

Dragonslayer Walk

TEAM CAPTAIN GUIDE



Our Impact

Our Mission

To provide hope, education, and support to sarcoma patients and their families in the Pacific Northwest while investing in research to improve cure rates for sarcomas.

No One Should Face Sarcoma Alone.

24

Years of sarcoma support in the NW

594

Number of patients touched in 2019

\$101,000

\$ granted to sarcoma patients in 2019

"It was an immediate, unexpected relief and source of joy to experience this kindness and support from total strangers."

- HELP\$ grant recipient

Form a Dragonslayer Team



Register your team:

1. **Register yourself**
2. Visit **Team Join Me Fundraising Signup**
3. Choose **Click Here to Join** and create a Join Me account to set up your fundraising page
4. **Name your team.** Honor your loved one, be creative and have fun with your team name. Be creative and have fun: *William's Warriors* or *We Slay for Sarah*, etc.
5. **Set a fundraising goal.** How much can you and your team raise to slay Sarcoma? We suggest a starting goal of \$1,000.



Recruit your team:

- **Ask people you know to join your team.** Your family, friends, neighbors, and co-workers – really anyone who wants to Slay the Dragon of Sarcoma -- can join your team. The more the merrier.
- **Post on social media.** Use Facebook, Instagram and Twitter to ask your community to walk to end sarcoma with you.
- **Register your team members.**

Register yourself

Go to the Team Directory page and locate your team

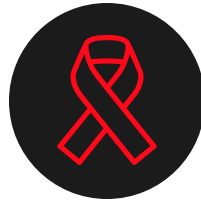
Click on the team fundraising page

Click Join as Member

Edit your personal story as it appears on the team page



#DragonslayersUnite



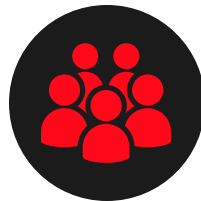
No One Should Face Sarcoma Alone

More 13,000 people will be diagnosed with Sarcoma in a year



Walk for Impact

Be one of the over 1,000 people who will walk to: honor survivors and those lost to sarcoma, raise funds for research and support, find community.



Team Power

Dragonslayer teams can honor sarcoma survivors, warriors or angels. Or teams can be a group of co-workers or friends. Bring your community together for maximum impact.



Fundraising Tips



Meet Your Goal

- **Make a plan.** How will you meet your goal?
- **Aim High!** Your fundraising makes a difference!
- **Just ask.** People want to help. Inspire them.
- **Post on social media.** Ask for donations on Facebook, Instagram or Twitter. Ask your friends to share.
- **Ask in person or by phone.** The personal touch helps.
- **Offline gifts count too.** Old fashioned checks and cash can count towards your goal.
- **Think outside the box.** Maybe a dinner, happy hour or garage sale? Host a bake sale? Or partner with a local business on a special event or ask them to sponsor your team?



Share Your Story

- **The *WHY*.** Why do you want to End Sarcoma? Why is the Dragonslayer Walk important to you?
- **The *WHO*.** Who motivates you? Are you honoring a friend or family member? Share a memory or detail about this person.
- **The *HOW*.** Be clear about how people can make donations. Direct them to your fundraising page or gather off-line donations.
- **Paint a picture.** Sharing photos and videos will paint a vivid picture. Help them see *WHY* you want to End Sarcoma.



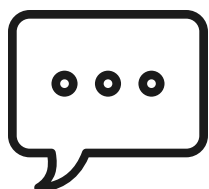


Show Your Team Spirit

Stand out & Slay those dragons

- Create a custom team logo.
- Create shirts or hats for your team to wear.
- Color coordinate for maximum visual impact.
- Create signs to carry along the walk.
- Add a team cheer, chant or song.





Spread the Word

Copy & Paste

Sample social media posts:

- I registered for the Dragonslayer Walk benefiting people facing sarcoma. Support my efforts by making a donation or joining my team! [Link to your page]
- I registered for Dragonslayer Walk benefiting the NW Sarcoma Foundation. Support my efforts by making a donation or joining my team! [Link to your page]
- I'm committed to raising at least [your goal \$] to End Sarcoma. Help me reach this goal by donating \$10 to my fundraising page [Link to your fundraising page]. Every dollar counts!

Hashtags

#dragonslayersunite
#dragonslayerwalk
#endsarcoma
#slaysarcoma
#nwsarcoma



Sample email:

Dear Friends,

On [insert walk date], I will walk to End Sarcoma at the annual Dragonslayer Walk. Sarcoma is a rare cancer, but the Northwest Sarcoma Foundation ensures that no one faces sarcoma alone. The funds raised at the Dragonslayer Walk will provide patient support for people undergoing sarcoma treatment and invest in critical research to help end this disease. Will you support me in the fight against sarcoma?

I'm walking to honor [write person you are honoring here]. Ending sarcoma is so important to me because [write WHY here]. Please consider supporting me today. You can make your tax-deductible donation online using this link to my personal page [add the link to your personal fundraising page here].

Every dollar makes a difference in the fight to Slay Sarcoma. Find out more at www.nwsarcoma.org
Thank you,
[Your name]