

Bladder  
Cancer  
Advocacy  
Network

**BCAN**<sup>®</sup>

*Leading the way to awareness and a cure*



**Walk for  
Bladder Cancer**

*Leading the way to a cure*



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# There is little public awareness about the prevalence of bladder cancer, its risk factors, symptoms, or treatments...

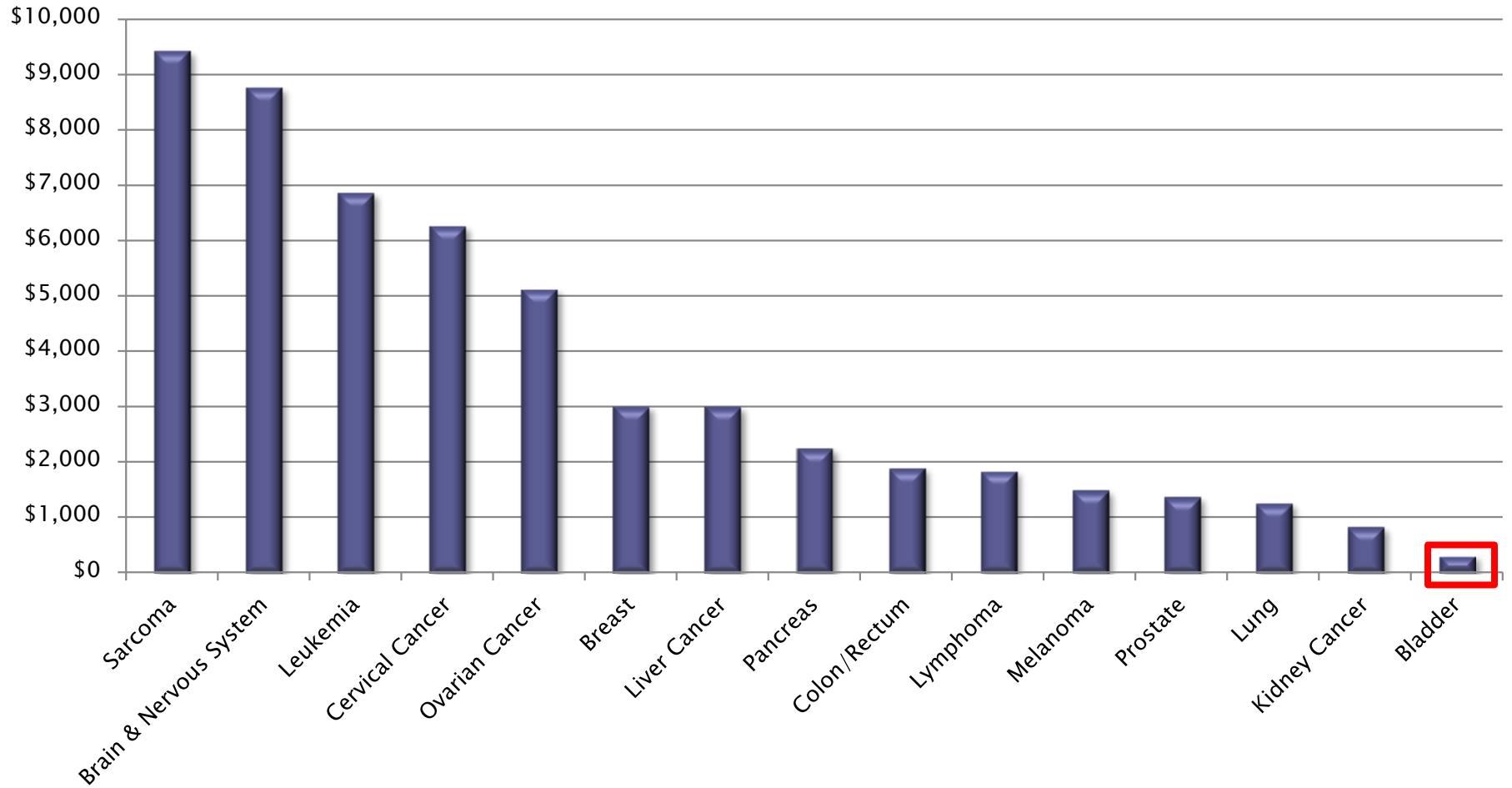
Lack of awareness leads to...

