



**Hey runners and walkers...
want to make those miles
you're logging now
mean something long after
the race has finished?**



Once you've registered for "The Best Half in Western Mass", we hope you'll consider engaging your friends and family in support of Cancer Connection*. **Your participation as an event fundraiser will make a real difference for people living with a cancer diagnosis, their families and caregivers throughout the Pioneer Valley.**

As a registered runner or walker, **RunReg will create a personalized web page to help you reach out to friends and family for donations in support of Cancer Connection and your efforts on the race course!** You're under no obligation to use it, but are welcome to do so. If you wish, you can edit the page, upload your picture, define your own fundraising goal, create a list of potential donors and send them an email asking them to sponsor you. You can also use your page to keep track of the donations you receive directly from your friends. All donations made to Cancer Connection on your behalf are tax deductible and will go directly to support Cancer Connection's work.

For those of you looking for a way to collect and organize donations more personally (Passover and Easter provide great opportunities to speak with family members!) **We've created a printer friendly pdf pledge form you can also use to collect donations.** Click the pledge sheet on the right side to download your own copy.

Have personal conversations with friends, colleagues and family.



You can use email, Facebook and Twitter
Let everyone know you are running (or walking)

13.1 miles on Mother's Day to support Cancer Connection.

Invite them to join you by making a donation to help others on their own cancer journey. You can bring your completed pledge forms and the donations you have received with you on race day. We'll have volunteers at the registration area ready to greet you and collect your donations. After the event, Cancer Connection will send thank you letters to donors. **Remember, all donations made to Cancer Connection are tax deductible!**

If you would like additional support with your fundraising outreach, Anna-Beth and Chantal at Cancer Connection can share other ideas with you! You can reach them at: (413) 586-1642 or: events@cancer-connection.org and abwinograd@cancer-connection.org

*Cancer Connection has 1,100 active participants. Each month 25-30 new people, who have just been diagnosed with cancer or whose loved ones need our support, call or come into our center to meet one-on-one with a staff member or trained volunteer. **All of our programs and services are offered free of charge,** because of the generosity of local businesses and individuals and through fundraising events like the WMass Mothers Day Half Marathon.

Thank you for your efforts on behalf of all of us at Cancer Connection!

