



Scott Hamilton CARES Foundation

Sk8 to Elimin8 Cancer Guide

Scott Hamilton CARES Foundation

2016-2017



Welcome from Scott Hamilton, our Founder

Welcome to Sk8 to Eliminate Cancer™! We are so happy you have decided to join us in our effort to **Turn Cancer Upside Down™**! This guide contains important information about the Sk8 to Eliminate Cancer program as well as step-by-step instructions to assist you in preparing, implementing, and enjoying your Sk8 to Eliminate Cancer fundraiser.

We value the willing spirit, dedication, and creativity of our Sk8 to Eliminate Cancer Host Ambassadors. This guide is intended as a helpful tool and reference for making your fundraiser a success, but we know that your efforts, along with the many other volunteers and participants who support the program, are essential for a rewarding experience for all involved. In short, we can't *Turn Cancer Upside Down™* without you!

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.

The Scott Hamilton CARES Foundation is dedicated to funding world class research and quality care to improve cancer survivorship. CARES stands for Cancer Alliance for Research, Education and Survivorship. We are creating a cancer alliance that is building strong partnerships with leading institutions, cancer support groups and researchers from around the globe. CARES is funding programs in 1) early detection, 2) advanced diagnostics such as proton therapy and 3) leading-edge cancer research in immunotherapy in a fight to significantly improve cure rates and quality of life.

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

A handwritten signature in black ink, appearing to be "Scott Hamilton". The signature is fluid and cursive, with a long horizontal stroke extending to the right.



Introduction

Congratulations on your decision to coordinate a Sk8 to Eliminate Cancer fundraiser in your community! As **Host Ambassador**, you are taking on the role of key facilitator and planner for the fundraiser and culminating ice skating event at your partner rink. Here's a brief description of the program participants and components detailed in this guide:

Host Ambassador: A single person who serves as the liaison between the Host Committee and SHCF representative assigned to help with your Sk8 to Eliminate Cancer fundraiser.

Host Committee: An organization or team of individuals who take responsibility for the Sk8 to Eliminate Cancer Fundraiser. Responsibilities include communicating the mission of the fundraiser, fundraising through our exclusive website, and planning and implementing the on-ice celebration. The Host Committee works with the ice facility, club, community, and skaters to achieve the goal of the fundraiser and ensures the event is promoted and marketed throughout the area. A suggested timeline is included within, as a guide for the weeks ahead.

Volunteer Fundraisers: Participants who are registered on our exclusive fundraising website and are raising funds for SHCF using the peer-to-peer fundraising method. **An Ice Rink:** Ice is the unique part of this signature fundraiser for SHCF. The on-ice celebration can be held during a regular public session or when the ice time is available. It is important that the Ambassador and Host Committee partner with their local ice rink to ensure the success of the on-ice event.



Getting started

- Complete the Sk8 to Eliminate Cancer Application and submit the Sk8 to Eliminate Cancer date and event for approval by SHCF.
- Once approved, you will be notified and SHCF will create a customized Sk8 to Eliminate **Fundraiser Page** (www.mysk8.org) for your organization where individuals and teams can register as Volunteer Fundraisers of Sk8 to Eliminate Cancer.
- Attend an instructional webinar, scheduled by a SHCF representative, for the Host Ambassador and Committee and review the fundraising website and registration process.

Sign the Sk8 to Eliminate Cancer Agreement acknowledging the requirements in order to host the fundraiser.

- Receive your Sk8 Marketing Kit via Dropbox. It will include the following: branding usage, the Sk8 to Eliminate Cancer logos, printable posters, Sk8 bibs, videos featuring Scott Hamilton, social media graphics and web content.
- Review the timeline, provided in this guide, to ensure a successful Sk8 to Eliminate Cancer fundraiser.



