

Pointers from Captains & Participants

Fundraising Suggestions from the Road:

Amy Austin

I start early and solicit anyone I speak to – in person, through the radio, on Facebook (I have two Prouty pages started on Facebook; one for my bike team, another for my walk/run team). I hope to bring an army of folks to Hanover every year. I partnered with four local businesses (two restaurants, one hair salon and a karate school) during October to bring breast cancer right to the front of people's minds, as well as raise money for my cause. I write a Blog, telling my story about breast cancer – readers have donated through that. Old friends, new friends, other survivors, even some of the people who have treated me ...have donated. I love the radiation team at NCCC in St. J – such an amazing group of people.

Larry Haynes

I tried to make my goal meaningful and to have fun with it. I told my prospective donors that I was going to climb Mt. Washington as my Prouty event and that my goal was set at \$6,288 which represented the elevation of the mountain. I also asked for corporate sponsors from companies that I knew well. As a thank you to my corporate sponsors, I got them to give me a hat (one gave me a vest) that I would wear on the hike. I had photos taken with each of the hats on top of the mountain and at various points along the way (yes, I stole the idea from NASCAR) and I had a DVD made of the hike with the photos I had taken and I sent the DVD to all of my sponsors as a thank you.

Team Hoss Captain, Doug Lewis

Mini-Fundraisers! – Many individuals and teams create their own mini-fundraising event to benefit The Prouty. The proceeds can contribute toward their individual fundraising minimums or go to their team's general donation to help teammates reach their minimums. From bake sales and yard sales, to miniature golf and dance benefits—every bit of creativity helps! Doug started Team Hoss to honor the memory of his brother and has consistently been a top fundraising team for The Prouty.

Fundraising Coach Deb Nelson

Deb Nelson is an English teacher at Lebanon High School and a masterful writer whose Prouty letters/emails are direct, entertaining (yes, you'll read the whole letter), and clearly in her voice. Here is a sample from one of her letters from a previous year:

I know, it's early April, and here is my Prouty letter. You might well ask, 'What is going on? Doesn't she usually write this about a week before the event? Did I miss something? Is it really July?' Ok, cut it out. So I am a little bit more organized, and I have been looking at the Prouty website, and nobody cured cancer when I wasn't looking. The snow is rapidly disappearing, I have already put over 100 miles on my bike, and it is time to laugh, to distract myself, to look forward, to do something with friends. It is time for Team Wonder Woman! So. . . way-cool reasons to join the team or sponsor us: 1. we are going to have wash-on tattoos of some sort 2. the money goes to support research at the Norris Cotton Cancer Center 3. there will be biker team meetings to explain how to change a tire, how to drink without falling over, how not to wear underwear with bike shorts . . . 4. you will be given ideas for fundraising (it is NOT hard!) 5. you will be invited to a pre-event party at my house sometime this spring where you can see a short film, meet the other super heroes, laugh 6. it is a way to know you are doing something that will benefit those who are living with cancer, those who have lost someone beloved to cancer, and those who are working to find new ways to treat cancer.

In addition to utilizing her writing skills to recruit and fundraise for The Prouty, Deb also leverages her knowledge as an English teacher and offers her assistance to high school students with their college applications. Of course, this offer to their parents is in exchange for a \$500 pledge to The Prouty.

Use your talents . . . Think what skills you have to barter in exchange for Prouty support.