- misdiagnosis
- late diagnosis
- limited treatment options
- worse prognosis

Lack of public discussion results in...

- underfunding of research into diagnosis, treatment and cure

# NCI 2010 Cancer Research Funding by Cancer Site, Per New Case



# Bladder Cancer Advocacy Network – BCAN

## What We Do



### **Raising Awareness**

- Walk for Bladder Cancer
- Volunteer and advocacy programs

### **Providing Patient Education and Support**

- Free educational materials for doctors and patients
- Educational patient forums with expert presentations
- Comprehensive patient website
- Answers to phone and email enquiries

### **Advancing Research**

- Bladder Cancer Think Tank
- Research Awards
- Advocacy and volunteers



# Last year...

## 2011 Walk for Bladder Cancer

- ▶ 45 walks
- ▶ 24 states
- ▶ \$140,000 raised
  
- ▶ This year we want to double the number of walks and the amount raised!



#### ▶ QUICK LINKS

[Frequently Asked Questions](#)

[Join Our Mailing List](#)

[Clinical Trials](#)

[Volunteer](#)

[Donate](#)

#### ▶ USEFUL TOOLS

[Clinical Trial Matching Service](#)

[Help with Treatment Decisions](#)

#### Download Our Free Patient Handbook

Bladder Cancer Basics for the Newly Diagnosed

[Donate Now](#)

Bladder Cancer Advocacy Network  
Support Community

## Find a Walk for Bladder Cancer Near You!



Saturday, May 5, 2012

### Bladder Cancer Advocacy Network (BCAN)

BCAN is dedicated to increasing awareness of bladder cancer, advancing bladder cancer research, and providing educational and support services for the bladder cancer community. Visit our [Frequently Asked Questions pages](#) for information about bladder cancer, its signs and symptoms, treatment options and more, or [learn more about what BCAN does](#).

### Join the Walk for Bladder Cancer

As we get closer to the second annual Walk for Bladder Cancer, we ask each of you to think about organizing a walk in your community to raise awareness of bladder cancer and funds for BCAN's research and education programs. In 2011 some 45 walks were held and \$140,000 was raised for our programs. Please help us double both of those figures in 2012. **Put Saturday May 5th on your calendar and organize a walk.** Over 20 walks are already listed on the interactive walk map on the BCAN website – a great start!

If you would like to see how easy it is to organize a walk and raise funds, please go to our [Walk Organizer Home Base](#). And over the next few weeks BCAN will be hosting a series of webinars, on different days and at different times, to give you more information and let you ask questions about organizing walks and fundraising. The first webinar takes place this **Thursday, January 12th at 7PM Eastern Time**. [Register now to join this webinar!](#)

#### SEARCH OUR SITE

May 5, 2012

Walk for Bladder Cancer  
Leading the way to a cure

Check for a Walk Near You!

Walk Organizer

Home Base

#### ▶ BLADDER CANCER FACTS

In 2012, it is estimated that more than 73,000 new cases of bladder cancer will be diagnosed and nearly 15,000 people will die from the disease.

Bladder cancer is the 5th most commonly diagnosed cancer in the U.S. - 4th among men (after prostate, lung and colon) and 11th among women.

There are over 520,000 bladder cancer survivors in the U.S.

[Click here for more bladder cancer facts.](#)

# Organizing a Walk – Get Some Help!

- ▶ Planning is easier and more fun with a few more people
- ▶ If anyone in your area also wants to organize a walk, BCAN will connect you
- ▶ Ask family and friends, local doctors, or support groups
- ▶ Local service organizations may be interested
- ▶ When you have some helpers or volunteers...
  - Who will do what?
  - Some people may help organize, others may just want to help the day of the walk

# Organizing a Walk – Pick a Place

- ▶ Local parks, beaches, or walking paths
- ▶ A few blocks in a fun part of town
  - Not sure where to walk? Ask your local running club or sports store if they have suggestions, or see where other events are in your community
- ▶ Distance: most people aim for 3–5 miles
  - Less or more is fine! Pick something that works in your community with your walkers
- ▶ Check with whoever oversees your location to see if you need to make a reservation or get a permit
  - This might be the local parks department

