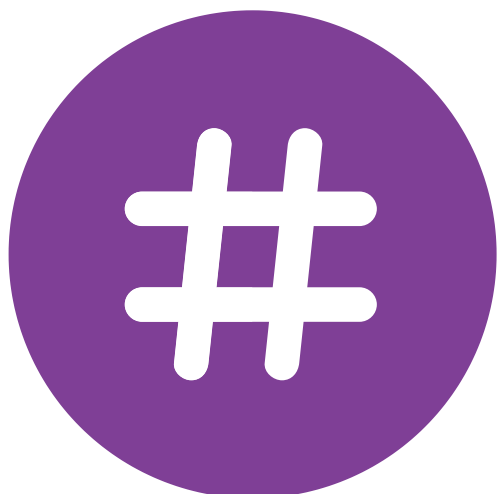
Cancer Research Contribution

Since inception, Play4TheCure has contributed more than \$2,000,000 to cancer research.



Scientists

Play4TheCure supports [14 world-renowned cancer researchers](#), dedicated to the study of ALL CANCER TYPES.



Teams

In 2019, Play4TheCure worked with 263 high school and college teams across the country.



Sports

Play4TheCure has teamed up with 21 different sports.

ABOUT NFCR

The National Foundation for Cancer Research (NFCR) is a 501(c)(3) nonprofit organization that provides scientists in the lab the funding they need to make game-changing discoveries in cancer treatments, detection, prevention and ultimately, a cure. NFCR has distinguished itself in the cancer research sector by emphasizing long-term, transformative research often overlooked by other major funding sources.

| OUR VISION |

We envision a future without the specter of cancer. We will not stop until we find a cure for all types of cancer.

| OUR MISSION |

The National Foundation for Cancer Research (NFCR) was founded in 1973 to support cancer research and public education relating to the prevention, early diagnosis, better treatments and, ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside. NFCR is committed to Research for a Cure – cures for all types of cancer.



Research for a Cure

THE POWER OF YOUR FUNDRAISER

100% of your Play4TheCure donations go directly to cancer research, but you might wonder, “what exactly does the money provide?”

| \$25-\$100 |

Stains one tissue slide from a tumor biopsy to look for a predictive biomarker of cancer metastasis

| \$100 |

Performs one biopsy to get tumor tissues from a patient for a variety of pathological tests and biological analyses

| \$250 |

Buys one case of petri dishes for growing cancer cells – an essential first step to identify tumor markers or test treatment effectiveness of new drugs

| \$500-\$750 |

Buys one antibody test to determine whether tumor cells have a specific marker for drug resistance

| \$1,000 |

Carries out a comprehensive genome-wide analysis in one tumor sample, for developing targeted and personalized cancer therapies

GETTING STARTED CHECKLIST

| REGISTER YOUR EVENT |

Visit www.Play4TheCure.org to register your event. Fill out the brief registration form. Then, use these new tools to start fundraising.

| PERSONALIZE YOUR [GOFUNDME CHARITY](#) PAGE |

Update your online fundraising page with your story and photos. The more personalized your page, the greater the response from your supporters. Online fundraising greatly increases donations.

| SET YOUR GOAL |

We suggest setting your goal to at least \$1,000. As donations are made online, your goal thermometer will automatically update. If you receive off-line donations (checks or cash), you can always manually enter them into GoFundMe Charity.

| MAKE A SELF-DONATION |

Lead by example and make a self-donation to see that thermometer get off the ground! This will encourage others to help you reach your goal.

| GET SOCIAL |

Share your GoFundMe Charity page on social media by copying and pasting your page link. Make sure all of your teammates also have this link to share with hashtags #Play4TheCure and #NFCR.

| SPARK FUNDRAISING IDEAS |

Discuss with your teams different ideas for fundraising activities. These activities can take place before, during and even after your event, until you hit your goal.

| ASK FOR HELP! |

Need help? That's what we are here for. Don't hesitate to reach out to one of our Play4TheCure team members—we are here to help any way that we can!

