Thank you for registering for a National Brain Tumor Society event! Whether you’re participating in a Walk, Ride, or Race you’ve become part of a national movement. In 2010, over 27,000 people participated in our events and raised over $6 million to:

- Empower individuals with comprehensive information, online programs, caring support, and direct connections to others going through the same challenges.

- Fund transformative research to lead more rapidly to new therapies for adult and pediatric brain tumors, and ultimately to cures.

- Advocate for brain tumor patients, families, caregivers, healthcare professionals, and researchers.

Together we are moving towards a day without brain tumors!
Knowledge is power.

ABOUT NBTS

National Brain Tumor Society (NBTS) is a leader in the brain tumor community, bringing together the best of research and patient services to be a comprehensive resource for patients, families, caregivers, researchers, and medical professionals. We have a national presence, with offices on both coasts and activities and influence around the United States.

We exist to find a cure and improve the quality of life for those affected by brain tumors. Learn more about our latest advocacy efforts, comprehensive online community, targeted research programs, and more at www.braintumor.org.

ABOUT BRAIN TUMORS

- Each year over 210,000 people in the United States are diagnosed with a primary or metastatic brain tumor – that’s over 575 people every day.
- Because brain tumors are located at the control center for thought, emotion, and movement, their effects on an individual’s physical and cognitive abilities can be devastating.
- Among children under age 20, brain tumors are the most common form of solid tumor, and the second leading cause of cancer-related death, following leukemia.
- Research remains under-funded; organizations like NBTS are critical in meeting the needs of patients, families, caregivers, medical professionals, and researchers.
- No two brain tumors are alike. Prognosis, or expected outcome, is dependent on several factors including the type of tumor, location, response to treatment, an individual’s age, and overall health status.
- There are more than 120 different types of brain tumors, making effective treatment very complicated.
Your contribution makes a difference!

THROUGH OUR PATIENT SERVICES, DONATIONS CAN PROVIDE:

$25: Ten newly diagnosed families with the comprehensive publication, “Essential Guide to Brain Tumors”.

$50: Two families, who have lost loved ones, attendance to a bereavement support group.

$100: Four telephone consultations with a Medical Information Specialist PhD Nurse.

$250: Five family caregivers access to our online Caregiver Training Workshop.

$350: One week of access to support, 24 hours a day, seven days a week, on our online community at My.BrainTumorCommunity.org.

$500: Ten scholarships to attend a Patient and Family Conference.

Donations help NBTS fund the most promising, transformative research for both adult and pediatric brain tumors.
Online Fundraising

Online fundraising is the quickest and easiest way to raise valuable funds!

FOLLOW THESE STEPS TO GET STARTED TODAY:

1. Visit www.braintumorcommunity.org and select the event for which you’d like to register. On the event page click on the register tab or button.

2. Decide whether you would like to register as an individual, create a team or be part of an existing team.

3. When you complete the registration process a fundraising page will automatically be created for you.

4. Log in to your Participant Center and customize your personal page. Share your story and include pictures or a video. Check out the Participant Center Guide or the video for step by step instructions, and to learn about all the cool features.

5. Upload your address book and send an email to all your friends, family and co-workers. Ask them to join your team or support you by making a donation. We’ve already created email templates for you so they’re ready to send today.

6. Follow up with your contacts.

7. Thank your donors.

Did you know you can participate in NBTS events regardless of where you’re located?

Our Virtual Participant Program allows you to raise funds and awareness wherever you are!
FUNtastic FUNdraising ideas!

BEYOND ONLINE FUNDRAISING

Spring Cleaning
Declutter your life by holding a garage sale. Make posters to let people know that sales will support the National Brain Tumor Society.

Going once, going twice
Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services, or create your own (see Get Crafty). Sell tickets for a drawing, and make sure to let everyone know that the proceeds will support NBTS. You can even invite people for a live or silent auction.

Fundraising with Food
Ask the manager at your local restaurant to donate a percentage of the day’s proceeds to support your fundraising efforts. Work with the restaurant to create a flyer and make sure to let everyone in your network know.

Work it
A participant organized a cut-a-thon at their salon. The proceeds from haircuts given on a special day were donated to the Walk. What type of fundraiser can your workplace do?

Dining for Dollars
Host a dinner party, brunch, or lunch and ask guests to make a donation. Have a computer ready so they can give online, or collect cash and checks.

Baking for Bucks
Let the smell of fresh baked cookies, cakes, and cupcakes entice your friends into giving, or get them all involved and hold a bake sale at your school, community center, or work.

Charity Chores
Everyone needs a hand once in a while, so do some dog walking, lawn mowing, or baby sitting. The money you make will bring you one step closer to your fundraising goal. Spread the word by hanging posters with contact information on tear off tabs at your local community center, grocery store, or coffee shop.

Get Crafty
Are you a great photographer, avid knitter, jewelry maker, or do your kids enjoy making projects? Sell your art to raise money or consider organizing a raffle or auction.

