



Thank you for joining the American Cancer Society® and the National Fastpitch Coaches Association (NFCA) for StrikeOut Cancer.

Since starting the StrikeOut Cancer initiative four years ago, the NFCA has raised thousands of dollars to support the fight against cancer. These vital resources allow the American Cancer Society to continue its lifesaving efforts to prevent cancer, save lives, and diminish suffering from the disease through research, education, advocacy, and service.

The American Cancer Society is committed to building a powerful network of individuals and organizations with people like you to achieve the greatest possible impact on decreasing cancer incidence and mortality.

The following information will assist you in planning and implementing your fundraising and cancer awareness efforts. Please contact Patrice Bowles at 404-329-7630 or Patrice.bowles@cancer.org with your plans to host an event. You are encouraged to join our team and help “StrikeOut” Cancer.

Together, we can make a difference!

Lacy Lee Baker
Executive Director
NFCA

Patrice Bowles
National Program Manager
American Cancer Society

StrikeOut Cancer

The **StrikeOut Cancer** initiative unites the American Cancer Society and the National Fastpitch Coaches Association to help raise funds and awareness to fight cancer. The program leverages the personal experiences, community leadership, and professional excellence of fastpitch softball coaches nationwide to help increase cancer education and promote healthy living through awareness efforts and fundraising activities.

Together, We Are Making a Difference

The American Cancer Society and the National Fastpitch Coaches Association have teamed up to fight cancer.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

The National Fastpitch Coaches Association's mission is to assist in the professional development of fastpitch softball coaches through educational services and cooperative efforts with other professional organizations, while stimulating the growth and promotion of the sport and competition in the highest traditions of athletics.



The American Cancer Society is Saving Lives

“I’d like to personally thank the NFCA, the American Cancer Society, and the schools participating in the StrikeOut Cancer program for their dedication to finding a cure for cancer. I am so fortunate and grateful to be healthy and living life to its fullest after a two-year battle with Hodgkin Lymphoma. I am living proof that the hard work and the dollars raised are improving cancer treatments and survival rates among patients suffering from this horrible disease. I truly believe that the effort and support put forth by so many has been a huge part of my survival, and I thank you again from the bottom of my heart. I ask and urge everyone to step up to the plate and do their part to find a cure for cancer.”

Sara Pickering
Cancer Survivor
Assistant Coach
Stanford University

“Without the American Cancer Society, treatments would not have been available to help me in my fight against cancer. The American Cancer Society is a lifeline for those with the disease.”

Shannon Cantrell
Cancer Survivor
Birmingham Southern College



The American Cancer Society

Why invest your time and resources with the American Cancer Society?

The American Cancer Society is committed to eliminating cancer as a major public health problem. Through stewardship and mission-driven programs and services, we strive to build a future where cancer is no longer a life-threatening disease. Some of our most notable achievements from the past decade include:

- Investing more than \$3 billion in cancer research, making the Society the largest source of private cancer research funding in the United States
- Funding 40 Nobel Prize winners early in their careers throughout the Society's history
- Contributing to research breakthroughs such as Tamoxifen, bone marrow transplants, and the Pap test, which translate into millions of lives saved each year
- Offering reliable information to more than 1.5 million callers per year through our National Cancer Information Center at 1-800-ACS-2345, which is available 24 hours a day, seven days a week
- Being recognized by 98 percent of American consumers by our name and logo
- Providing a wide variety of educational programs and services to assist cancer patients and their families
- Collaborating with policymakers to address cancer issues on the local, state, and federal legislative levels
- Working to achieve ambitious goals by 2015 to continue the decline in cancer incidence and death rates:
 - Reduce cancer deaths by 50 percent
 - Reduce the occurrence of cancer by 25 percent
 - Measurably improve the quality of life for those with cancer

Suggestions and Tips for Getting Started and Ensuring Fundraising Success

Coaches across the country host various fundraising activities through the StrikeOut Cancer initiative. The following suggestions will help you get started and ensure fundraising success as you plan and host your events.

