



Walk With Us!

*A simple guide for organizing
a Walk for Bladder Cancer
in your community*

5 Easy Steps to Organizing a Walk:

1. Decide to make a difference by Walking for Bladder Cancer
2. Pick a time and place where you can walk on Saturday, May 5
(more info on page 2)
3. Ask friends and family to support you by walking with you and by donating to BCAN
(more info on page 6)
4. Enjoy the walk, and know that you are making a difference.
5. Thank everyone who has helped you!

Have a question that this guide doesn't answer?

Email BCAN staff member Janet at BCday@bcan.org or call at 888-901-BCAN.

In addition to this guide, BCAN will send you regular emails with tips and advice. We are also setting up webinars that you can join for more information about organizing your walk and creating your StayClassy fundraising page. Let us know if there is more we can do!

Sample Walk Checklist

- Design your walk
 - Want to rally a big group? Prefer to stick with friends? It's up to you!
- Choose a location
 - Keep it simple and public to raise awareness
 - Check to see if you need a reservation or permit
- Ask for support
 - Make it easy for people to donate by setting up your free StayClassy.org donation page
 - BCAN will provide a free Walk for Bladder Cancer t-shirt to anyone who walks
- Publicize
 - Post flyers about your walk, or add it to local community calendars
 - Contact local media outlets to raise awareness
- Walk!
 - Put on your Walk for Bladder Cancer t-shirt
 - Don't forget that you are walking with hundreds of bladder cancer survivors and loved ones around the country
 - Take pictures of your success for our photo contest
- Thank your supporters for helping you make a difference

Organizing Your Walk

Pick a Time and a Place to Walk

The goal of Walk for Bladder Cancer is to raise public awareness for bladder cancer, so choose a location where you will be seen.

Remember to keep this simple! You can walk alone, or you can walk with friends, family, or people from your community.

Catch eyes by wearing your BCAN 2012 Walk for Bladder Cancer t-shirts! BCAN will provide free t-shirts to all walkers. The t-shirts will be mailed to you, the event organizer, to distribute to your donors and walkers. **Please let BCAN know by April 9 how many shirts you need**, and if any of your walkers would like to request special sizes.

Choose a starting point where a group of people can easily assemble and walk on a route that is pleasant and safe. If you choose a public space (in a public park, along the boardwalk or the beach, or as part of a pre-organized race) you are likely to be seen by many others, and be more successful in raising awareness and funds!

Check on Reservations or Permits

If are walking with a group in a public place you may need to obtain a permit or let the local authorities know about your walk. This is generally a very straightforward process.

Local walking or running clubs might be able to help you – they should be familiar with local permit requirements or they may have a walk already organized that you could join. They could also suggest routes and will know the distances of certain routes. If you have additional questions about permit requirements, please contact BCAN.

Send BCAN your information to post on the BCAN website

As soon as you have confirmed a location for your walk, please let BCAN know! We will add it to the **Walk for Bladder Cancer** page on the BCAN website. There will be a map showing all the states where walks are taking place. When someone clicks on your state, they will see a list of all the walks taking place, including yours. We'll include some simple information – the location of your walk, tentative time, and your contact information – so that visitors can learn how to join you to walk.

Please inform BCAN of:

- City and state of your walk
- Tentative time and location of your walk – this can be changed if your plans change!
- Your contact information – email and/or phone number and your first name
- The link to your personal StayClassy.org page (more information on page 6!)

Plan for the Day of the Walk

You may want to recruit others to help you on the day of the walk, especially if you are expecting a large group of walkers. Sharing the work with others will help you enjoy the day.

On the day of the walk, wear your BCAN 2012 Walk for Bladder Cancer t-shirt! BCAN will send you t-shirts for all the walkers you expect. You can either give the shirts to the walkers in advance, or bring them for people to put on right before the walk. Encourage everyone walking with you or helping out to wear their shirt, so they are easily recognizable.

You may want to display BCAN's educational materials. BCAN will send you a few samples of the BCAN patient handbook, *Bladder Cancer Basics for the Newly Diagnosed*, and BCAN brochures when we send your t-shirts.

If possible, take five minutes at the start of the walk to remind people they are walking to raise funds for bladder cancer research and education, and to raise awareness of this under-recognized disease. Briefly tell them about BCAN and encourage them to visit our website, www.bcan.org. Now is a good time to thank any local sponsors and volunteers publicly!

Photo Contest

Please take photos before, during and after your walk! BCAN will be holding a photo contest for pictures taken at an Awareness Day walk. Send your photos to BCday@bcan.org by **May 19, 2012** to enter the contest. We will ask supporters to vote for their favorite photo. A winner will be announced in June, and will receive a great prize package.

You can enter as many photos as you like. However – you must send in signed photo releases for everyone in each photo you enter. A form you can use is on the next page. Have a supply of these at your walk – and a few pens! These releases can be scanned and emailed to BCAN at BCday@bcan.org, or mailed to BCAN at 4813 St. Elmo Avenue, Bethesda, MD 20814. We look forward to seeing your pictures!