Don’t sweat it (or do)
What better way to get ready for your NBTS event, than with some healthy exercise? Whether it’s spinning, yoga, or dancing, ask your instructor to donate the fees from a specific class.

Haute Cause
Do you have gently worn clothes that you no longer want? Chances are you’re not alone. Organize a clothing swap. Ask your friends to make a $10 donation and bring along five items.

Celebrate Hope
Do you have a birthday, graduation, anniversary, or other special occasion coming up? In lieu of gifts, ask friends and family to make a donation to your personal fundraising page.

It’s a Wrap
The holidays are a great opportunity to raise funds. Offer to wrap gifts for friends and family in exchange for a donation.

Casual or Kooky for the Cause
Everyone likes an excuse to skip the school uniform or suit – especially when it’s to support a great cause. Promote a denim, crazy hat, or maybe even a PJ day! Make sure it’s ok with your employer or school, then sell badges, which when worn allow the wearer to participate.

Change for Change
Are pennies, nickels, quarters, and dimes weighing down your wallet? Set up a change jar at your home or in your office, and invite folks to lighten up by getting rid of their extra change. You’ll be surprised by how fast all those coins add up!

A little imagination goes a long way!

We want to hear from you!

If you have a creative fundraising idea that’s worked for you in the past, please share. We may even feature your idea in an upcoming email.
As it is in the New York Post, our Page Six is all about being social and making sure you’re seen!

There is tremendous power in social networks – Facebook, Twitter, LinkedIn, You Tube and My.BrainTumorCommunity, will help you surpass your fundraising goal and spread awareness about this cause.

FACEBOOK: GIVING THE CAUSE A FACE
With over 500 million users, Facebook is the king of social media. Using your Facebook profile you can reach all of your friends with the push of a button.

• Update your status often - pick from any of the statistics on page 2 or 3 and include them along with a link to your fundraising page.

• Receive cool updates, stay informed about competitions and discounts by becoming a fan of the event. Check out the event website for a link.

• If your event offers it, download the Fundraising with Facebook and Facebook will automatically update your status when friends donate to your personal fundraising page. Could it get any easier?

If you don’t yet have an account, visit www.facebook.com to get started today.

TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW
Let your followers know about your involvement and educate them about the brain tumor cause by sharing one or more of the facts listed on pages 2 and 3. Get started today by visiting www.twitter.com.

LINKEDIN: RELATIONSHIPS MATTER
Used by 75 million professionals, LinkedIn is another great resource when reaching out to your network to share your story and ask for support. Make sure to remind folks to check with their Human Resources Department to see whether gifts are eligible to be matched. Visit www.LinkedIn.com to set up your profile.

YOUTUBE: BROADCAST YOUR CAUSE
YouTube is a great way to share your story or experience. If you have photos from a previous NBTS event, consider putting together a slideshow and setting it to music. Upload it to YouTube for everyone to enjoy. You’ll be able to include the link in your Facebook status, solicitation emails, and tweets.

When your friends and family see how inspiring the event was, they’re bound to join you this year!


MY.BTC: YOUR BRAIN TUMOR COMMUNITY
An online resource for patients and families, My.BTC, is available to all 24 hours a day, seven days a week. Join your geographic group to exchange fundraising ideas, day of event tips, and communicate with the brain tumor community.

Visit My.BrainTumorCommunity.org to start making connections today! Log in with your Participant Center username and password.
Double Your Donations with employer matching!

Many employers offer to match gifts made by employees. Check with your HR Department to see whether your company participates and when sending thank you notes to your donors, ask them to check in with their employer as well.

**IF YOUR COMPANY IS ELIGIBLE, PLEASE FOLLOW THESE STEPS:**

- Request a matching gift form from your employer
- Send the completed and signed form to:
  
  National Brain Tumor Society  
  Attn: [Event Name]  
  124 Watertown St., Suite 2D  
  Watertown, MA 02472

- Checks should be made out to National Brain Tumor Society. In the memo line, please be sure to write the event name as well as the name of the participant that should be credited for the donation.

National Brain Tumor Society  
EIN/Tax Exempt ID: 04-3068130
Raising the Bar
How to raise $350 (or more) in one week!

DAY 1: You’ve sponsored yourself by registering for the event (a minimum of $10)
DAY 2: Ask three family members to donate $25 each
DAY 3: Ask five friends to contribute $20 each
DAY 4: Ask four co-workers to contribute $10
DAY 5: Ask five members of a club or organization you belong to for $10 each (these people could be members of your book club, place of worship, cycling or hiking group, etc.)
DAY 6: Ask your employer for a company contribution of $50 (go beyond and ask them to match what you raise!)
DAY 7: Hold a fundraiser – check out all the fun ideas on page 5

Where to send donations:
Donations, clearly marked with participant’s name and the name of the event, may be mailed to NBTS at the address below, or turned in on event day.

National Brain Tumor Society
Attn: [Event Name]
124 Watertown St., Suite 2D
Watertown, MA 02472

Please do not send cash.