



**RIDE 60KM OR 100KM / WALK 25KM**

**OneDay<sup>TM</sup>**  
**TO CONQUER CANCER**

benefiting **Peter MacCallum Cancer Centre**

**2017 PARTICIPANT MANUAL**

29 October, 2017 | 1300 44 9255  
[melbournecoaches@thoneday.org.au](mailto:melbournecoaches@thoneday.org.au)  
PO Box 15161, City East, QLD, 4002.

BENEFITING



**Peter Mac**  
Peter MacCallum Cancer Foundation



## YOU'RE HELPING DISCOVER CANCER CURES

Funds raised through OneDay to Conquer Cancer support vital cancer research at Peter MacCallum Cancer Centre. Your support is helping to break new ground. You are helping to change lives.

In the words of Peter Mac's founder, Sir Peter MacCallum: nothing but the best is good enough in the treatment of cancer.

Peter Mac combines care and compassion with the latest research to provide the very best treatments and care for people impacted by cancer. But cancer still affects too many lives. The team at Peter Mac will not rest until the suffering ends and cures are found.

Peter Mac's cancer researchers rely on your donations to continue their important work. Your fundraising efforts will help give some of the brightest minds in cancer research the specialised technologies and resources they need to discover cancer cures.

## RECENT RESEARCH OUTCOMES

**Some of the recent discoveries made at Peter Mac with the help of donations from the public are:**

- The finding that a drug, which is already in clinical trials at Peter Mac, could be even more effective in treating blood cancers when used in combination with another existing drug. The new knowledge means we can now work closely with pharmaceutical companies to potentially fast track the testing of this combination approach for the benefit of patients. This is particularly important due to the poor prognosis for people with advanced blood cancers.
- The discovery of a new drug which stops tumour growth and strengthens the power of chemotherapy in laboratory models of advanced oesophageal cancer. Advancing research in oesophageal cancer is crucial, as standard treatment is currently curative in only 10-20 percent of patients; the remainder relapse within months or a few years, at which time no standard treatment options are reliably effective. The discovery of the new drug paves the way for clinical trials for people with this serious form of cancer.

These are just a few of many important cancer discoveries that were made possible thanks to the fundraising support of people like you.

# THE EVENT

## Ride. Walk. *SAVE LIVES.*

On Sunday, 29 October 2017, you'll start in the heart of Melbourne with an inspirational kickoff, standing shoulder to shoulder with thousands of Riders and Walkers, many of them cancer survivors. You'll see hundreds of people come out to the streets, holding up signs and cheering on participants, as you ride or walk the route.

You'll be fully supported every step of the way with sweep crews and Pit Stops stocked with porta-loos, snacks, water, medical and bike assistance should you need it. Then you'll cross the finish line to a roaring crowd with the knowledge that you gave everything—your passion, your dedication, your sweat and your fundraising efforts—to conquer cancer.



### FIRST STEPS

#### GET ONLINE

At [theoneday.org.au](http://theoneday.org.au), you'll find an abundance of resources. Your Participant Centre contains fundraising flyers, template emails and other useful tools to help you get started! You can also direct your donors to the site where they can donate directly to your online account. If you have friends and family who want to join you, the website is a great place for them to register or get more information. You can also learn more about how your dollars make an impact.

#### TEAM BUILDING

If you want to start a team, the most important thing to do is ask people to join. Let them know that they don't have to be expert cyclists or seasoned walkers to participate. When you ask your friends and family to join your team and they ask others to join, word gets around and before you know it, your team has grown into dozens of people. It can grow into 10, 20

or even 100 people who otherwise wouldn't have known about The OneDay.

Please remember that each team member must raise his or her own \$500 minimum. Funds cannot be transferred from one team member to another.

#### CORPORATE TEAM INVOLVEMENT

Team up and bring The OneDay to work.

Participating as a corporate team is a great way to encourage team building, promote the wellbeing of employees, raise corporate visibility in the community and ultimately make a significant mark in the fight against cancer. Riding or walking as a corporate team comes at no additional cost. Please call the office to customise an experience that best fits your company's culture, mission and objectives.

The key to riding for 60km or 100km or walking 25km is taking it at your own pace. The OneDay is not a race. We encourage you to take your time, enjoy the people around you, share stories and make friends!

Consistency is the key to proper training. The more you train, the more you'll enjoy The OneDay.

## WALKING

Start your journey on the right foot and in the right shoes! Proper shoes and socks are your most important OneDay gear. To ensure that your gear fits your needs, visit a store that specialises in running or walking shoes. The knowledgeable staff on hand can address your questions or concerns and direct you towards the shoes you need.

Once you have the right gear, you can begin to train. Slowly increasing your distance or walking duration is the best way to not only enhance your stamina but also avoid potential training pitfalls like fatigue or injury. To stay on track with your training schedule, ask a friend to join you on your walks!



## RIDING

In nearly every sport, the proper equipment adds to the enjoyment of the activity. Cycling is no exception. Moreover, having the right equipment when you ride can greatly increase your comfort. So before you set off to train, make sure your bike, helmet, attire and other riding equipment is suited to your comfort and safety.

If you need a new bike or have questions about cycling gear, call The OneDay office and our staff can help.

A steady increase in your practice rides can help you build endurance with minimal risk of training-related injuries. So don't wait to test out your riding abilities! Training now can mean an easier and more enjoyable ride come OneDay weekend.



## 7 STEPS TO FUNDRAISING SUCCESS

### 1. SECURE YOUR FIRST DONATION TODAY!

Think of the people like your partner, family, friends, co-workers or boss who won't say no and ask them to give. Your first donation gets you closer to your goal. You can do it!

### 2. SEND AN EMAIL TO EVERYONE YOU KNOW!

- Think wider than family and friends, such as local businesses, your workplace, sporting clubs, etc.
- Take advantage of the draft letters and other email tools in the Participant Centre.

### 3. SET UP YOUR PERSONAL PAGE ONLINE.

Tell your story of who or what inspired you to join The OneDay. Personalise your page and include a photo.

- 90% of donations are received online.
- People raise 20% more funds when their pages are personalised with a photo and story.

### 4. ACTIVATE YOUR SOCIAL NETWORK.

- Update your status to let friends know that you've signed up!
- Tag your friends in any training updates you post!

### 5. CREATE A LIST OF PEOPLE WHO MIGHT DONATE.

- Write down the names of everyone you know.
- Think outside the box – your local pizza shop owner, your gym instructor, etc.
- Face-to-face meetings work best, especially for big asks.

### 6. REPEAT, REMIND AND REWIND.

- Your friends are busy so follow up and remind them.
- Thank those who donate and keep them updated.

### 7. SET YOUR GOAL HIGH!

- When you get within \$100 of your goal, increase your total!

## START OFF ON THE RIGHT FOOT!

Get 3 donations, or raise \$150 in the first 3 days of registering and we'll send you an Official OneDay sweat band. Raise \$500 in your first 4 weeks - you'll get this awesome OneDay t-shirt!

Go even further and crack the \$1000 mark and we'll send you a limited edition OneDay gym towel!



## DONATION PROTOCOL

Donating online at [theoneday.org.au](http://theoneday.org.au) is the fastest and easiest way to make a donation to your account. Since online donations are immediate, they will be credited to your account right away. Please note that mailed donations may take up to three weeks to process from the time they are received by the processing department, so when possible encourage donors to donate online.

All fundraising activities must comply with all relevant Australian Federal and State laws, including securing any permits that may be required. Please keep an accurate, detailed record of income and expenses associated with the activity and deposit net proceeds to your fundraising account within 60 days of The OneDay.