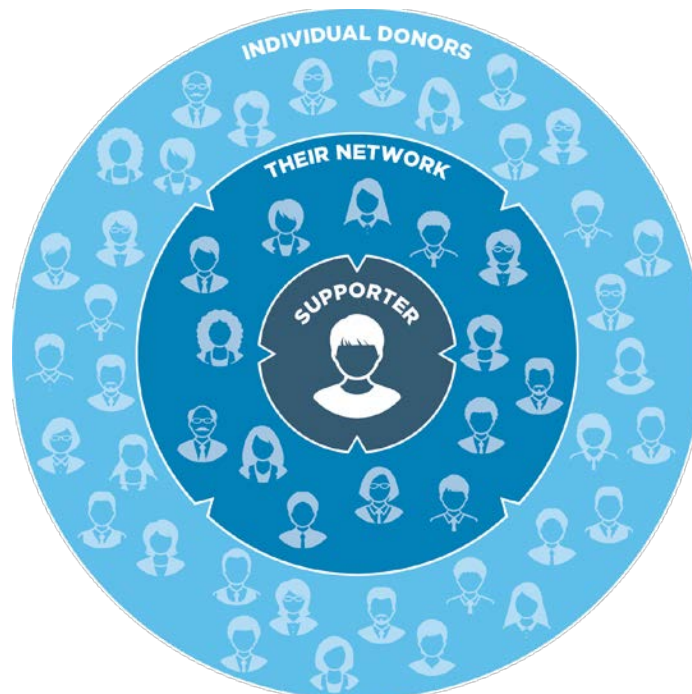
Fundraising Campaign

Once you've gotten set up with your customized Sk8 to Eliminate Fundraiser Page, attended the webinar and spoken with your SHCF representative, it's time to spread the word!

Volunteer fundraisers can register as individuals or as a team. We encourage forming a team and asking others to participate alongside you in your effort to *Turn Cancer Upside Down!* **Volunteer Fundraisers** will need to register on your **Fundraiser Page** via the link sent by SHCF. On the site, Volunteer Fundraisers will fill out a simple form after which they can:

- Set up their personal "participant center" including a Team Password so team members can register
- Set a personal fundraising goal
- Upload a photo, video and story of why they Sk8
- Send emails to peers from the site using Sk8 to Eliminate Cancer customized stationery and track progress throughout the first phase of the campaign

Final steps: Get the word out about your Sk8 to Eliminate Cancer event! The **Fundraiser Page** is designed both to provide information to those interested in learning more about Sk8 to Eliminate Cancer and to serve as a fundraising vehicle for the **Host Ambassador** and **Volunteer Fundraisers**. Coaching emails will be sent to **Volunteer Fundraisers** throughout the fundraiser, coaching, encouraging and explaining each step of the process.





Rewards

Rewards: Volunteer Fundraisers are able to achieve certain milestones throughout their fundraising campaign. Here's the fundraising goal/reward* breakdown:

- \$100 Sk8 to Eliminate Cancer T-shirt
- \$250 Sk8 to Eliminate Cancer T-shirt and Water Bottle
- \$500 Sk8 to Eliminate Cancer T-shirt and Long sleeve athletic shirt
- \$1,000 Sk8 to Eliminate Cancer T-shirt and hooded sweatshirt
- \$2,500 Sk8 to Eliminate Cancer T-shirt and duffle bag
- \$5,000 Sk8 to Eliminate Cancer T-shirt and Apple Watch
- \$10,000 Exclusive package, customized by the Scott Hamilton CARES Foundation

Rewards are sent 2-4 weeks after the event and shipped directly to the **Volunteer Fundraiser** along with a thank you note from Scott Hamilton. If you are interested in having all the rewards shipped to the on ice event location, email instructions to Sk8@scottcares.org.

\$25,000 appearance by Scott Hamilton: Any Sk8 to Eliminate Cancer Fundraiser that reaches \$25,000 will have the opportunity to host Scott Hamilton at their local rink for their Sk8 event. The \$25,000 goal must be reached 30 days prior to the appearance date. The Host Committee will be asked to sign an agreement, sent by a Scott Hamilton CARES representative, including details of the appearance.

*Other rewards may be given through your local club or rink.



