

LIVESTRONG®

TEAM LIVESTRONG CHALLENGE FUNDRAISING GUIDE



Miles that Matter - Moments that Unite



WELCOME TEAM LIVESTRONG!

Thank you for taking a stand against cancer and being a leader in your community for Livestrong. As we come together this year with people across the nation touched by cancer, we know you are ready to take on the challenge of raising awareness and funding to support the Livestrong mission.

Whether you participate with your family to celebrate your resilience, for a newly diagnosed friend, or in memory of a loved one, we are glad you are part of this passionate YELLOW community working to provide support for the issues that people navigating cancer face every day.

We hope this Team Livestrong Fundraising Guide is a useful resource to help you create and manage a successful awareness and fundraising journey.

Your Livestrong Team



THE NEED

We ensure everyone affected by cancer has the resources they need **TO THRIVE**



A new cancer is diagnosed every **30** seconds in the US.



1 in 2 Men
1 in 3 Women
Will be diagnosed in their lifetime.



1 in **285** children will be diagnosed before their 20th birthday.



2 in **5** Americans are expected to get cancer.

- Diagnoses are on the rise.
- Young adults diagnosed with cancer have a need for fertility treatment options.
- Physical and emotional costs impact quality of life.

OUR IMPACT



Supported more than 10 million people affected by cancer.



Saved patients more than \$100 million in fertility expenses.



Funded more than 600 community programs.



Played a pivotal role in defining cancer survivorship as a field of study.



Helped 80,000 cancer survivors regain strength through exercise.

HOW WE HELP



**Livestrong
Fertility**



**Livestrong
Guidebook**



**Children's Book
Support**



**Ellis: The First AI
Survivorship
Companion**



CancerFit



**Livestrong at the
YMCA**

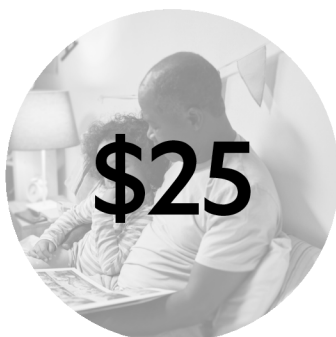


**Community
Advocacy**



**Community
Event**

WHERE YOUR MONEY GOES



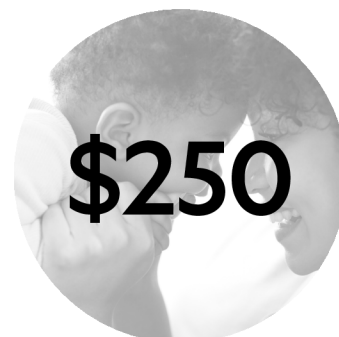
Could provide a book for families and teachers to help children understand cancer.



Could provide easy-to-digest resources during the first days after diagnosis and beyond.



Could support a proven strengthening program like CancerFit.



Could give the hope of having children and make family-building a reality.

LET'S GET STARTED

JUMPSTART YOUR FUNDRAISING EFFORTS WITH JUST A FEW EASY STEPS.

