



STRIKEOUT CANCER

Thank you for partnering with the National Fastpitch Coaches Association (NFCA) for your “StrikeOut” Cancer game.

The **StrikeOut Cancer** initiative is a program through 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.

Since starting the StrikeOut Cancer initiative more than ten years ago, the NFCA has raised thousands of dollars to support the fight against cancer. These monetary donations allow cancer organizations to continue their lifesaving efforts to prevent cancer, save lives, and diminish suffering from the disease through research, education, advocacy, and service.

Please be in touch with the NFCA to send any press releases, pictures, and highlights as your team may be featured in an article in the future.

Thank you for your commitment to the fight against cancer. Together, we can make a difference!

Sincerely,

NFCA Staff

nfca@nfca.org
502-409-4600



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Suggestions and Tips for Getting Started

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.

- ◆ Inform your athletic department and coaching staff about your participation in StrikeOut Cancer and your personal commitment to the fight against cancer. Obtain their support for your efforts.
- ◆ Designate one person as your liaison to recruit a committee of four to five volunteers (coaching staff, 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 (contact opposing team at least 30 days in advance)
- ◆ Have sponsors and/or designated cancer organization set up a table to provide information at the game



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DESIGNATE A GAME DAY

Choose one game during the season to designate as your StrikeOut Cancer game. This game is usually played against a well-known rival where expected attendance is high. We suggest considering the following factors in determining your fundraising strategy:

- ◆ If applicable, add several dollars (\$1-\$5) to the game admission price, with the extra funds being donated to the cancer organization of your choice, or donate 100 percent of admission and concession proceeds without asking for the additional charge.
- ◆ Pre-game: Secure a corporation or local business to donate a specified amount for every strikeout pitch recorded during the game.
- ◆ Encourage a student group to canvas the stands and collect donations
- ◆ Encourage fans and corporations to make a monetary pledge toward 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 cancer survivor that has a connection with the program 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.
- ◆ Recognize all cancer survivors in attendance in some way (group photo with the team, have all throw out a first pitch, etc.)



Other Suggested Events:

First Pitch Breakfast (pre-season event):

The First Pitch Breakfast (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.

- ◆ Committee for the game should host the event and solicit a sponsor to donate the cost of catering or any related expenses
- ◆ Hold the event on campus, at a local restaurant, or at another convenient location
- ◆ Strongly consider asking sponsors to match the proceeds raised at your event
- ◆ Agenda for the breakfast should include highlights from the previous season, season predictions and should have a strong focus on how to best fundraise for the StrikeOut game

StrikeOut Cancer Challenge (Season Event):

Instead of just focusing on one StrikeOut game, we welcome teams to devote a whole season to raising funds for StrikeOut. To raise funds during the softball season, participating coaches can challenge students, their fans, and local businesses to make a monetary pledge for every strikeout pitch 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.



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

*nfca@nfca.org
502/409-4600 (Office)*

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. Please contact the NFCA with photos, press releases, and stories.

FAQS:

- 1. Who do we send donations to?**
-Please send donations to an organization of your choosing. Several organizations are listed on our StrikeOut Cancer page if you are not already affiliated with a specific organization.
Please do NOT send checks to the NFCA. Any checks we receive will be mailed back to the team.
- 2. How do we register?**
-Just visit NFCA.org and click on the “StrikeOut Cancer” logo on the right side menu.
- 3. How do we know if we are registered?**
-An ongoing list will be provided on the website with the dates of each game.
- 4. Will the NFCA provide anything for my game?**
-To all early registrants that provide at least a two weeks notice of the game we will send a StrikeOut pack for your team. The pack includes several StrikeOut promo items and fundraising information.