D-BACKS RACE
AGAINST CANCER™
PRESENTED BY
Dignity Health.

FUNDRAISING RESOURCE GUIDE

Dear Fundraiser:

Almost every family has been affected by cancer, and in an instant their lives were changed. A cancer diagnosis – whether it is your own or that of someone you love – can put anyone on a scary journey full of doctor's appointments, treatments and countless uncertainties. We would like to turn that scary journey into a vehicle for positive change. As a D-backs Race Against Cancer fundraiser, you have the ability to help make an incredible impact on Arizona's cancer warriors. Together, let's step up to the plate and make a real difference in the fight against cancer!

The D-backs Race Against Cancer presented by Dignity Health was developed in 2013 to become a voice for all D-backs family and fans that have been affected by cancer. All proceeds raised from the event are distributed to Arizona non-profits that provide screening, treatment and support for those fighting the battle against cancer. Since the event's inception in 2013, more than $775,000 have been distributed to Arizona non-profit organizations through the D-backs Race Against Cancer.

Whether it be screening tools to assist with an earlier diagnosis, innovative treatment options for those currently facing cancer or a support system for the entire family, we are committed to funding organizations through the D-backs Race Against Cancer that are making a real difference for Arizona's cancer warriors.

We know that fundraising can be a daunting task, and we want you to have the tools and resources necessary to educate and recruit your family, friends and networks to support this important cause. This fundraising guide will provide all of the tools that you will need to successfully hit your fundraising goal.

Thank you for your dedication, support and commitment to help us in the fight against cancer.

D-BACKS Give Back

D-BACKS RACE AGAINST CANCER

dbacks.com/race

TIPS TO HELP YOU SUCCESSFULLY HIT YOUR FUNDRAISING GOAL

TELL YOUR STORY

No one knows your personal connection to cancer better than you do. Personalize your story so that your family, friends and network will connect with the cause. The stronger the connection, the more likely they are to make a donation.

SHOW YOUR COMMITMENT

Show your commitment and be the first to donate to your fundraising campaign. Your supporters will see your dedication and will be inclined to follow. Remember, no donation is too small.

DON'T BE SHY

Recruit your family, friends, co-workers, neighbors and more to support your efforts. Don't be afraid to ask. The worst anyone can do is say no. When you invite your connections, ask them to invite their connections too. You will be surprised how quickly your progress grows.

SAY THANK YOU

Send a personalized thank you to your donors. An immediate thank you goes a long way.

SHARE YOUR FUNDRAISER

Copy the link on your fundraising confirmation e-mail and paste it into email, Facebook, Twitter and Instagram to share with your networks.

Create an Event

Inspire Competition

Tweet Daily with Campaign Updates and Reminders

SAMPLE EMAILS: ASKING FOR SUPPORT

Dear: _____

I am joining the Arizona Diamondbacks Foundation in the fight against cancer by raising funds for the 8th annual annual D-backs Race Against Cancer presented by the Dignity Health taking place on Sunday, April 5.

I have created a fundraising campaign to help make as big of an impact as possible and I invite you to support my efforts.

I have set a personal goal to raise $___ and I cannot do it without your help! I have already contributed $__ toward my goal and I need your support to help raise the rest.

Every dollar raised will make a direct impact on an Arizona non-profit that provides screening, treatment, and support for those dealing with cancer. Since the inaugural D-backs Race Against Cancer in 2013, the Arizona Diamondbacks Foundation has distributed more than $775,000 to Arizona cancer screening, treatment and support organizations.

Please join in my fight. You can make a donation now at ____ (Paste URL here)

Thank you for your support!

SAMPLE EMAILS: THANK YOU EMAIL

Dear: _____

Thank you for your generous donation on my behalf to the 8th annual D-backs Race Against Cancer presented by Dignity Health. Thousands of D-backs fans will be racing against cancer on April 5 and I truly appreciate you sharing my vision and helping me reach my fundraising goal.

Every dollar raised from the event will make a direct impact on an Arizona non-profit that provides screening, treatment, and support for those dealing with cancer.

Since the inaugural D-backs Race Against Cancer in 2013, the Arizona Diamondbacks Foundation has distributed more than $775,000 to Arizona cancer screening, treatment and support organizations.

Once again, thank you for your support. You are helping to make a difference in the race against cancer.

If you would like additional information about the Arizona Diamondbacks Foundation and other ways that you can get involved, please visit www.dbacks.com/community.

Thank you for your support!

INCENTIVE GIFTS

Thank you for sharing in our vision and helping to raise funds in the fight against cancer. We applaud your fundraising efforts and we want to show you our appreciation. As you hit specific fundraising marks, we have some great D-backs incentive gifts for you. Fundraisers will receive their gift items within 2 to 4 weeks after the D-backs Race Against Cancer event.

$25

Entry into a drawing for one of the following unique prizes:

Four tickets to a 2020 D-backs home game of choice

D-backs Player Autographed Baseball

D-backs Batting Practice Viewing Experience for Two

$50

Entry into the $25 drawing

Two tickets to a 2020 D-backs home game of choice

D-backs Bobblehead

$100

Entry into the $25 drawing

Two tickets to a 2020 D-backs home game of choice

Personalized scoreboard message during a 2020 D-backs home game of choice

D-backs Player Autographed Baseball

$500

Entry into the $25 drawing

Four tickets to a 2020 D-backs home game of choice

Personalized scoreboard message during a 2020 D-backs home game of choice

D-backs Player Autographed Baseball

D-backs Batting Practice Viewing Experience for Two

TOP FUNDRAISER

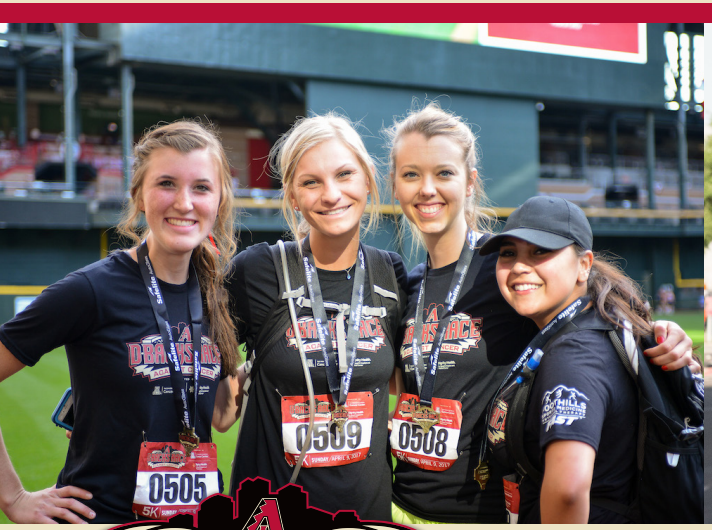
Meet and greet with current D-backs player or D-backs legend

Everything included in the $500 level, PLUS;

Throw out the Ceremonial First Pitch at a 2020 D-backs home game

THANK YOU FOR YOUR SUPPORT!

Any questions, please contact us at dbacksfoundation@dbacks.com



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dbacks.com/race