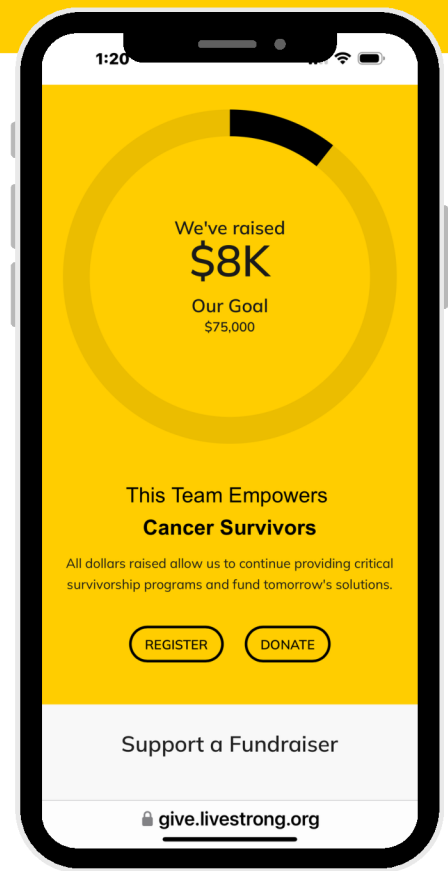
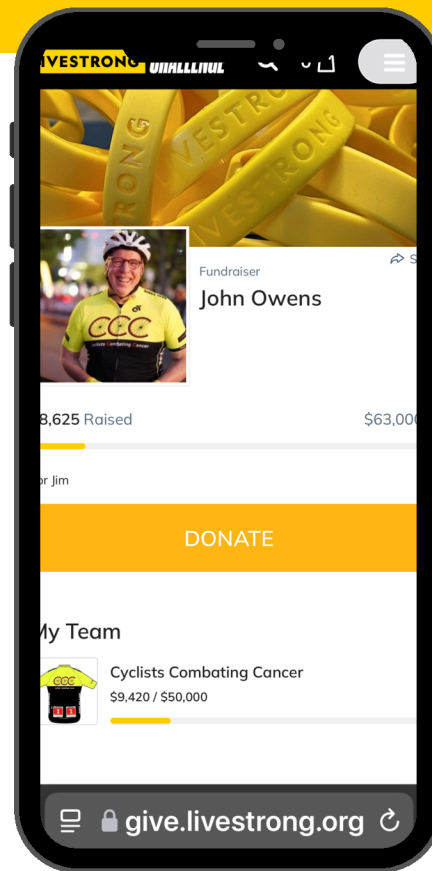
- **Register & Recruit** - Set a goal to get as many people as possible to join in your efforts to raise awareness. Help them register online.
- **Make A Personal Donation** - Start things off by encouraging your team members to make a personal donation.
- **Customize Your Fundraising Page** - Share a personal picture and story showcasing your motivation for raising awareness and supporting cancer patients.
- **Set Goals** - Set a recommended goal of \$2500. Talk about new and fun ways to rally together to raise funds.
- **Get Social & Share Your Story** - Facebook, Twitter, Instagram, and LinkedIn are great places to connect. Please share how you have been touched by cancer or how it has affected your life and family.
- **Email** - Sign in to your fundraising dashboard to send recruitment and fundraising emails.
- **Engage & Educate** - Know where to find fundraising information and resources. We encourage you to fundraise using your online personal fundraising page.
- **Ask For Donations** - Ask in person, via text, email, on social media, or by using your Livestrong fundraising dashboard.
- **Celebrate Successes** - Track your progress and tell everyone how you're progressing towards your goal. Spotlight your success to keep yourself motivated and updated.

Run, walk, or cycle your way to the finish line and join a community that rallies around those recently diagnosed, celebrates those who have survived, and honors those we have lost. Challenge yourself and challenge cancer with events that unite people from coast to coast.



GET SOCIAL

Inspire others to join you in your efforts by sharing your story on all your favorite social sites. Make fundraising easy by sending messages through Facebook, Instagram, Twitter, and LinkedIn right from your fundraising dashboard.



LET'S GET MOVING TOGETHER MAKE YOUR MILES MATTER!

- ☐ Create a Facebook Fundraiser using your dashboard.
- ☐ Share your page and personal story to inspire donations.
- ☐ Add your fundraising link to your email signature.
- ☐ Send your fundraising link to your work colleagues.
- ☐ Add the donate sticker to your Instagram stories.
- ☐ Use Snapchat to promote your fundraiser and share your story.
- ☐ Social media challenges: Encourage donations through creative challenges.
- ☐ Challenge 10 friends to make a \$10 online donation.
- ☐ Text your fundraising page link to your friends through the app.
- ☐ Create a video message to send to donors and/or post online.
- ☐ Game streaming: Host a charity stream via Gamers vs. Cancer.
- ☐ Create a QR code that directs donors right to your fundraising page.
- ☐ Thank your donors online and tag them.



2025 Individual & Team Fundraising Rewards

INDIVIDUAL FUNDRAISING REWARDS

Individuals That Raise

REWARDS	\$1,000	\$5,000	\$10,000
Invitation to Yellow Rose Reception.	✓	✓	✓
An invitation to The Finish Line Club.	✓	✓	✓
Special VIP Bib.	✓	✓	✓
Fundraising Rewards.	✓	✓	✓
Recognition on stage in our program.	—	✓	✓
Special VIP Goody Bag.	—	✓	✓
Special Commemorative Livestrong Swag.	—	—	✓

TEAM FUNDRAISING REWARDS

Teams That Raise

REWARDS	\$5,000	\$7,500	\$10,000
Invite to "Yellow Rose Reception"	✓	✓	✓
Team receives an invitation to "The Finish Line Club"	✓	✓	✓
Yard signs publicly recognize top-performing teams.	✓	✓	✓
Name and/or logo gets printed on the 2026 Livestrong T-Shirt	✓	✓	✓
Event day goodies distributed	✓	✓	✓
Special VIP Bib.	✓	✓	✓
Fundraising Rewards.	✓	✓	✓
Team receives a special reserved area in VIP Village with a tent, table, and chairs.	—	✓	✓
Team bags and/or specialty items delivered.	—	—	✓

Questions contact us at Events@Livestrong.org

2025 Fundraising Rewards Program

NEW THIS YEAR! The Livestrong Rewards Program is our way of thanking you for your dedication and passion. Individuals can earn Livestrong Gear by raising funds through November 16, 2025.