Permission to Use Photograph(s)

Event: Walk for Bladder Cancer 2012

Location: _____

I grant to Bladder Cancer Advocacy Network (BCAN), the perpetual, royalty-free and worldwide right and license to use the photographs of me from the above-identified event. I authorize BCAN, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that BCAN may use such photographs of me with or without my name and for any lawful purpose, including such purposes as publicity, illustration, advertising, and Web content.

I have read and understand the above:

Signature _____

Printed name _____

Date of birth _____

Address _____

Date _____

Signature, parent or guardian _____
(if under age 18)

Ask for Support

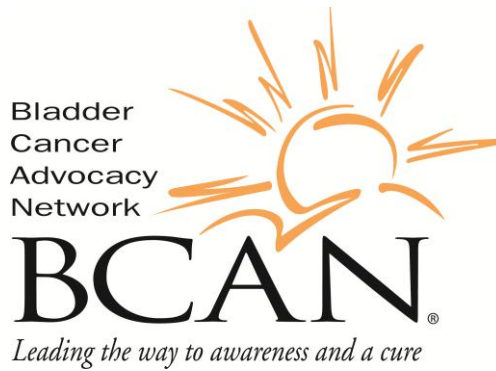
Create a personalized StayClassy.org donation page

By creating your own personal, free StayClassy.org donation page, your supporters can donate with just a click.

Setting up your StayClassy.org is easy! Just follow the simple steps below:

1. Visit <http://bit.ly/bladdercancerwalk> and click the blue button on the right that says “Create your fundraising page.”
2. Enter your name, email address, and a few other details and click the green “Sign up” button on the bottom of the form to complete your registration. You will automatically be taken to your donation page.
3. Personalize your page! On the gray bar, click the icon marked “Edit my page” Here you can edit your page name, your fundraising goal, and add a photo.
4. Scroll down to do even more to “Personalize your Page.” There is sample text that you can use, but be sure to **fill in the blanks for your walk location and your contact information**. Please add personal stories, goals or jokes to the letter – anything to encourage your loved ones to help! Tell people why this is important to you!
5. Personalize the thank you letter that will be sent via email to anyone who donates on your fundraising page. Add your name and any additional message you would like all your donors to receive. Save your information by clicking the green button at the bottom of the page “Update my page.”
6. After you have created your page, you can easily go back and make changes. Go to StayClassy.org and click “LogIn” at the top of the page. Enter your email address and the password you created. You’ll see a list of “My Fundraisers,” and you can click “Manage” to make changes to your page.
7. Now you’re ready to begin fundraising! On the gray bar, you will have several options to share your page- including email, Facebook, and Twitter. Select as many methods as you’d like, and get the word out. If you click “Email” a sample email you can use will pop up. You can also copy the link to the page and include it in personal emails and letters to friends and family.
8. If you have any questions, contact Grace at gschroer@bcan.org!

Have a friend who doesn’t want to donate through StayClassy.org? That’s fine! Just give them a copy of the donation form (on the next page), and mail it back to BCAN 4813 St. Elmo Ave, Bethesda, MD 20814.



**Thank you for donating to the Bladder Cancer Advocacy Network
in support of our Walk for Bladder Cancer!**

Through your generous support, BCAN is working to advance bladder cancer research and provide educational services for the bladder cancer community. If you would like to donate online in support of a friend's walk, you can do so at <http://bit.ly/bladdercancerwalk>. If you prefer to donate by check or credit card offline, please complete this form and mail it with your donation to the address below.

Donor information

Name _____

Address _____

City, State, Zip _____

Home Phone (_____) _____ Email Address _____

Donation Amount (enclose a check to BCAN, or enter your credit card information below) _____

For credit card donations

Name on Card _____ Card Number _____

Exp. Date ____/____ Signature _____



Awareness Day walker information

This gift is in support of BCAN fundraiser _____

Who is walking in (City, State) _____

Please mail this form and your donation to:
Bladder Cancer Advocacy Network
4813 St. Elmo Avenue
Bethesda, MD 20814

Publicity

Create a flyer

To encourage people to walk with you, let them know about your walk by making a one page flyer with the key information:

- The walk will take place on Saturday, May 5
- Starting times, and estimated finishing times if available
- Where you will be walking (including distances, if possible)
- Local contact person for more information

BCAN has put together a sample flyer on the next page. You can download the sample flyer as a template from our Walk Guide webpage, and then edit it to add details about your walk. If possible, use bright colored paper or print in color to capture attention!