VIRTUAL FUNDRAISING METHODS

1. Create TikTok Videos
2. Donate Your Miles
3. Organize a Netflix Party
4. Host a Virtual 5K
5. Host Virtual Clinics and Classes
6. Plan a Letter Writing Campaign
7. Stream4TheCure
8. Challenge Your Rival Team

CREATE TikTok VIDEOS

Dance for donations! [TikTok](#) is a fun and contemporary way to promote fundraising for cancer research. There are many ways to use the popular social media app.

| HOST A DANCE CHALLENGE |

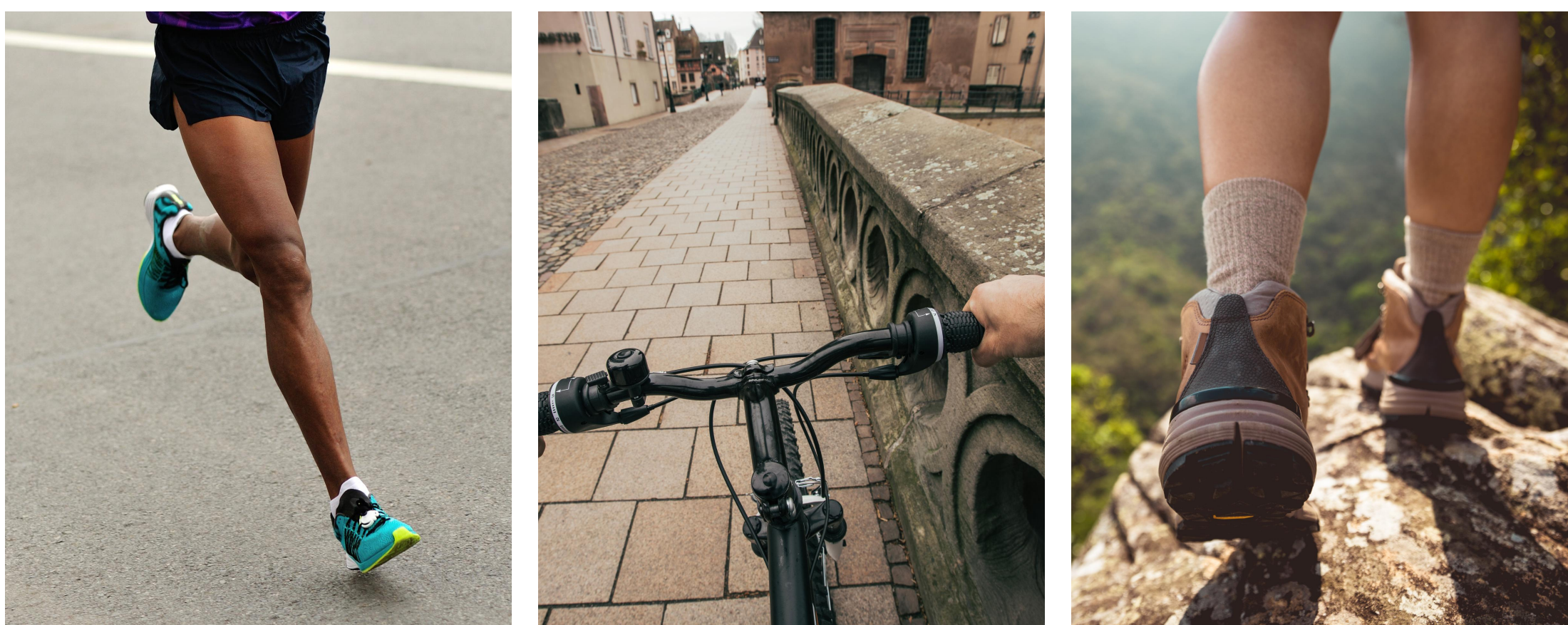
Pledge to record a TikTok dance for anyone who donates. Use Instagram and other social media platforms to announce your pledge: if someone donates money to cancer research at NFCR, you will do the TikTok dance of their choice. Use hashtags like #Play4TheCure and #NFCR, and encourage other members of your team to use them as well. Tell friends, family and teammates why you are fundraising and “playing 4 the cure” to inspire them to donate and fundraise on their own!

| CREATE YOUR OWN CONTENT |

Show support for Play4TheCure by wearing past Play4TheCure swag and sharing pictures of your team from previous fundraising events. Have teammates individually film videos in their backyards, and combine them to create one fun team TikTok video that encourages viewers to support the cause. Use your team’s [Play4TheCure GoFundMe Charity](#) link, Venmo, Cash App or other tools to collect donations. Share your TikTok videos on other social media apps to find more people to support your fundraiser.

DONATE YOUR MILES

Stay motivated to exercise by pledging your miles. Donating miles will help you to stay active while fundraising for a worthy cause. Ask friends and family to donate \$2, \$5, \$10, \$20 or more for every mile you run, bike, hike or walk! Use the Pledgelt platform or cash tools such as GoFundMe Charity, Venmo and Cash App for maximum success. Post your miles and your progress on Pledgelt, [GoFundMe Charity](#) and other appropriate social media websites to raise awareness for the cause, encourage donations, keep donors updated and motivate others to participate. Take your fundraising a step further by making it a team competition! Who on your team can run, bike, hike or walk the most miles?! Who can raise the most money?! Team competitions are great to build camaraderie and raise additional dollars for cancer research.