The funds you raise for the 2025 Livestrong Challenge directly power programs and initiatives that improve the quality of life for cancer patients and survivors right now—because they deserve more than just hope for a better tomorrow.

Invite your family, friends, co-workers, and neighbors to support your efforts, earn exciting rewards, and help grow awareness for the Livestrong community.

\$150



Livestrong
Decal



Mini Tool Keychain Kit

\$250



Low Profile Visor



Microfiber Rally Towel

\$750



Sport-Tek
Knit Cap®



LED Running
Shoes Clip



NEOX PIXL Tech
Organizer Case

\$1,000



Softstyle Long
Sleeve T-Shirt



Matte Hip
Pack



Low-Profile
Cotton Twill Cap

\$2,500



Re-Fleece™
Crew Shirt



Hole-In-One
Golf Umbrella



Sport-Tek®
Versa Polo

\$5,000



Mercer+Mettle®
Bag Pack



Fleece ¾
Zip Pullover



Matte Carryall
Tote

\$10,000



Chillamanjaro™
18 Can
Cooler Bag
W Speaker



Mercer+Mettle
Quilted Jacket



Mercer+Mettle
Traveler
Duffel Bag

ANYONE WHO RAISES

\$500

**WILL RECEIVE A
JERSEY ON EVENT DAY**



RULES AND REGS

Introducing the NEW Livestrong Rewards Program!

We're excited to launch the Livestrong Rewards Program—our way of thanking you for your incredible dedication to the cause.

Here's how it works:

- Raise funds through November 16, 2025 to qualify.
- After the fundraising period ends, you'll receive a reward email with a redemption certificate number.
- You'll get to choose **ONE** Livestrong reward item based on your final fundraising total.
- Your chosen reward will be shipped directly to your home.

Reward emails include a link and instructions for claiming your item. All individual fundraisers are eligible to select one reward from their qualifying level or below.

Please note:

- Team members must have raised funds under their own name to qualify.
- Product availability may vary and is not guaranteed long term.



2025
Individual & Team
Fundraising Rewards

New Fundraising Rewards

Individual Fundraisers (\$1,000+) Teams (\$5,000+)

NEW THIS YEAR

Earn Two Round-Trip Tickets On Southwest Airlines

Individual participants will automatically receive one entry for two round-trip Southwest Airlines tickets for every \$250 raised. Raise \$1,000 and receive four entries! A drawing for winners will be held after fundraising closing on November 16, 2025.

There is no limit on how many entries!



Yellow Rose Reception

Join us on the evening of Saturday, November 1, for the Yellow Rose Reception—an exclusive gathering honoring the passionate individuals and teams driving the Livestrong mission forward.

This celebration blends elegance with energy, offering a chance to connect, reflect, and celebrate your impact. Enjoy elevated yet relaxed vibes with curated entertainment, a delicious menu, and hand-crafted cocktails and mocktails. VIP guests will receive special gift bags.

Top Individual Fundraisers (\$1,000+) Teams (\$5,000+)
Date: Saturday, November 1, 2025

Let's raise a glass to Miles that Matter and Moments that Unite.

The Finish Line Club

The VIP Area—will be a well-earned reward for going above and beyond. This beautifully branded space offers a private entrance and exclusive amenities to elevate your event day from inspiring to unforgettable.

Enjoy access to private restrooms, gourmet snacks, specialty drinks, and coffee stations. Recharge with dedicated charging stations and relax in our massage chair lounge. Our concierge team is on hand to assist with bike and gear service, ensuring you're always ready to ride.

You'll also receive a curated gift bag and see your name proudly displayed among fellow changemakers on our recognition signage.

This is more than a VIP area—it's a place to reflect, refuel, and remember the difference you've made.

Questions contact us at Events@Livestrong.org

FUNDRAISE YOUR WAY

Bring in more donations and discover ways to have fun while raising awareness and dollars to support those diagnosed with cancer.



CONNECT

Facebook

Grow your fundraising through Facebook! Create a Facebook fundraiser through your fundraising dashboard. The average amount raised just by sharing is \$250!

Publicize

Share your efforts in your college alumni magazine, church bulletin, neighborhood social site, or college newsletter.

Breakfast

Buy donuts or breakfast (or get them donated) and sell them every Monday morning at work or school.

Matching Gifts

Take advantage of corporate matching gift programs. Many of your donors may work for companies that have a matching program.

Online Auction

Collect those unwanted but valuable items or get them donated and auction them on eBay, Facebook Marketplace, or Poshmark.

Talent Show

Show off your talent, ask your community to donate \$20 for a song request for you to sing, and post it on social media.

