Skin Cancer, TAKE A HIKE!™

Supports AAD’s SPOT Skin Cancer™

PARTICIPANT GUIDE
Thank you for participating in Skin Cancer, Take a Hike!™

Your participation can save lives!

With one American dying from melanoma, the deadliest form of skin cancer, almost every hour, the need to educate the public about skin cancer prevention and detection has never been more important. Not only is skin cancer preventable, it is highly treatable when caught early.

By joining us for the Skin Cancer, Take a Hike!™ event in your area, you are helping us reach more people nationwide with SPOTme® free skin cancer screenings, permanent shade structures for outdoor play areas, and skin cancer prevention and detection educational resources. Your participation will help achieve our vision of a world without skin cancer. A father shares his own personal story:

This past January, my family took a trip to the Great Wolf Lodge in the Poconos for my daughter’s 4th birthday. While in the wave pool with my daughter, a woman tapped me on the shoulder and told me she was a dermatologist and that I had a melanoma on my upper back that needed to be taken care of.

I immediately saw the dermatologist and I indeed had melanoma. They had caught the cancer early due to kindness of a stranger. In March, I had surgery in March and the cancer was removed. The early detection was a successful key for my individual case. I owe a debt of gratitude to the doctor who while on vacation decided to help a stranger. I really feel I had a guardian angel that day and would love to find the doctor who saved my life and thank her personally.

This guide is designed to assist you in your fundraising efforts.

* Successful Fundraising in 8 Easy Steps, Page 2
* Sample Fundraising Plan, Page 3
* Fundraising with Social Media, Page 4
* Using Your Online Tools, Page 6  
  o Joining a Team
  o Navigating your Participation Center

Using this guide, you’ll learn how to set-up your personal webpage, send e-mails, and track your progress along the way. We’ve also included tips to help you maximize your fundraising efforts.

Thanks again for joining us for this event and for your commitment to promoting skin cancer prevention and detection activities.

Good Luck,

Ellen Marmur, MD, FAAD
Founder, AAD’s Skin Cancer, Take a Hike!™
Successful Fundraising in 8 Easy Steps

With busy schedules and multiple priorities, it can be daunting to think about how to fundraise for this event. Below are 8 easy steps that will have a huge impact on your fundraising.

Let’s Get Started!

1. **Set a goal** – how much do you want to raise to support the vision of a world without skin cancer. Consider making it a stretch goal.

2. **Think about who you can ask to help** – relatives, friends, neighbors, colleagues, your dry cleaner, your hairstylist, local businesses, vendors. These are just a few examples to help you think of who you might ask to help.

3. **Think about how much you’d like to ask each person or company to give.** Do the math – do your list and your “ask” amounts help you reach your goal? Some people like to ask 10 people for $100 and others like to ask 40 people for $25—either way they both hit the goal of $1,000. You decide what works best for you.

4. **Choose the location for your Hike** at Skin Cancer, Take a Hike!™

5. **Are you Joining a Team or Forming a Team?** Click the appropriate button to register yourself for the event.

6. **Login and visit your Participant Center** – Now you’re ready to set up and use your online tools. (See “Using Your Online Tools” on page 7)

7. **Tell your story** – personalize your page to let people know why supporting skin cancer prevention and detection programs are important to you. **Make it personal, make it real, and make it specific.** Tell them what your goal is – let them know you need their help to succeed.

8. **Start spreading the news** – Now all you need to do is tell everyone and anyone about your efforts. Upload your contacts, select one of the template emails or create your own message, choose the recipients, and click “Send”—it’s that easy!

**Fundraising Tip:** Don’t be afraid to **ask again, and again...and again.** People are busy and they may not have seen your request the first time. Be sure to follow-up with a second email or a phone call.

If you need help, contact a SCTAH team member at hike@aad.org.
# Sample Fundraising Plan

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Sponsor yourself for $100</td>
<td>$ 100.00</td>
</tr>
<tr>
<td>Week 2</td>
<td>Send emails to friends and family</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ask 4 family members for $50</td>
<td>$ 200.00</td>
</tr>
<tr>
<td></td>
<td>Ask 4 friends for $50</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>Week 3</td>
<td>Send a letter to friends and family who do not use email regularly</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ask 3 family/friends for $50</td>
<td>$ 150.00</td>
</tr>
<tr>
<td>Week 4</td>
<td>Contact two local businesses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ask them to sponsor you by donating $500.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Week 5</td>
<td>Ask your company to sponsor you for $500</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Week 6</td>
<td>Ask your co-workers to join your team form their own team, or donate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ask 4 people to donate $50</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>Week 7</td>
<td>Send a reminder email to those who have not yet donated.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add 3 new people to the email and ask them for $50</td>
<td>$ 150.00</td>
</tr>
</tbody>
</table>

**TOTAL RAISED** $2,500.00

**Another Idea**

**Host an Event!**
Plan a party for 50 friends, tell them why you are participating in Skin Cancer, Take a Hike!™ and ask them each for $50.