On-ice celebration

The main objective of Sk8 to Eliminate Cancer is peer-to-peer fundraising done by the registered **Volunteer Fundraisers**. We encourage host facilities to offer the Sk8 to Eliminate Cancer on-ice event time during a regularly scheduled public session so as to not take away from scheduled events, and to bring awareness of the Foundation to the public as well as those who register as **Volunteer Fundraisers**. It is important to note and include in your advertising that anyone can participate on the ice during the celebration. The on-ice celebration should be a public event. Waivers provided by the Host Rink are encouraged to be signed prior to any participant taking the ice.

Admission

Below are some suggestions on how to handle the admission of these on-ice events.

Option:	Cost:	Scheduled time:
1	Charge regular admission	During regular public skate*
2	Donate sk8 time	Offer open arena time
3	Charge regular admission and the net proceeds will benefit the Scott Hamilton CARES Foundation	During regular public skate*

*We understand the limited ice time available for outside events and are also aware of the cost of ice time. That is why we are committed to sharing this event in a way that benefits the ice rink and the programs through social media marketing support from SHCF and our partners.

Activities

Sk8 to Eliminate Cancer celebration activities can consist of the following (all others ideas must be approved by the staff at SHCF):

- 8-mile challenge: Participants are challenged to skate 8 miles on the ice during the session time provided
- Frozen 5K: Participants skate a 5K
- Showcase: Local skaters or guest skaters perform throughout the on-ice celebration.



Sk8 in honor of someone you love

Sk8 to Eliminate Cancer is a Fundraiser AND a way to honor those we love who have been affected by cancer. The on-ice celebration participants should wear 'Sk8 bibs' provided by the hosts. Participants are encouraged to write who they are skating in honor or in memory of. This portion of the on-ice celebration is the heart of what we do.



Customize your fundraiser

• Theme It

There is something to be said about an entertaining event. Take your event to the next level and Theme it! Guests love to participate in the event as a whole, but creating a theme for the on-ice celebration elevates the fun aspect of the event.

Following are suggestions for themes:

- Decades party
- Holiday theme
- Scott Hamilton themed performances
- Black light glow party
- Denim & diamonds
- Disco party

• Invite Honored Attendees

We encourage your host facility or club to invite honored guests to your event. This may be someone within your club who is currently battling cancer, a survivor, or a family member of someone battling cancer. Below are some suggestions you may want to use to show your support to those being honored at your event:

1. Present your honored attendee with a heartfelt card, or gift to show your support.
2. If you have any celebrity guests, be sure your honored attendee has a chance to meet them and share their story.
3. Make an announcement of encouragement using your PA system to show them your support.
4. Make sure to get a group photo and share it on social media.
5. Share their story with sk8@scottcares.org



• **Additional fundraising ideas**

Other approved methods of raising funds for SHCF during a Sk8 to Eliminate Cancer Fundraiser on-ice event if approved within your state include:

- Silent Auction
- Donation at the door
- Gift Matching
- Merchandise sale
- CARES Corporate Challenge

Any funds raised through the above forms benefit SHCF alone if using Sk8 to Eliminate Cancer/SHCF logo and program(s).



Volunteers

Volunteers are needed to make your event a success. Depending on your goals, we suggest you start with at least 6 volunteers. Reach out to local organizations to volunteer during your event. Working with organizations outside of skating is a great way to get the community connected to Sk8 to Eliminate Cancer. Here is the volunteer breakdown:

- **Donation table** (2-3): While preferably all donations are made online, some will come in via check or cash the day of the event. If possible, have a laptop, iPad, or computer available for guests to make an online donation on your fundraising site. All Volunteer Fundraisers who have offline donations must fill out a SHCF Sk8 to Eliminate Cancer envelope along with a pledge form and seal it with the donations within. All envelopes must be given to the Sk8 to Eliminate Cancer Ambassador, who will send them directly to the SHCF.

* Note: **Cash donations should not be sent through the mail** to SHCF. If there is a cash donation brought to the door the day of the event, or cash donations are accepted in exchange for goods (i.e. bake sale, merchandise sales), they must be converted to a cashier's check before mailing to SHCF.

- **Traffic flow** (1-2): Clear direction is essential, and volunteers will be needed both inside and outside the facility to guide visitors to the appropriate venue.