ORGANIZE A **NETFLIX** PARTY

Host a Netflix party to raise money for cancer research. Schedule a day and time for people to join your virtual watch party. Select a popular movie or TV show to watch or create a poll to allow participants to decide what to watch. A Netflix Party extension can easily be added to your Google Chrome browser. The extension allows participants to synchronize video playback and engage in a group chat.

Require viewers to make a small donation for entry. Before, during and after your watch party, share your team's [GoFundMe Charity](#) link and encourage donations from viewers. During the watch party, post the link in the Netflix Party chat along with facts about cancer research and the cause.

To further encourage donations, play a “donation” game during your Netflix Party! Every time a specific prompt or cue occurs, participants make a donation. Make a list to send to watch party viewers who can pledge a donation amount for every condition met on the list. Donations can be added up throughout the show or movie. Popular shows and movies for this game include New Girl, Bee Movie, The Office, Tarzan, National Treasure, and Parks and Recreation. Does Jim pull a prank on Dwight? Does someone mention the Declaration of Independence? Does Burt Macklin (FBI) make an appearance? Make a donation! Get creative, and have fun.

HOST A VIRTUAL 5K

Host a virtual 5K within your community and network! Raise money for cancer research by requiring an entry fee or a fundraising minimum for all runners. Invite your team, rival team and other teams at your school and in your district to host or participate. Community members can also participate! Encourage runners to raise more than the minimum and to share the event and the cause with their friends and family. Create a spreadsheet to keep track of participants and how much they have raised individually. Assign tasks and roles to teammates for maximum success. You can also ask your participants to pledge their miles for donations! Use social media to increase participation and to raise awareness about the cause and your run. Go above and beyond and create a graphic and flyers for social media for participants to use and share. Map out potential routes for runners in your area to help runners feel motivated and socially connected.



HOST VIRTUAL CLINICS AND CLASSES

Teach others how to play! Host a virtual sports clinic to raise money for cancer research while sharing the sport you love. Once your clinic is planned and scheduled, advertise using social media, email, flyers and letters. Require a donation in exchange for participation, and post your [GoFundMe Charity](#) fundraising link in the video. Ask people to share your event to increase participation. Be sure to tell people why you “play 4 the cure” and what cancer research at NFCR means to you.

Do you have another special talent or interest that you want to share? Do you know someone who does? Host a virtual class! Virtual classes, such as yoga sessions, cooking lessons and art shows, are creative and fun methods to raise money for cancer research. Remember, this is for charity. There is no need to be professional; just have fun!