- Collaborate with Patrice Bowles, your American Cancer Society national program manager (404-329-7630 or Patrice.Bowles@cancer.org) for guidance and ideas on hosting successful events. Local American Cancer Society staff in your community is available to support your efforts with cancer literature, event messaging, etc.
- Inform your athletic department and coaching staff about your participation in StrikeOut Cancer and your personal commitment to the fight against the disease. Obtain their support for your efforts.
- Designate one person as your liaison to recruit a committee of four to five volunteers (coaching staff, Society volunteers, booster club members, local business people, students, etc.) to help plan, organize, and implement your fundraiser(s).
- Make every effort to secure a local sponsor to underwrite expenses or match proceeds raised.
- Promote your involvement in StrikeOut Cancer as much as possible (i.e. television/radio shows, campus newsletter, local newspaper, local news conferences, public service announcements, local businesses, fraternities/sororities, etc.).
- Promote your planned events through various media outlets, providing at least 30 days notice. Make every attempt to secure positive publicity for your events. In light of your status as a community leader and role model for youth and adults alike, StrikeOut Cancer presents a wonderful opportunity to enhance community relations and create a positive image for you as a coach, your school, and the fastpitch softball program.
- Encourage opposing team coaches to participate in your event(s) as well, with donations being made on behalf of both teams.

StrikeOut Cancer Game

One game during the season is designated as StrikeOut Cancer Day. This game is usually played against a well-known rival where expected attendance is high. Base fundraising strategy on several factors:

- If applicable, add several dollars (\$1-\$5) to the game admission price, with the extra funds being donated to the fight against cancer, or donate 100 percent of admission and concession proceeds without asking for the additional charge.
- Encourage a student group to canvass the stands and collect donations.
- Encourage fans and corporations to make a monetary pledge toward every strikeout pitch recorded during the designated game.
- Challenge players to solicit donations or monetary pledges for every strikeout pitch recorded during the designated game.
- For a registration fee, allow students, local businesses, and fans to shag balls with the team before the game or between doubleheaders.
- Hold team raffles and auctions that include items such as autographed game balls, team jerseys, other university items, donated prizes, etc.
- Make a personal plea to fans asking for contributions to support the fight against cancer.
- Recognize a local cancer survivor or American Cancer Society-funded researcher by having them throw the first pitch or join the team in the dugout during the game. Publicly recognize the individual during the game, and give them the chance to tell their personal cancer story.
- Provide a display of American Cancer Society information. A Society volunteer or staff member should be present to distribute materials and answer any questions about the programs, services, and volunteer opportunities available through their local American Cancer Society.

First Pitch Event

(Pre-season event)

The First Pitch (Breakfast, Lunch, or Dinner), generally held during the pre-season, brings your supporters and the university softball program together to update boosters and fans on your season expectations and to communicate your commitment to eliminating cancer as a major health problem.

- Invite guests (alumni, booster club members, and businesses) to join you in a private setting to hear about the team and their involvement in the StrikeOut Cancer initiative. Solicit as many attendees as possible through personal phone calls or written invitations. Your committee should assist in providing a list of invitees.
- Explain that this event is part of your continued effort to support the American Cancer Society.
- The event should convey your genuine commitment to support the American Cancer Society's mission, as well as honor or remember someone within the softball program that has been directly or indirectly touched by cancer, as appropriate.
- Hold the event on campus, at a local restaurant, or at another convenient location.
- Solicit a sponsor to donate the cost of catering or any related expenses. Strongly consider asking sponsors to match the proceeds raised at your event.
- Set up an American Cancer Society display at the event. A Society volunteer or staff person should be present to distribute materials and answer any questions on the programs, services, and volunteer opportunities available through your local American Cancer Society.
- The program agenda should include your welcome message, remarks by a cancer survivor or Society researcher/physician, remarks from a local Society staff member on how the Society spends donated funds, and your closing comments. You can share season predictions, highlight players and/or coaching staff, and share a story about the team's connection to cancer. Lastly, you should personally ask attendees for donations to support the StrikeOut Cancer initiative.
- Send a personal thank-you note to all attendees. Consider posting a thank-you ad in a visible community publication as well.

