



STAAR
ovarian cancer foundation
survive. thrive. advocate. advance research.



**STEP UP
AMERICA**
FOR OVARIAN CANCER

CREATE AN EVENT



Dear Friend,

We are so pleased to have you join our Step Up America for Ovarian Cancer campaign. The campaign combines three components: awareness, education, and fundraising. Step Up America for Ovarian Cancer's mission is to educate and raise awareness about ovarian cancer and to increase research funding, especially for rare forms of disease.

A keystone to the awareness and education campaign component will continue to be the t-shirts we distribute that list the symptoms of ovarian cancer on the back and become "human billboards," spreading awareness and education. From previous events with similar shirts, feedback has been overwhelmingly positive with multiple stories of participants wearing the shirts: being asked about the symptoms or asked if a picture could be taken of the back to share with someone. Our t-shirt distribution efforts will continue to take place in September with a total of approximately 2,500 shirts distributed nationwide. If you choose to host an event, we will send you t-shirts to distribute at your event.

Our fundraising involves teams/events, like yours, completing an activity such as walking a 5K, biking, hiking, having a cook-out, pickleball or cornhole tournament, etc. during the month of September, which is Ovarian Cancer Awareness Month. STAAR Ovarian Cancer Foundation is seeking teams across the United States. In addition to raising funds, these team activities will also help raise awareness and educate participants about ovarian cancer. We estimate a total of 4,000 participants across the U.S. will be involved in activities. We are thrilled you want to join these efforts.

Once you decide what type of event to host, the information in this packet will explain how you might plan an event, give suggestions and ideas to make it easier, and show how STAAR can support your efforts. You can also find help and information on our website.

Funds raised will support low-grade serous ovarian cancer research and will be distributed by STAAR Ovarian Cancer. Since its founding in 2020, STAAR has funded four research projects at The University of Texas MD Anderson Cancer Center and Memorial Sloan Kettering Cancer Center. We know this year will be another success!

Please let us know if you have questions. Contact us at events@staaroc.org or admin@staaroc.org when you have your event ideas planned and are ready to begin!

Sincerely,

Nicole Andrews, Co Chair
STAAR OC, Chair

Alyssa Toomes, Co Chair
Underwater Green Fishing Lights, Owner

STAAR Theme:

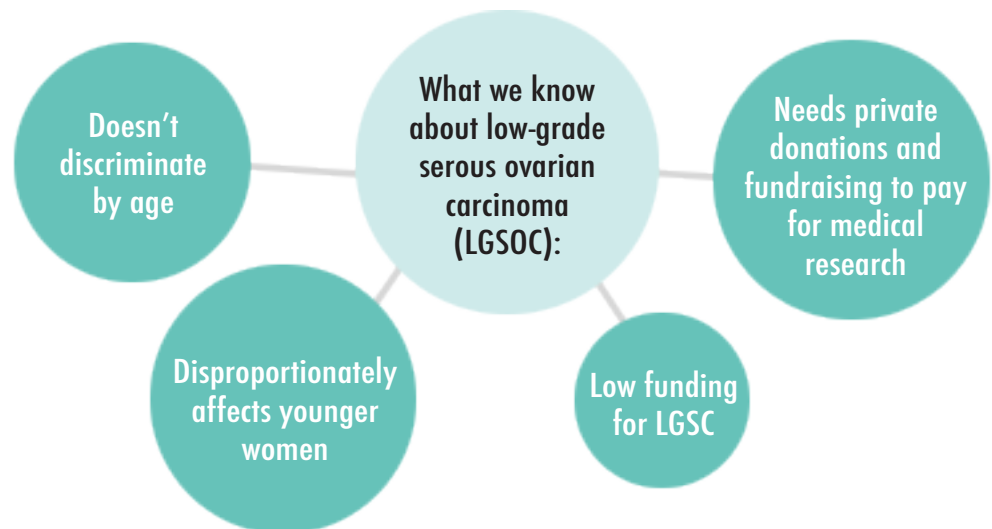
COLOR THE COUNTRY **TEAL!**

Our Mission:

STAAR exists to raise critical funds for life-saving research for those with low-grade ovarian cancer.