# Organizing a Walk – Let BCAN Know!

- ▶ **Keep in touch with Janet**
  - She's here to answer your questions
  - [jemciver@bcan.org](mailto:jemciver@bcan.org) or by phone at (888) 901-2226 ext. 203
- ▶ **When you know you're going to do a walk, let Janet know so that it can be posted on the map**
  - All we need is the City and State, and permission to post your first name and contact information in case people want to learn more
  - As you figure out more details, let Janet know so we can add them

**Examples: For more information, contact Ron at [rjkmak1@aol.com](mailto:rjkmak1@aol.com).**

**For more information, contact Monica at [maustincox@aol.com](mailto:maustincox@aol.com) or 804-447-2994.**

# Organizing a Walk – Decide the Details

- ▶ What time do you want the walk to start?
- ▶ What time will you meet?
  - You might want to ask walkers to meet half an hour before the walk starts
- ▶ Where will you meet? Is it easy to get to and find?
- ▶ What path are you going to take? About how long is it?

Examples: This walk will meet at 9 am near AT&T Park, home of the San Francisco Giants, and walk along Embarcader.

This walk will start on the boardwalk at Kent and Ocean Avenue in Bradley Beach NJ 07720 and walk through Avon, Belmar and back, a total of 6 miles.

# Organizing a Walk – Last Minute Things

- ▶ All walkers get free walk t-shirts
  - In April, estimate how many walkers you will have
  - BCAN will send you t-shirts to distribute to your walkers
- ▶ Things you might want to have on the day of the walk
  - Registration table
  - Flyers, banners, or BCAN material
  - T-shirts
  - Bottles of water
  - A camera
  - Photo release forms – photo contest!



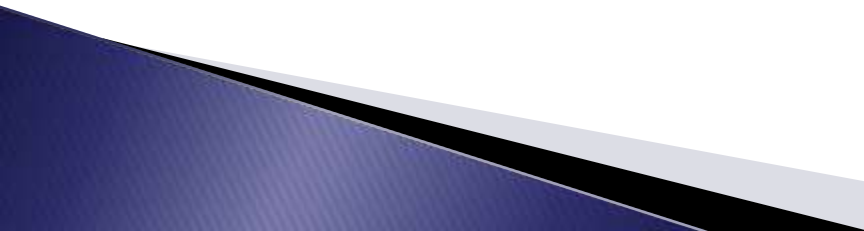
# Asking for Support

- ▶ **First, set up a StayClassy page**
  - <http://bit.ly/bladdercancerwalk>
  - Click “Create your fundraising page”
  - Enter your information and click “Sign up”
  - Personalize your page! Click “Edit my page” and make sure to add your walk location – even just the city and state – and contact information
- ▶ **Ask friends and family to support you**
  - Send emails or letters asking people to make donations on your page and walk with you on May 5 – there are samples on the BCAN website
  - If anyone doesn’t want to donate online, they can send in a check with a paper donation form – just make sure there’s a note saying it’s for your walk!
  - Post a link to your page on Facebook and anywhere else it might be seen

# Asking for Support

- ▶ What happens when people donate?
  - If they made the donation on your StayClassy page, it will be added to your fundraising total
  - If it is not marked as anonymous, it will also show up on your StayClassy page and you can leave a note thanking them or get in touch to thank them some other way
  - The donor gets an automatic email acknowledgment
  - BCAN sees the donation record and sends a paper thank you note and tax receipt

# Asking for Support – Sponsorships

- ▶ Make a list of local businesses and organizations who might be able to help you
    - You can ask for fundraising donations for your great community event, or for specific donations, like bottles of water for the day of the walk
  - ▶ Decide what you want to ask each potential sponsor for, and what you can offer them
    - In return for donations, you could make a poster listing the local sponsors and display it at the walk
  - ▶ Thank your sponsors after the walk!
    - Hopefully, they will want to help you next year!
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# Publicizing Your Walk

- ▶ Create a flyer
  - Download the word document to edit from the BCAN site  
<http://www.bcan.org/take-action/awareness/guide/publicity/>
  - Share the flyer with friends and post it around your community
- ▶ Contact local newspapers and radio and television stations
  - Send in a letter to the editor with your story, and describing the need for bladder cancer awareness and research funding
  - Help BCAN find stations to air our upcoming PSA  
[www.walkforbladdercancer.org](http://www.walkforbladdercancer.org)

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