**TOTAL RAISED** $2,500.00
FUNDRAISING USING SOCIAL MEDIA

Social media is a great way to expand your reach. When posting to Facebook, Twitter or LinkedIn, be sure to always add a link to your Skin Cancer, Take a Hike!™ fundraising page, and make sure the page is up to date.

Keep your followers updated by posting, tweeting and sharing photos while asking for their support.

Sample Facebook posts

Pre-event

- One in five Americans will develop skin cancer in their lifetime. Join us as we hike [event location] on [event date] to raise money for the @American Academy of Dermatology’s skin cancer prevention and detection programs. Visit [your event URL] to join our team or make a donation.

- Have you or someone you love been affected by skin cancer? Join us [event date] as we tell Skin Cancer, Take a Hike! For more information, visit [your event URL].

- This [month], we’re telling Skin Cancer, Take a Hike! Join us as we hike [event location] on [event date] to raise funds for the @American Academy of Dermatology’s skin cancer prevention and detection programs. Visit [your event URL] for more information.

- On average, one American dies from melanoma – the deadliest form of skin cancer – every hour. You can help make a difference by joining our team as we hike [event location] on [event date] to raise skin cancer awareness. Visit [your event URL] to help us tell Skin Cancer, Take a Hike!

Post-event

- Thank you to everyone who helped support Skin Cancer, Take a Hike! Our team of [number] people successfully hiked [event location]. Together we raised [amount] for the American Academy of Dermatology’s skin cancer prevention and detection programs. www.aad.org/SCTAH [include photos or video from your hike]

Sample Tweets

Pre-event

- Hike [event location] to raise money for @AADskin’s skin cancer prevention and detection programs. Learn more: [your event URL].

- Help us tell Skin Cancer, Take a Hike! Visit [your event URL] to join us as we hike [event location] or to make a donation.

- Have you or a loved one been affected by skin cancer? Join us [event date] as we tell Skin Cancer, Take a Hike! [Your event URL]

- One American dies from melanoma every hour. Help make a difference and join our team as we hike [event location]. [Your event URL]
Post-event

- Thanks to everyone who helped support Skin Cancer, Take a Hike! Together we raised [amount] for skin cancer awareness. www.aad.org/SCTAH

- Our team of [number] people successfully hiked [event location] and told skin cancer to take a hike! [insert photo or video from your event]

If you need help, contact a SCTAH team member at hike@aad.org.
USING YOUR ONLINE TOOLS

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1. Joining the campaign & personalizing pages

As you join the campaign, your own personal page will auto-populate with default copy. You should customize your personal page to tell your own unique story about why you are taking part in Skin Cancer, Take a Hike™! For Team Captains, you will be able to personalize the copy on your team page. Below are instructions to sign up and begin personalizing:

A) Begin by visiting www.aad.org/SCTAH From here, you may search your area for a hike (1) or search the name of a participant that has already joined (2).
B) AT THE EVENT HOME PAGE, choose whether you want to form a team (1) and become a team captain or join an existing team (2).

**Note to Team Captains:** You will need to create a team name and establish a team goal before registering yourself for the event. Also, you will receive your own personal fundraising page to manage as well as the team fundraising page.
2. Registering

A) **SELECT** the “Join as a New Participant” option.

   **Note:** If you are unsure, double-check the hike event for which you are registering. You may only do so once per email. If you make a mistake with this step, contact SCTAH team member at hike@aad.org.

B) **COMPLETE** the registration form on the next page by filling in any fields with a red asterisk. If you decide to make a personal gift at this time, you **will** need to provide credit card information to complete your registration.
C) **YOU MAY BEGIN FUNDRAISING** at the end of registration; you will see this confirmation page:

Ensure your information is accurate then **click** the “Access your Participant Center” link.
3. **Navigating Your Participant Center**

Once registered, you’ll gain access to the participant center which is your one-stop-shop for all of your fundraising needs. From here, you may:

- Upload contacts to send emails to thank and update (1)
- Track your fundraising progress (2)
- Modify your team page (captains only) and personal page (3)
- Record “offline” (cash or check) gifts (4)

Remember to mail your offline donations to:

American Academy of Dermatology  
ATTN: Community, Corporate and Philanthropic Relations  
930 E. Woodfield Road  
Schaumburg, IL 60173

All of these features are here to help you be as successful as possible in your fundraising efforts. Remember, the money you raise will support skin cancer prevention and detection efforts across the country, so the more money you raise, the more lives we can save. Make sure to check back often and fully utilize your participant center! If you need help, contact a SCTAH team member at hike@aad.org.