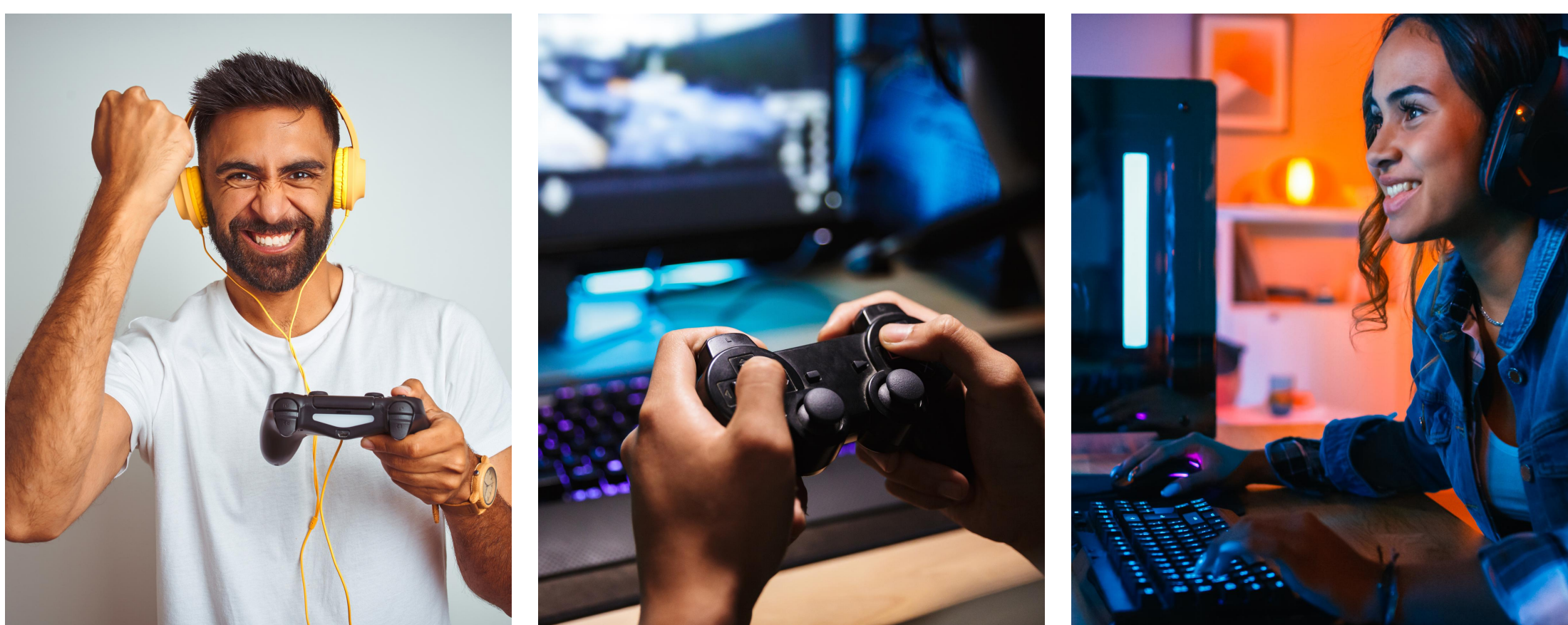
PLAN A LETTER WRITING CAMPAIGN

Letter writing is a traditional method of fundraising that has high potential for success. Make a list of friends and family, even Great Aunt Sue. You never know who will donate. Then, draft a letter that explains your fundraiser. Who are you raising money for? Why are you raising money for cancer research? Why is Play4TheCure important to you? What is your goal? How can they donate? Cash and check donations can be mailed to you to collect and send to NFCR. You can also include your team's [GoFundMe Charity](#) link in the letter for digital donations. Be sure to personalize your letters and your GoFundMe Charity page! Before you seal and mail the letters, remember to include a nice handwritten note or a unique sticker, so the recipient knows you appreciate their consideration and future donation. And, don't forget to send thank you notes to your generous donors! Continue to keep them updated with the progress of your fundraising campaign and your fundraising goal.



STREAM4THECURE

Incorporate your video game enthusiasm into a fundraiser for cancer research. Stream your favorite video game or recruit a gamer to stream for you. Use popular streaming apps like Twitch and Facebook to reach a wider audience. Before, during and after your stream, encourage viewers to donate to your team's [GoFundMe Charity](#) page. Include the fundraising link and information about Play4TheCure and NFCR on your streaming page. Throughout your stream, continue to talk about NFCR and your fundraiser. Why is cancer research important to you? Why do you "stream 4 the cure"? Why should your viewers donate? Be sure to interact with your audience. Convince them to donate to the cause, and thank them when they do. Be creative, and have fun!



CHALLENGE YOUR RIVAL TEAM

Challenge your school's rival team, and share your cause! Use any of these virtual tips and tricks to create a competition with your rival team. Who will fundraiser more?! Be sure to find a creative and effective way to challenge your rival and convince them to raise money for cancer research.

| CREATE A VIDEO |

Challenge your rival with a video! Use TikTok or iMovie to combine videos of teammates challenging your rival.

| DOWNLOAD THE RIVAL CHALLENGE FLYER |

Download the [rival challenge flyer](#) and share with your rival team.

| SHARE YOUR CHALLENGE ON SOCIAL MEDIA |

Share your rival challenge video or flyer on social media to publicly challenge your rival team to support the cause.



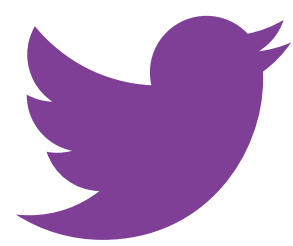
SOCIAL MEDIA GUIDE



| Facebook |
@Play4TC
@TheNFCR



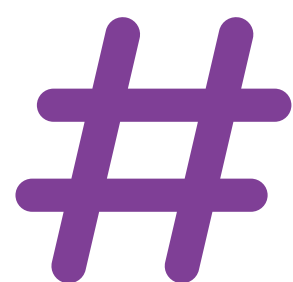
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@NFCR



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| Hashtags |
#Play4TheCure
#NFCR
#Research4ACure

THANK YOU!

| National Foundation for Cancer Research |
5515 Security Lane, Suite 1105
Rockville, MD 20852

301-654-1250
Play4TheCure@nfcr.org

| Francesca Montalto |
Marketing & Events Coordinator
301-961-9160
FMontalto@nfcr.org

| Our Mission |

The National Foundation for Cancer Research (NFCR) was founded in 1973 to support cancer research and public education relating to the prevention, early diagnosis, better treatments and, ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside. NFCR is committed to Research for a Cure - cures for all types of cancer.