Our Vision:

Raise Funds
Awareness
Research
Education



What STAAR OC can do:

Support groups who want to raise awareness and educate about ovarian cancer, especially low-grade serous carcinoma and who also want to fundraise with STAAR.

CHECKLIST

Recommended Checklist

Below we have listed some ideas to help you get started. Remember though: You do your event however you want!



Initial Planning

- Determine type of event
- Set date/time
- Determine location and get permits or permission.
 - Can you post signs, a banner, gather, use space, etc.
- Name your Event/Team (ex. StepUp Horns Up, StepUp Thumbs Up, Step Up America-Houston)
- Create an event planning group—get friends to help (this widens the circle of possible participants)
- Set measurable goals for your event (# participants, # organizations, \$, # sponsors, # of SM posts)
 - Send the goals to the STAAR
- Create timeline of activities to reach goals



Next Steps

- Write out “your story”
 - Why are you doing this event?
 - Explain to others the Step Up Campaign
 - Consider making a REEL or TikTok to share with others
- Go to STAAR’s webpage to create your event page so you can advertise and have participants sign up for your event
- Recruit!
 - Via social media (Facebook and Instagram)
 - Organizations and people to participate
- Contact local reps (city, state, national) for your area....ask for support
- Consider local sponsorship
 - If you are going to look for local sponsors, please email STAAR for sponsorship letters and forms at admin@staaroc.org

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Event Day Considerations

- Drinks/food (get donated)
- Place awareness/educational signs out (don't forget to pick up after event)
- If people are signing in, do you need a table and chairs?
- Who will greet participants?
- Will you start with some words from someone about cause and education? SHARE YOUR STORY—why are you doing this event?
- Passing out anything?
- Where will people gather? Make sure to share this information in challenge media
- Take pictures and post!!!

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After Event

- Plan a way to celebrate with Leadership team after event
- Write thank yous
- Plan how you will recruit leaders for the next year. Do this by December so new leadership team can begin planning in January. Plan that this will take place annually, so take good notes and plan how to pass on to next leaders. Send names to admin@staaroc.org so we can keep up communication with you.
- Don't forget a final post sharing:
 - results of goals met
 - announcing competition winners (if you have this part)

Post about World Ovarian Cancer day in May and in general!

It's a great way to keep people aware and involved.



T-shirt Campaign

STAAR will send you up to 50 awareness t-shirts for your event! Look over the questions below when thinking and planning out your event.



2022 T-shirt Campaign Design

Q: How will we distribute t-shirts?

Consider passing out the t-shirts by the end of August asking recipients to join you all in TEAL TUESDAY by wearing their shirts every Tuesday.

Q: EXTRA SHIRTS-- What if someone else wants a shirt? Do you have more shirts?

Find local sponsors who will sponsor your local awareness and education efforts by donating money to purchase more shirts. STAAR will help you order.

Q: How will we get pictures of people in their teal shirts?

Social Media Campaign

STAAR will support you by sharing awareness and education posts you can use, although we encourage you to also create posts that are specific to your event and efforts. Tag @staaroc on all posts so we can recognize you, also use the hashtag #TealTuesday when you wear your shirts on Tuesdays!

PLAN EARLY!

Use the spring to build your social media following or list of friends you will email or call to participate.

Q: How do we build our following?

Plan your social media awareness and education campaign early and put on a calendar for release. This will also free up your SM group to post about the events, any competitions, sponsorship recognitions, etc.

Fundraising

Asking sponsors to donate in-kind donations (water, breakfast tacos) is a form of fundraising. Your group may set a goal of additional fundraising for research, too, but should take time to put an overall plan together. Use the Step Up Local Sponsorship Form for any donations from businesses. Brainstorm these questions when thinking about fundraising!