StrikeOut Cancer Challenge **(Season Event)**

To raise funds during the softball season, participating coaches challenge students, their fans, and the local community to make a monetary pledge for every strikeout recorded by the team. You can promote this event throughout your season to encourage participation and emphasize your personal commitment to making a difference in the fight against cancer. At the end of the season, participants are informed of how many strikeouts were recorded during the season to make their corresponding donation.

- Make pre-game presentations to remind fans about the strikeout challenge.
- Share a fact about cancer in game programs or before or during each game. Recognize a cancer survivor or local researcher during pre-game activities or in between doubleheaders.
- Develop a public service announcement to promote the StrikeOut Challenge.
- Produce and distribute fliers to promote the event in your community.
- Set up an American Cancer Society display at every game. A Society volunteer or staff member should be present to distribute materials and answer any questions on the programs, services, and volunteer opportunities available through your local American Cancer Society.

Promoting Cancer Education through the StrikeOut Cancer Program

Through the StrikeOut Cancer initiative and the American Cancer Society's many programs and services, we are working to build a future where cancer is no longer a life-threatening disease. Together, we want to connect with people in communities across the country to provide lifesaving information about cancer prevention and early detection. You can help us spread the word!

Coaches are role models and mentors for their communities. As a coach, you have a unique platform from which to make a positive impact in the lives of many individuals. Please share cancer education messages in some or all of the following ways:

Softball Camps and Clinics

Softball camps and clinics are typically held each year to teach youth the fundamentals of the game. Coaches are encouraged to include a 15-minute presentation about the fight against cancer in the camp's program, as this venue is very effective in communicating health-related messages to a captive audience. The American Cancer Society will provide the necessary information to help you make this presentation.

School Visits

It is critical for young people to hear cancer prevention and early detection messages, because they are still developing their lifestyle behaviors. By reaching out to young people, you can help prevent unhealthy habits before they start.

You and your players can visit your local elementary, middle, and high schools to share the American Cancer Society's lifesaving messages with young people, emphasizing the importance of eating well, being active, avoiding tobacco, and practicing sun safety.

Making Strides Against Breast Cancer®

Making Strides Against Breast Cancer is the American Cancer Society's premier event that raises funds and awareness to fight breast cancer. NFCA members and teams are encouraged to get involved in this nationwide series of noncompetitive walks to help save lives and honor those who have battled this disease. More information about Making Strides is available at www.cancer.org/strides online.

Talking Points for Participating Coaches

What is the StrikeOut Cancer program?

The StrikeOut Cancer program is an initiative of the American Cancer Society and the National Fastpitch Coaches Association to help fight cancer by leveraging the personal experiences, community leadership, and professional excellence of fastpitch softball coaches nationwide. Coaches across the country work to increase cancer education and promote healthy living through awareness efforts, fundraising activities, and advocacy programs. StrikeOut Cancer provides critical mission outreach, while raising funds in support of the Society's lifesaving efforts to eliminate cancer as a life-threatening disease.

Why participate in the StrikeOut Cancer program?

Together, NFCA member coaches and the American Cancer Society can help provide hope to all people facing cancer by furthering the fight against this disease. As community role models, coaches are able to instill life-changing behaviors through education programs and community events. Additionally, coaches help raise awareness about the American Cancer Society's programs and services available to cancer patients and their families, while raising funds to support the Society's lifesaving efforts to eliminate the disease.

How do contributions to StrikeOut Cancer support the fight against cancer?

Participating in StrikeOut Cancer goes a long way to help eliminate cancer and improve the quality of life for all people touched by the disease. Contributions raised through the program help the American Cancer Society fund groundbreaking cancer research, provide up-to-date cancer information and education, advocate for public health policies that benefit the community, and provide services that improve the quality of life for patients and their families. Thanks to the support of people like you, the Society helps all people with cancer, empowers people to fight back against the disease, and saves lives.

Contact Information

For more information and/or questions about StrikeOut Cancer, contact:

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American Cancer Society

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We want to hear from you!

We want to hear about your successful fundraising stories and how your efforts have made a positive impact in the lives of people in your community. Let us share your story with others by contacting the National Fastpitch Coaches Association, Patrice Bowles, American Cancer Society national program manager, or your local Society staff coordinator.