

2024



RESOURCE TOOL KIT



**PLEDGE YOUR
PERFORMANCE
FOR THOSE
AFFECTED BY
CANCER**

WHAT IS ATTACK CANCER?

Rooted in servant leadership, Attack Cancer is a fun and interactive way for athletes to make an impact both on and off the field. Athletes of all sports from around the country are pledging their performance this season to assist the HEADstrong Foundation and families affected by cancer.

WHY HEADSTRONG?

The HEADstrong Foundation was founded by Nick Colleluori, a Division I student-athlete when he was diagnosed with non-Hodgkin's Lymphoma. From his hospital bed he created the foundation to raise funds by empowering athletes to support his mission. After a 14-month battle, he passed away after making his family promise that others following in his footsteps would benefit from his life.



STEP 1

Register at AttackCancer.com to create your fundraising page.



STEP 2

Make your fundraising page your own! Share images of you and set a fundraising goal.



STEP 3

Update your social profiles with photos of you and the link to your page.



STEP 4

Share on social media and with your family and friends explaining why you're fundraising.

CONTACT US

 www.AttackCancer.com

 [@AttackCancerHF](https://www.instagram.com/AttackCancerHF)



REGISTER TODAY

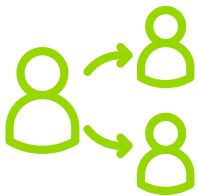


NEXT STEPS FOR PLAYERS



STEP 1

Make your first post! "I am pledging my season to @attackcancerhf @headstrongfnd to support families fighting cancer. Click the link in my bio to donate."



STEP 2

Share your why. Do you have a family member or friend that's been affected by cancer? Pledge your performance to them.



STEP 3

Get your teammates involved!



STEP 4

Update your friends and family throughout the season on your fundraising progress. Make your impact felt on and off the field!

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QUESTIONS?

Contact Ken Clausen at
ken@headstrong.org or 610-679-9146



HOW TO GET PEOPLE INVOLVED AND DONATE

SHARE YOUR WHY

HOW TO SHARE YOUR WHY

- Record a personal video, share photos to track both your on field and fundraising success.
- Pull graphics and language from this toolkit to inspire and educate your followers on WHY you are participating in Attack Cancer and HOW others can join or support you in the effort.
- Share your successes and acknowledge those contributing to your effort via social media.

THINGS TO TALK ABOUT

- How has cancer impacted your life?
- Why are you pledging your performance?
- Who are you pledging your performance for?

FUNDRAISING TIPS & TRICKS

- Add fundraising page link to your social media profile. "Clink link in profile"
- Use the "link" button when posting to Instagram stories .
- Create a fundraising page QR code. Make the QR code your phone's lock screen photo for easy sharing/scanning when people ask.
- Download the Bingo Card from the resources and put it on your social media stories .
- Use your playing number as a donation amount request. For example if you're number 27 ask for a \$27 donation. If you are a higher number like 99, ask for \$99.00 or \$9.90.

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QUESTIONS?



RESOURCE PAGE

HOW TO DOWNLOAD

- Open the PDF on your desired browser
- Click link to share the file
- Use the export button to export
- Export to desired app

HELPFUL ARTICLES

- [Downloading on an iPhone](#)
- [Downloading on an Android](#)
- [Downloading on a Computer](#)

WHAT OTHERS HAVE POSTED?

- [Click here to see what others have posted on Instagram](#)

WEBSITES

[HEADstrong Foundation](#)

[Attack Cancer](#)

These are the primary websites that should be used when sharing information.

CONTACT US

 www.AttackCancer.com

 [@AttackCancerHF](https://www.instagram.com/AttackCancerHF)

LOGOS



These are the primary logos that should be used when sharing information.

SOCIAL MEDIA

[Instagram](#)

[YouTube](#)

These are the primary social media accounts that should be used when sharing information.

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CAMPAIGN INCENTIVES



\$3,000



**TMY
Projector**

\$1,000



**Attack
Cancer
Backpack**

\$500



**Attack
Cancer Hat**

\$250



**Attack Cancer
T-Shirt**



\$100



**Helmet Sticker
& Laces**

**PLEDGE.
FUNDRAISE.
GET SWAG.**

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