



How to Raise \$600 in 6 Days

Day 1: Register for the Hike. Your registration fee counts toward your fundraising total! Check to see if your company has a matching gifts program and submit the matching gift form along with your donation to City of Hope.

Day 2: Ask 5 co-workers for \$10

Day 3: Ask 5 friends for \$15

Day 4: Ask 5 neighbors for \$20

Day 5: Ask 5 family members for \$25

Day 6: Ask 5 businesses for \$50

If you increase the amount you ask for, you can easily increase the amount you raise!

Who to Ask

Write out a list of everyone you know. Everyone. Relatives, friends, neighbors, co-workers, classmates. Your doctor, dry cleaner, babysitter, auto mechanic, boss. The guy behind the counter at your local coffee shop, the woman ringing up your groceries, the librarian checking out your books. Each contact you have during the course of the day is a potential conversation you can have about breast cancer, and about Hike 4 Hope.

Make a commitment to ask at least one person each day for a donation. Breast Cancer is a disease that affects all of us and most people are happy to donate.

How to Ask

According to the American Cancer Society, there are slightly more than 2 million women living in the United States today who have been treated for breast cancer. Hike 4 Hope continues to support City of Hope's efforts to share important clinical findings with medical centers throughout the world. You are asking your sponsors to do their part so that one day, we will all Hike in celebration of a cure.

The number one reason people donate is because they were asked. You raise money when you ask for it. If you ask someone for \$50, you might get \$50, or you could get less. If you ask someone for \$10, you might get \$10, but you probably won't get any more than that. You don't lose anything if someone says "no" to your request, or gives less than you ask for. But you are losing out on a potential donation if you don't ask in the first place, or don't ask for very much.