



**MAKE EVERY
RUN COUNT**

HOPE ON THE SLOPES

2010 Event Guide

March 19-20, 2010

www.oregonhopeontheslopes.org



cancer.org
1.800.227.2345

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HOPE ON THE SLOPES



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Participate on a Team

- Form or join a team of 5-15 members
- Registration is \$150/team, and can be waived by event sponsorship
- **NEW THIS YEAR:** Fundraising minimum for inclusion in vertical feet team competition prizes and to earn the 2010 Hope on the Slopes event gift is \$200 per member total. For example, a team of 8 would need to raise at least \$1600 to compete for vertical feet prizes. The top fundraising team will receive FREE event lift tickets.
- Receive discounted 24-hour event lift tickets, Ski/snowboard event bib, goody bag and opportunity to make a difference in the fight against cancer!

Participate as an Individual:

- Form or join a team of 5-15 members
- Receive discounted 24-hour event lift tickets, Ski/snowboard event bib, goody bag and opportunity to make a difference in the fight against cancer!
- **NEW THIS YEAR:** Fundraising minimum for inclusion in individual vertical feet individual competition prizes and to earn the 2010 Hope on the Slopes event gift is \$200

Recruit an Event Sponsor:

- **NEW THIS YEAR:** Recruit an event sponsor and your team will receive credit for their sponsorship dollars!

Become a VIP Charity Participant:

- **NEW THIS YEAR:** Teams and Individuals who raise at least \$500 or more per person (Ex. A team of 10 members must raise a min of \$5,000) will receive VIP Level Amenities, including:
 - VIP Lift Line Express (front of the line pass!)
 - FREE event lift ticket
 - FREE BBQ
 - FREE midnight pizza (will be sold by the slice to other participants)
 - Special prize drawings
 - VIP Photo

Imagine...

A world without cancer.

Set your sights high and make every run count this season. This winter, the American Cancer Society challenges you to extend beyond your vertical limits to fund the fight against cancer. By participating in Hope on the Slopes, you will raise valuable funds to support the American Cancer Society by funding research, education, advocacy, and patient service programs.

For the first time in history, cancer incidence rates are on a decline. With your help, we will continue to get closer to a cure, while saving lives and celebrating more birthdays.



The Competition

Strap on your board, click on your skis and head to the mountain with your friends and family in tow. With the American Cancer Society Hope on the Slopes, there are four ways you can join the fight against cancer this winter.

- Compete as an individual
- Compete as a team (15 member max)
- Sponsor an event participant
- Sponsor the event or donate items

Teams and individuals will compete for fantastic prizes on two levels: Dollars Raised and Total Vertical Feet. There will be a 24hr, 18 hr and 6 hr vertical feet competition. Biggest prizes will be awarded to top teams and individuals of the Dollars Raised competition.

Hope on the Slopes Event Snapshot



- **Event participants can register as an individual or as part of a team.**
- **There are no age restrictions on event participation. Participants under 18 years of age must have a parent or chaperone present in order to participate.**
- **Participants engage in competition with other Hope on the Slopes participants in two categories: Dollars Raised and Vertical Feet.**
- **Each participant and team will receive a personal web page that they can customize with their own messages and photos. Features of the site include the ability to fundraise online and via email, track your fundraising status, and honor loved ones touched by cancer.**
- **Teams consist of up to 15 skiers and/or boarders. Each team is responsible for paying its own registration fee or obtaining a sponsor to pay the fee.**
- **Discounted \$35 event lift tickets, good for 24-HOURS on March 19-20, 2010 (1:00 pm– 1:00 pm), must be purchased and are not included in the cost of the registration fee. Parking passes must also be purchased and are available at Mt. Hood Skibowl.**
- **Participants who compete in the Individual Competition can also put their vertical feet towards their team's totals.**
- **Teams are asked to have one member on the slopes at all times during the event and to establish their own ski rotation schedule.**
- **Each participant is encouraged to raise \$200 or more.**
- **NEW this year! Team captains are responsible for the action of team members and must ensure that their team members vertical tracking cards are turned into the Registration table every 3 hours, beginning from you start time. All vertical feet tracking cards must be turned in by 1:00 pm on March 20, 2010.**

Register

Event registration includes a team event web page, complete with online tracking fundraising features and up-to-the-minute team tracking statistics, great event amenities Hope on the Slopes participant goody bag. Lift tickets must be purchased separately, at a discounted rate of \$35. Rentals are available at a discounted rate for event participants.

Your Online Horizon

Set your sights high as you position yourself to reach new heights in the Fundraising competition. Follow the steps in the fundraising section to customize your personal event web site, which is provided with your registration. The site allows you to fundraise and track your individual or team Dollars Raised status online, 24-hours a day on your custom event site.

Track

Throughout the season, track your competition status online. Your personalized event webpage allows you to view your total Dollars Raised relative to other event participants.