- **Sk8 bibs** (1-2): All skaters participating on the ice will have the opportunity to fill out a 'Sk8 bib' in honor of someone they love. Volunteers will be responsible for the 'sk8 bibs', markers, and pins. Skaters will be responsible for affixing the bib themselves.

- **On-ice help** (1-2): You will most likely have some individuals who may not know how to skate. It's a great idea to have coaches volunteer their time to teach and encourage throughout the event.



Timeline

10 weeks prior to the celebration (or more):

- Set a date for your Sk8 to Eliminate Cancer fundraiser on-ice celebration.
- Review the Sk8 to Eliminate Cancer Guide.
- Complete the Sk8 to Eliminate Cancer Application if you have not yet done so and submit them to SHCF for approval: sk8@scottcares.org

9 weeks prior to the celebration (or more):

- Participate in the online webinar with the SHCF staff.
- Review, sign, and send to SHCF the Sk8 to Eliminate Cancer agreement.

8 weeks prior to the celebration:

- Review your Marketing Kit, sent via email.
- Send out the approved "Save the Date" graphic and email (provided in the Marketing Kit) to your database and interested parties.
- Register yourself for the Sk8 to Eliminate Cancer fundraiser and donate.
- Share your Fundraising Page profile with others on social media and through email.
- Create your Host Committee if not yet done to help organize the on-ice celebration and activities (see approved event activities).
- Plan committee meetings leading up to the event: 6 weeks, 4 weeks, 2 weeks and the week of the event (this may be through email or by phone).
- Contact your local clubs (hockey, figure skating, curling, speed, local non-profits) and ask them to be a part by:
 1. Registering and participating as a Volunteer Fundraiser
 2. Attending the event
 3. Becoming an exhibitor at the event either on the ice or in the lobby if the arena allows*

*Let this be an opportunity for the community to be involved by supporting the Sk8 event as well as their own programs.

6 weeks prior to the celebration:

- Share the Sk8 to Eliminate video with your membership and guests.
- Work with your Host Committee and Host Rink in continued promotion of your Sk8 to Eliminate Cancer fundraiser.
- Follow SHCF on all social media outlets.

5 weeks prior to the celebration:

- Start to reach out to local media to promote the Sk8 to Eliminate Cancer fundraiser. All materials for media are provided in the Marketing Kit.
- Start to promote the CARES Corporate Challenge.



4 weeks prior to the celebration:

- Secure volunteers for the on-ice celebration event. (See Volunteer section.)
- Keep up the momentum by reminding people of the Fundraising Page.
 - Re-send emails to your database to let them know about Sk8 to Eliminate Cancer and how they can participate.
 - Update Facebook (use Marketing Kit)
 - Place an ad on your main website home page.
 - Share the Sk8 to Eliminate video once again—or create your own!

3 weeks prior to the celebration:

- Thank your participants thus far! Without willing hearts and helping hands we cannot reach our goal.
- To generate interest, post a video on Facebook and send a shout out to all those you are honoring!

2 weeks prior to the celebration:

- Send volunteers a list of responsibilities for the event.
- Secure any press for the event.
- Finalize on-ice celebration plans.
- Invite the public to join!

Week of your Sk8 to Eliminate Cancer celebration:

- Last chance to secure sponsors before the big day!
- Finalize any details with volunteers, clubs involved, and rink management
- Tell stories of inspiration! Motivate those around you to come to the celebration and honor those we love!

After the celebration:

Thank the sponsors, media, volunteers, and honored guests

Distribute thank you notes and feedback forms provided in follow-up communication from SHCF.

Send the Following to the Scott CARES:

- Feedback form
- Donations collected at the event
- Pictures of the event to be included in social media



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 questions regarding Sk8 to Eliminate Cancer, please contact our National Sk8 to Eliminate Cancer Manager Nadia Kogeler

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

615-933-8918

Scott Hamilton CARES Foundation
2095 Lakeside Centre Way, Suite 101
Knoxville, Tennessee 37922

1-844-SCOTT84
www.scottcares.org