Q: What total fundraising will we need for our awareness and education campaign? (donations for competitions, in kind donations for day of event, addl. t-shirts, etc.)

Q: What will our research fundraising goals be?

Q: How will we reach these goals?

Third Party Events

Throughout the month of September, in honor of Ovarian Cancer Awareness Month, our community comes together to organize a collection of virtual and in-person events as part of the nationwide campaign, Step Up America for Ovarian Cancer. While these events collectively support STAAR Ovarian Cancer (“STAAR”), it’s important to understand that each fundraiser is considered a third-party event. This means that each event is organized and hosted by an individual or group, and the proceeds are donated to STAAR Ovarian Cancer.

At STAAR, we greatly appreciate and encourage individual efforts in fundraising and raising awareness through third-party events. We support your creative endeavors to reach your community in a unique way, and we provide tools to help you get started. You can find these resources on our website. To set up your event website, please fill out the form located on our STEP UP AMERICA page. Our team of volunteers will assist you in creating a customized fundraising page. Please allow 48 hours for a response from our team. We kindly request that all events are conducted with respect for our community and adhere to our guidelines.

Support

On our website, we provide a wide range of resources and tools to support you in planning your event. We also encourage you to use our logo when advertising your event - which is available below to download in both light and dark background. We are also happy to provide donor tax documentation when you receive donation by check or through your online event website. Please reach out to us at admin@staaroc.org for support.

Third Party Events

Finances

We sincerely appreciate the time and effort you invest in fundraising to advance research. However, it's important to note that STAAR cannot provide financial support for any aspect of a third-party event. We encourage you to seek sponsors for your event. Unless otherwise specified, such as in our Step Up for America campaign, STAAR is unable to offer materials, reimbursement, or any form of insurance. While we are happy to help you set up your online platform and promote your event on social media, we cannot guarantee media connections, planning assistance, or volunteer support for any third-party event. STAAR holds no liability for personal injuries or property damage that may occur during a third-party event. Additionally, it is your responsibility to research and comply with all necessary permits, licenses, and other requirements in your city and state.

STAAR Cannot:

- Finance any aspect of a third-party event
- Provide materials, reimbursement, or insurance of any kind
- Guarantee media connections, planning efforts, or volunteers in support of any third-party event
- Be held liable for any personal injuries or property damage that may occur during a third-party event
- Assume any responsibility of researching and obtaining any permits, licensing, or meeting other requirements in your city and state

Logos

When you plan on using our logos in social media or print, we require that you do not change our branding of colors or font. Additionally, the use of our logos should only be done in conjunction with the event you are planning for Step Up America for Ovarian Cancer unless otherwise approved.

Donations

When you fill out our event planning form, we will help you set up a digital page for your fundraiser. Here you can customize the information presented. Any donations made through your event website will be directly sent to STAAR and credited toward your event fundraising. Additionally, we welcome you to direct your supporters to our main website or our Venmo account at their convenience (@STAAROC). Please ask donors using Venmo to write in your event name in the description. Checks can be made payable to STAAR Ovarian Cancer and sent to 230 E Ohio Street Suite 410 #1185 Chicago, IL 60611.

IDEAS FOR FUNDRAISING

Ideas for Event Fundraising



Ask participants to donate!

- If you have 50 participants donate \$50, you raise \$2,500



Ask local businesses that women frequent.

- Provide a “Teal Sign” for each business to display for september
- Provide social media shoutouts



Ask for sponsors to sponsor specific areas of your campaign.

- 500 or more t-shirts
- Water for event day
- Gift cards
- Money for research to help you reach your goals



Ask local hospital or doctor offices, OBGYN for example.

Think through how you will thank each of the sponsors and how you will advertise their sponsorship BEFORE, DURING, and AFTER your event. Remember, you want them to sponsor next year! Let them know the end results of the event.

IDEAS FOR EVENTS