Talk It Up

Talk it up with your friends, family and colleagues to get them involved with Hope on the Slopes and the American Cancer Society. Your personalized event web page allows you to send pre-designed emails to help you raise money and promote the event. Brochures and posters are also available to help you spread the work among businesses, schools and retailers in your community. Contact Bonnie Ell at Your American Cancer Society for printed material: Bonnie.Ell@cancer.org or 503.795.3963





Team Captain Event Responsibilities

- **Recruit team members. A Hope on the Slopes team can have up to 15 members.**
- **Set up your team event web page. On your page, set a team fundraising goal of at least \$200 per member to qualify for prizes.**
- **Encourage team members to brainstorm ideas to raise funds both individually and as a group.**
- **If a team member cannot register online, please contact Bonnie at the American Cancer Society office at 503.795.3963 to receive all of the necessary information.**
- **Be a pro-active and vocal ambassador for Hope on the Slopes and the American Cancer Society.**
- **Be familiar with the event rules and schedule of events and communicate them to your team.**
- **Ask questions! Feel free to contact your American Cancer Society representative with any questions, ideas or concerns:
Bonnie Ell, bonnie.ell@cancer.org, 503.795.3963.**
- **Turn in money not raised online at the Registration table during the event or mail it in to the American Cancer Society. Checks can be made payable to 'American Cancer Society' and mailed to: American Cancer Society, Attn: Hope on the Slopes, 0330 SW Curry Street. , Portland, OR 97239**

Four Steps to a Great Experience

Recruit team members in your community

Ask colleagues, family and friends to join your team. Your event web page will assist you in spreading the word about your involvement.

Set team fundraising and vertical feet goals

On your personal web page, set your personal and team fundraising goals for the event. The more you raise, the closer we are to a cure.

Fundraise online and in your community

Fundraising is easy through your personal event web page. Pre designed emails are available for you to customize and send out to friends and family for support. Additional fundraising ideas are listed in this guide.

Manage your team's registration and money raised

To ensure participation for your team, stay on top of registration and encourage individual, team and on-line fundraising...set goals!



Personal Online Fundraising Web Page

Hope on the Slopes offers an innovative online fundraising component to supplement the traditional efforts of teams and individuals. With registration, a pre-designed personal web page is provided to each participant for them to customize with personal stories and photos.

In addition to online registration, each web page gives participants the ability to use emails as a fundraising tool, take online donations, set fundraising goals, and view total dollars raised anytime, day or night. Through the secure processing of credit card transactions, it also eliminates the need for participants to collect and turn in money raised.

The following steps will walk you through online registration, as well as the set-up and use of your personal web page.

Go to the Event Web Site

- Go online and type in: www.oregonhopeontheslopes.org

Register for Hope on the Slopes

- Click on Participant Registration, Start A Team, or Join A Team links and follow the easy step-by-step instructions to register.
- Decide if you would like to start a team or join an exciting team.
- Choose a user name and password so that you can access your Personal Event Headquarters later.
- Set your fundraising goal. If you are a Team Captain, you will also need to set recruitment and team fundraising goals.
- Now that you are registered, you can customize your personal donation web page and use it to start your fundraising campaign.

Personalize Your Page

When you register for the event, you will be directed to your Personal Event Headquarters. To access your secure web page, simply log in.

- Personalize your page by using photos from the image library provided, or upload your own unique photos or graphics
- Change the text message to add your own personal message, if desired. Have fun with the web page background.

Personalize Your Team Page

Each team will receive their own team that shows team stats, members, and personal messages helpful in recruitment.

- Team Captains can select to edit Team Page to personalize the team information.

Email for Support

Now that you have personalized your donation page, you are ready to email your friends and family to recruit them for the event or ask for their support for the cause.

- On your page, click on Send Email to Friends and Family link to access the comprehensive email tool to send emails.
- Use the address book or enter email addresses individually. The customize an existing email template or compose a new message.
- Your friends and family will receive an email that includes a direct link to your personal donation page, where they can join your team and donate with confidence.
- Your personal address book will remain confidential on your page. American Cancer Society will only gain access to an email address if the recipient chooses to reply and make a donation to the cause.

Online Donations

The link to your personal page found in your email sent to friends and family makes it quick and easy for them to show their support with a contribution to the cause. The secure process ensures that no personal information will be shared. Online contributors will receive an instant receipt for tax purposes via email, along with a thank you note.

While on your personal event page, supporters will instantly see their contribution applied to your goal, and their names will appear on the scrolling Honor Roll along the right side of your event page.

Return to Your Page Later

You may want to return to your personal web site at a later to send additional emails or to check your progress.

- When you return to the vertical website, enter your username and password.

You can now access the email, tools and reports options. Use these tools to update your profile, enter pledges and increase your goal!

Raising Money While Having Fun

Whether participating in Hope on the Slopes as an individual or as a part of the team, the Hope on the Slopes Event Committee and American Cancer Society staff are here to support your fundraising efforts with information and ideas throughout the winter season.

Fundraising Tips

Whatever your fundraising efforts, it's important to choose fundraising activities that work for your organization or community. Consider embarking on several different fundraising ventures. Just make sure they are convenient for participants, easy to take part in, and fun!

