



The Every Ribbon Counts Knock-Out Challenge Campaign

Dear Potential Contender:

Congratulations! You have been nominated to participate in the 2020 Every Ribbon Counts Inaugural Knockout Challenge!

What is the Knock-Out Challenge? This challenge is a six-week fundraising campaign kicking off October 15th and concluding November 27th, with a wrap up celebration December 4th. Contenders in the challenge are asked to identify the cancer that they would like to fight (raise funds for) during the campaign. Challenge Facts:

Contenders can raise funds individually or with a group of team members.

Contenders select the cancer of their choice to fight for, and their team name will be decided by the color associated with that cancer. (Pancreatic Cancer will be Team Purple, Breast Cancer will be Team Pink, etc).

Contenders are asked to raise a minimum of \$3000 during the campaign.

The Every Ribbon Counts Foundation will provide four large scale events that all contenders can participate in including a Celebrity Bartending Night, a family friendly activity TBA, the Bling Your Bra Charity Auction, a fun fitness event at the Lehigh Valley Airport. Contenders/their teams can also design any fundraising concept of their choosing during the campaign, all of which will have the full support of the Every Ribbon Counts Foundation. Marketing, resources, and website support will be provided to help contenders/teams promote their campaigns and their fundraising efforts.

Contenders will have a fundraising page dedicated to them (and their team if applicable) on the Every Ribbon Counts website.

All funds raised will support the Every Ribbon Counts Foundation initiatives as well as a specific project/initiative/cancer foundation or organization that each contender/team individually designates as part of the mission for their campaign. (For example, Team Purple can opt to designate funds for the Pancreatic Research Center, Team Yellow can opt to fund the Children's Osteosarcoma Research Center, etc.).

Contenders will be charged with the mission of spreading The Every Ribbon Counts mission. We will ask that each contender be a "team leader" for their color for the duration of the campaign and to increase awareness for the specific color/cancer type they are advocating for.

When: October 15th to November 27th. An orientation and /video shoot will take place mid-September. A kick-off event will take place October 15th at a location TBD. The Bling Your Bra Charity Auction will be held October 19th with additional events to be announced. The culminating event and awards night will be held on December 4th, 2020.

Where: Events will take place in various venues across the Lehigh Valley. Individual/Team events can be held as each team designs, including platforms for world-wide reach.

Why: The Every Ribbon Counts Foundation is committed to creating an immediate impact on the needs of individuals and organizations with the mission of helping those with cancer. With every dollar raised we are able to bring support programs not currently offered to our community, we are able to help established organizations grow resources for cancer patients, and we are able to further educate and provide resources to families through a variety of projects, a caregiver blog, and more. The contenders in the Every Ribbon Counts Knockout Challenge will be instrumental in helping achieve these goals.

How: This campaign's possibilities are endless. Each contender along with their team will create a fundraising goal and a game plan to spread awareness. Through implementation of these goals/plans this campaign has the opportunity to support numerous organizations and to make an impact in the one fight against all cancer.

How to get involved:

See our webpage www.everyribboncounts.com for all forms and information.

Email inquiries to info@everyribboncounts.com

_____ I am accepting this nomination. I will submit a commitment form.

_____ I am unable to commit at this time, however I would be interested in learning more about your events and how I could support Every Ribbon Counts in the future.

Thank you!

The Every Ribbon Counts Foundation