Getting the Word Out

- **Flyers** - Distribute the flyer by email, or by mail, or by hand. Bring copies to your workplace or gym. Ask local businesses, libraries, hospitals, urology practices, community centers to display the flyer.
- **Social Media** - alert your local neighborhood e-mail list about your walk. If you are on Facebook or Twitter, send invitations that way. Become a fan of BCAN's Facebook page ([facebook.com/bladder cancer](https://facebook.com/bladder%20cancer)), and share that to link back to the Walk pages and info about your event.
- **Community Calendars** - many towns have an online community calendar for local events. Submit your flyer early! Also send it to local religious groups and other organizations to include in their newsletters and bulletins.
- **Invite groups who have a higher-than-average risk of bladder cancer** - firefighters and veterans have an elevated risk of bladder cancer. Your local fire station or veteran association may be interested in participating or promoting the walk to their members.
- **Media** – this guide includes a sample Letter to the Editor that you can use to let local media know about your walk.

Please Note:

If you plan on using the BCAN logo or name for publicity purposes, we must review final documents before you print them, e-mail them to others, or post the information on the web. Please e-mail all materials with the BCAN logo or name to BCday@bcan.org for prior review. You may not use the BCAN logo for any other purpose or to produce your own merchandise, but you may place orders with BCAN for Walk for Bladder Cancer t-shirts. The BCAN name and logo are registered trademarks.



Walk With Us!

*We walk to raise awareness of
bladder cancer and advance
bladder cancer research.*

**Bladder cancer survivors, supporters and friends
will be walking on
Saturday, May 5, 2011
at Your Location**

**Registration Begins 11:00 a.m.
Walk Begins 11.30a.m.**

The walk will start at XXX location and end at YYY.

**We walk to raise awareness and to advance
bladder cancer research and education on behalf of the
*Bladder Cancer Advocacy Network (BCAN)***

**For more information about walking or donating to BCAN
contact Your Name at 123-555-5555
or by email at your-email@email.com**

**To make a donation to BCAN visit
<http://bit.ly/bladdercancerwalk>**

**To learn more about bladder cancer or BCAN
visit www.bcan.org**

Sample Letter to the Editor

Dear Editor:

Bladder cancer is the fifth most commonly diagnosed cancer in the United States, yet most people know nothing about it. This lack of public awareness leaves many bladder cancer survivors feeling isolated and alone, and is the main reason why there is so little support for research on bladder cancer and the lack of advancement in treatment over the past twenty years.

Last year, over 70,000 people in the US were diagnosed with bladder cancer and over 14,000 people died from it. There are more than half a million people living with bladder cancer. Bladder cancer has a recurrence rate of 50-80% and, because it requires life-long surveillance, is the most expensive cancer to treat on a per patient basis. It is estimated that \$2.9 billion is spent in the US each year on the treatment of bladder cancer.

On Saturday, May 5th, we are walking for bladder cancer. We hope everyone can join us at **[Location]** to walk to raise awareness of the disease, and raise funds for bladder cancer research and education.

As **[a bladder cancer survivor/caregiver/someone who has lost a loved one to bladder cancer]** I want to be sure that everyone knows to go see a doctor if they notice blood in their urine or have urinary urgency or frequency. I also want to be sure that no one has to go through their bladder cancer journey alone.

[Optional - add 1 to 4 sentences about your journey with bladder cancer here.]

Our Walk for Bladder Cancer will, with help from the Bladder Cancer Advocacy Network (www.bcan.org), raise awareness of this under-recognized disease and support research into better diagnosis and treatment of bladder cancer.

Thank you for helping (name of city/county) to fight bladder cancer.

Sincerely,

[Your Name Here]
[contact information]

Did You Know...

Bladder Cancer Fact Sheet

In 2011, it is estimated that more than 70,000 new cases of bladder cancer were diagnosed and over 14,000 people died from the disease. Bladder Cancer is the 5th most commonly diagnosed cancer in the United States – 4th among men (after prostate, lung, and colon) and 11th among women.

There are over 500,000 bladder cancer survivors in the United States.

As with most cancers, early detection of bladder cancer is critical to long term survival.

While men get bladder cancer more often than women, women are more likely to present with advanced tumors than men and have a worse prognosis at almost every stage of the disease.

The most common symptom of bladder cancer is blood in the urine, which is also a common symptom of urinary tract infection.

The cause of bladder cancer is not yet known, and there have been no major advances in the treatment of bladder cancer in the last 20 years. There are certain risk factors that can lead to the disease. These are:

- **Smoking:** Smoking is the greatest risk factor. Smokers get bladder cancer twice as often as people who do not smoke.
- **Chemical Exposure:** Some chemicals used in the making of dyes have been linked to bladder cancer. People who work with chemicals called aromatic amines may have a higher risk. These chemicals are used in making rubber, leather, printing materials, textiles, and paint products.

Bladder cancer has a recurrence rate of 50-80%. Because bladder cancer requires life-long surveillance, it is the most expensive cancer to treat on a per patient basis. It is estimated that approximately \$2.9 billion is spent in the United States each year on the treatment of bladder cancer.