Asking for Support

- Don't prejudge whether a person or organization will give. Let them say no or ignore a request letter rather than not asking.
- Be informed. People are more inclined to give when they know how their money will be used. Give them details about the event. Explain that the funds you raise will help support the American Cancer Society research, education, advocacy, and services.
- Think about who you know. Get on the phone and call your friends, neighbors, colleagues, and family to support your efforts.
- Put in your own donation for the cause.
- Set your fundraising goal high, then work to exceed it.
- If your company has a matching gift program, notify them. Your pledges could be doubled or tripled!



- **Make support affordable for donors. Rather than asking one person for \$100 or two people for \$50, break it down. Ask 20 people for \$10 or 10 people for \$20. Let them know what they are contributing to the cause.**
- **Be creative! Have a craft sale. Take advantage of what people enjoy doing and ask them to donate their crafts for you to sell them.**
- **Place a flock of plastic flamingos in a neighborhood yards or places of business. In order to have them removed, the individual or business must pay \$25. The catch: Then they get to decide where the flock will land next.**
- **Restaurants can raise money, too. Ask a local restaurant or café to donate a portion of the proceeds for a day. It could be for a certain menu item, like the daily special or desserts.**
- **Dedicate your personal effort to someone with cancer. Tell your story in a letter or email that you send to your friends, relatives, doctor, hairdresser, business associates, bankers and holiday mailing list. Include a self-addressed, stamped envelope for best results.**

How to Raise \$250 in Just 10 Days

Pack your lunch for a week and save your coffee, soda and snack money for 10 days	\$20.00
Put in \$20 of your own money	\$20.00
Ask your spouse or significant other for \$20	\$20.00
Ask two co-workers for \$10 each, or four for \$5 each	\$20.00
Ask a relative for \$20, or two relatives for \$10 each	\$20.00
Hold a bake sale at your office, church or club	\$20.00
Ask your doctor, dentist or financial advisor for \$15	\$15.00
Ask two people from your gym, church or club for \$10	\$20.00
Have a garage sale where the proceeds benefit the event	\$20.00
Send a notice around work to collect donations.	\$15.00
TOTAL RAISED	\$250.00

- **Ask your church or business to sponsor a fundraiser for your team. Sell pizza, subs, donuts, or have a spaghetti dinner or barbeque.**
- **Cooking for a cure. Have your team members gather their favorite recipes and produce a cookbook to benefit Hope on the Slopes.**
- **Hold a dress down day at work. In order for employees to dress causal or wear jeans, they have to pay a certain amount. All proceeds benefit Hope on the Slopes.**
- **Make it a competition among your friend and family who can raise the most and also donate the most. Give an prize or create a plaque.**

Frequently Asked Questions

How much should I collect in donations?

Collect as much as you can! As a baseline, each team member is requested to secure a minimum of \$200 in donations.

Can I turn in money after Hope on the Slopes?

Yes, but donations turned in after the event cannot be credited to your team total or prizes. Online donations will alleviate this problem.

How can I volunteer with Hope on the Slopes?

Contact Bonnie Ell, Community Relationship Manager at 503. 795.3963 or at bonnie.ell@cancer.org, to find out how you can help plan this event in the future. Any help is greatly appreciated!

What should I do if I forget my online password?

On the event home page under the prompt to enter your username and password there is a link [Forgot username?](#) This will connect you to finding out your password. If this does not work, contact: gwonlinehelp@cancer.org for personal assistance.

Can anyone see my personal web page?

The only way that anyone without a password will view your personal web page is if you send a direct link to your page via email.

Do I have to customize my event web page?

No. Each personal page is pre-designed with photos, text, and email templates. Page customization is available to those who want it.

How secure is my personal web page?

American Cancer Society contracts with third party vendors to ensure: perimeter security; identity security; data integrity and privacy; firewall security; and 24 hour virus and security protections. Financial security for all credit cards transactions is dealt with exclusively by VeriSign.

Reaching New Heights

Thank you for participating in the 2nd Annual Hope on the Slopes of Mt. Hood Skibowl! Every time you hit the slopes this winter with Hope on the Slopes, you'll raise valuable funds to support the American Cancer Society research, education, advocacy, and patient service programs.

A HUGE Thanks to Mt. Hood Skibowl for donating 50 cents from every lift ticket sold at their resort during the month of March in 2009!!

Each year, we're reaching new heights in the areas of cancer research and prevention. In 1930, only 20 percent of those diagnosed with cancer survived, compared to 60 percent survival rate today. By the year 2015, the Society is committed to reducing cancer deaths by 50 percent and reducing cancer incidence rates by 25 percent. With your help, we will continue to gain altitude in the fight against cancer.

Survivors

If you are a cancer survivor (you've been diagnosed with cancer) or you know a survivor who would like to participate in the event, please make sure to note that information when you are registering. We would love to take the moment to honor and celebrate your success. Also, please encourage Survivors and their caregivers to attend our Torchlight Ceremony on Friday, March 19, 2010 around 7:00 pm– Skibowl West (lower bowl).

Contact Us...

Bonnie Ell, Team and Event Info

503.795.3963,

bonnie.ell@cancer.org

American Cancer Society

Attn: Hope on the Slopes

0330 SW Curry Street

Portland, OR 97239



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

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