

# THANK YOU TO OUR AMAZING SUPPORTERS LAST YEAR!

Together we made a difference!

Our goal is to raise \$1 million in FY 2017.  
With your help, this is how we'll get there:

| PRICE  | # OF SUPPORTERS NEEDED | GOAL   |
|--------|------------------------|--------|
| \$100K | 3                      | \$300K |
| \$75K  | 3                      | \$225K |
| \$50K  | 4                      | \$200K |
| \$25K  | 5                      | \$125K |
| \$10K  | 7                      | \$70K  |
| \$5K   | 9                      | \$45K  |
| \$2.5K | 8                      | \$20K  |
| \$1.5K | 10                     | \$15K  |



To support Fight Colorectal Cancer,  
contact Michell Baker at (703) 407-7534 or Michell@FightCRC.org



Disclaimer: Fight Colorectal Cancer welcomes nonprofits, business and individuals to be sponsors and partners (supporters). Unrestricted funds through sponsorships, grants or personal donations are critical and necessary to supporting our mission. These funds raised are unrestricted and support core functions of the organization, programs and events.

**FIGHT  
COLORECTAL  
CANCER**

**Support Great Ideas  
with Big Impact**

# BE A PART OF THE FIGHT!

Here is how we help patients and families:



## AWARENESS

- Beyond Blue (4,000 copies and over 175 distributors)



## RESEARCH

- Rack card about Research Advocacy (new item)



## PATIENT EDUCATION

- Guide in the Fight: Stage III and IV patients
- Special topics inserts
- Newly diagnosis rack card (print over 15K copies each year)
- Screening for CRC rack card (print over 7K copies each year)



## ADVOCACY

- Training manual
- Briefing pages



## PRINTED RESOURCES



## ONLINE BLOGS & CAMPAIGNS

- Survivor stories
- March CRC Awareness Month
- One Million Strong campaign
- #StrongArmSelfie campaign
- Celebrity public service announcements (\$2M free media)
- OMS livestream (600+ views)
- 30 days in Times Square: NASDAQ video (comes with invitation to media event)
- Monthly eNews

- Special topic videos
- Learning lab webinars
- Clinical trial matching
- Scientific blogs

- Patient-focused blogs
- Patient's Guide monthly email
- Quarterly podcast
- Educational videos
- Fact sheet downloads
- Mobile app
- Website content (55K+ visitors/month)

- Advocacy-focused blogs
- Videos
- Monthly advocacy emails
- Action alerts
- Blue Star States campaign
- Virtual lobby day



## CONFERENCES & EVENTS

- One Million Strong ambassador training (35 attendees)
- Sparks of Strength events
- One Million Strong Benefit (150 attendees)

- RATS Academies (attendees 20 each)
- Meetings with the experts

- Monthly webinars (offered online)

- August Recess Challenge (offered online)
- Call-on Congress (125 attendees)
- Junior advocates training (14 attendees)
- Congressional Hill Briefing (100 attendees)

# TOPICS PATIENTS NEED MORE INFO ON:



IMMUNOTHERAPY **PSYCHOSOCIAL RESEARCH**

**AND SUPPORT GENETICS & FAMILY HISTORY**

**CLINICAL TRIALS RECTAL CANCER CRC SCREENING**

**EXERCISE NUTRITION FERTILITY SKIN RASH BIOSIMILARS**

**ORAL CHEMOTHERAPY OSTOMY**

# SAVE THE DATE

Supporters of the NASDAQ bell ringing ceremony will receive an invitation to the "80% Screened By 2018" media event in NYC on March 1.

**SEPT. 9-10  
2016  
ONE MILLION  
STRONG  
AMBASSADOR  
TRAINING**

**MARCH 1  
2017  
NASDAQ  
BELL RINGING  
CEREMONY**  
and "80% Screened By 2018" media event

**MARCH 13-15  
2017  
CALL-ON  
CONGRESS**



- Atlanta, GA
- Baltimore, MD
- Cleveland, OH
- Dallas-Forth Worth, TX
- Washington, D.C.
- Denver, CO
- Detroit, MI
- Fargo, ND
- Indianapolis, IN
- Kansas City, MO
- Los Angeles, CA
- Lubbock, TX

- Milwaukee, WI
- Nashville, TN
- New Orleans, LA
- New York City, NY
- North Bergen, NJ
- Philadelphia, PA
- Rock Hill, SC
- Santav Fe, NM
- Sayreville, NJ
- Springfield, MO
- St. Louis, MO
- Vancouver, WA