Who You Know

Contact clubs or organizations you are a member of and ask for a donation. Request to speak on behalf of Livestrong and ask to post in the Newsletter.

CHALLENGE

Caregiver Support

Ask your doctors, nurses, or friends in the medical field to support your fundraising efforts.

Wacky Challenges

Eating hot chilis, taking an ice bath, getting pined in the face, and running 5 miles in a tutu are some challenges we have seen teams face to raise funds. Start by brainstorming some wild challenges and creating incremental fundraising goals to match each challenge.

Steps Challenge

Challenge your friends and family to count steps towards supporting those with cancer. Keep track of your miles and ask for a pledge per mile.

Hair Salon/Barber Shop

Ask if they will donate \$2 for every haircut over the course of a weekend to support Livestrong.

Change for Life

Collect change from anyone willing to donate and fill that jar up. Then, roll the coins and donate them towards your fundraising goal.

HOST

Host A Benefit Night

Ask a local restaurant or bar for a percentage of sales for one day and remember that this could also work for online ordering and takeout. They could donate a gift card and use it as an incentive for a team contest.

Silent Auction

Hold a silent auction and have local businesses and restaurants donate goods and services.

Host A Dinner Party

Invite your friends and family to your home or create a virtual dinner party in exchange for donations. Make it a fun potluck, and vote on the best dish.

Host A Cooking Class

Ask your friends and family to donate to attend your in-person or virtual cooking class. Then, walk them through cooking one of your favorite dishes or desserts.

Host A Ted Talk Night

Have an inspirational speaker talk for what could make for an hour of inspiring conversations. Consider hosting a live stream presentation, where your speaker can present from the friendly confines of their own home. Charge a fee to attend the talk, and you can raise money and inspire others at the same time.

Host Open Mic Comedy Show

Have your friends and family who are funny or at least think they are presenting their best materials. Invite folks to watch and laugh along for a donation.

Host A Craft Night

Host an in-person or live stream guided art project; the art can reflect the cause. Reach out to local college art departments and studios for experts and instructions.

CREATE

Create - Put together a gift basket with wine, food, or other goodies and hold a door prize drawing.

Recycle - Return bottles and cans and donate the funds.

Paint/Craft - Use your talents to create and sell amazing art projects for fundraising donations.

Photo Session - Ask a local photographer to donate a photo session, or even better, take the photos yourself!

Scavenger Hunt - Create teams to compete in a local scavenger hunt. Ask for a donation to take part. Download the lists and email to participants when the event starts.



EVENTS

Facebook - Go live on Facebook for a fundraiser. Share your story, connect with others, and ask them to donate to Livestrong's mission of supporting families nationwide.

Work Dress Up Day - Get your co-workers to dress up and donate to your fundraiser. You could have a sports team jersey day or a crazy 80s day. Have fun with it.

Family Feud - Gather families in person or virtually and play this legendary TV game show. Charge the families a fee to play, then give the winning family a prize.

Trivia Night - Download a set of trivia questions, use an app with the trivia game built in, or create your own personalized questions. Promote your event online and charge a participation fee.

Garage Sale - Clean your closets and garage and hold a garage sale. Try posting your items online and applying the sales to your fundraising goal.

Bingo Night - Host an in-person or virtual bingo night to raise funds for a great cause, sell tickets, and encourage participants to bring others by offering a group rate.

Movie/ TV Marathon - Host a movie or TV series marathon. Choose a theme, such as Hitchcock, I Love Lucy, or Gilligan's Island. Start making popcorn and ask for donations to attend.

Talent Show - Host a talent night where your team members can showcase their talents. You could sing, play an instrument, read poetry, tell jokes, or perform any other talent you might have. Promote the event with your friends and family and ask them to donate to your team.

Costume Party - Host an in-person or jump on a video call to show off your creations and vote on the best outfit, offer a prize for the winning look, and charge a participation fee.

Fitness Class - Create a fundraiser by teaming up with a fitness instructor and hosting a class, charge a fee for participation, or encourage attendees to make a donation

Online Gift Card Auction - Use gift cards and auction them off. This event can be managed online, and keeping it to gift cards means you can send prizes to winning bidders all over the country. (Get the cards donated)

Virtual Raffle - Set up a custom donation page for a raffle campaign. For every \$5 or \$10 someone donates, the individual receives an entry into the raffle drawing.



THANK YOU



EVENT INFORMATION







LIVESTRONG CHALLENGE

SUNDAY, NOVEMBER 2, 2025

676 W. Riverside Drive
Austin, TX



FOR MORE INFORMATION

- | | |
|--|---|
|  events@livestrong.org |  instagram.com/livestrong |
|  877-236-8820 |  youtube.com/livestrongarmy |
|  facebook.com/livestrong |  linkedin.com/company/the-livestrong-foundation |



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