



Melanoma doesn't stop or slow down — and neither do we.
Patients and their families need us now more than ever.

Steps Against Melanoma is an important way we raise money to fight melanoma and through your donation, AIM at Melanoma can make progress toward its mission to improve lives for patients and change the future of the disease.

Use these resources and tips to fundraise in the fight against melanoma.
Every dollar makes a difference.



SOCIAL MEDIA SAMPLE MESSAGING

Use any (or all!) of these sample posts on your social media channels to let your friends know how their donation makes a big impact. Follow and tag @AIMatMelanoma and use the hashtag #StepsAgainstMelanoma. Don't forget to add photos!

1

Join me in the fight against #melanoma! Every dollar makes a difference and moves me closer to my fundraising goal of \$XX to support patients and their families! [add link to your fundraising page]

2

Your donation makes a BIG difference! Support my Steps Against Melanoma fundraiser and, at the same time, fund life-changing research and services for patients and families! [add link to your fundraising page]

3

It's FREE to join my #StepsAgainstMelanoma team! Register as a Steps Against Melanoma participant today to help me and @AIMatMelanoma raise awareness and funds for melanoma research! [add link to your fundraising page]

4

I'm taking steps against melanoma with @AIMatMelanoma to #endmelanoma! Join my #StepsAgainstMelanoma team for free — then kickstart your own fundraising efforts for this great cause! [add link to your fundraising personal or team page]

5

Skip the gourmet coffee today and make a donation to my #StepsAgainstMelanoma team! Every single dollar makes a difference for melanoma patients. [add link to your fundraising personal or team page]

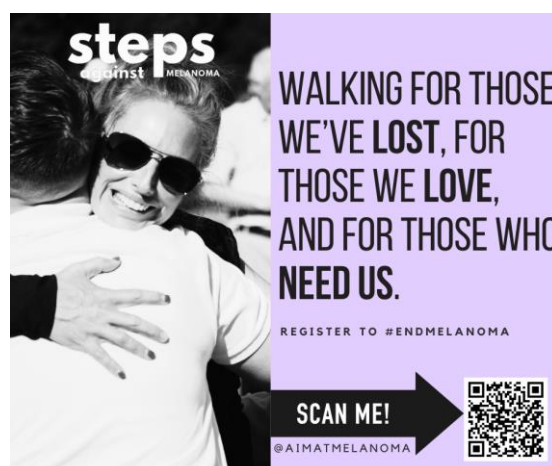
6

When you donate to my #StepsAgainstMelanoma team, you fund life-changing research and support for melanoma patients. Please make a donation — every dollar makes a difference! [add link to your fundraising personal or team page]



SHAREABLE SOCIAL MEDIA GRAPHICS

Download and post these graphics in your social media accounts to raise awareness about Steps Against Melanoma and show your friends how their donation makes a difference.





FUNDRAISING IDEAS

There are lots of ways to raise funds for the fight against melanoma. Here are a few of our favorite ones. The sky is the limit though — you may want to get even more creative. Have fun and let us know what you did!

- Ask friends to donate to your Steps Against Melanoma fundraising goal instead of giving you a birthday or holiday gift.
- Create a TikTok challenge. Create your own—or participate in one—to engage your constituents. What about a sunscreen challenge?
- Bad wine tasting. Skip the pricey bottles, buy all the bottom-shelf wines and have someone who knows nothing about wine host a tasting.
- Parent's night out. Recruit your friends and offer to babysit for a night so all the parents can have a night out to themselves. Everything you raise from babysitting can be donated.
- Give-it-up challenge. Encourage your supporters to give up their morning latte for a week and instead donate the money they would've spent.
- Restaurant proceeds night. Visit your local restaurants and ask if they will set up a night where they'll donate a percentage of their proceeds. Invite your friends for a fun night out!
- Change drive to drive change. Gather volunteers to decorate donation jars & distribute them at local businesses, asking shop owners to encourage customers to donate their change. You'd be surprised how quickly a few quarters can add up!

ASK FAMILY AND FRIENDS TO DONATE USING THESE SIMPLE IDEAS AND YOU'LL RAISE \$200 FAST:

- Get 8 people to “sponsor” you for \$25 each.
 - Ask 10 coworkers to contribute at least \$10 and ask your employer to match their donations.
 - Post on Facebook challenging 40 people (or more!) to give up their coffee drink for a day and instead donate \$5 to melanoma research.
-

HOW YOUR COMPANY CAN SUPPORT EMPLOYEES FUNDRAISING EFFORTS:

- Match employees' fundraising dollars.
- Give prizes to the individual and/or team that raises the most money.
- Recognize team captains and top fundraisers online and in the office. Provide space for team meetings.
- Ask company leadership to participate with employees — great for visibility and morale!
- Promote the event on company bulletin boards and in newsletters.

EMAIL TEMPLATES

Participants who send fundraising emails raise twice as much as those who don't. You can copy and paste the sample emails below into your own email. Make it personal by sharing for whom or why you're participating in Steps Against Melanoma.

ASK FOR SUPPORT EMAIL

Subject: Your support matters now more than ever

Dear [Name],

As a proud supporter of AIM at Melanoma Foundation, I'm participating in the Steps Against Melanoma Walk to honor [insert name and/or motivation].

Steps Against Melanoma is a national walk that funds life-changing melanoma research and it is an important way that AIM at Melanoma raises funds to fight this disease.

The need is as urgent as ever to continue the fight for my [loved one's name] and melanoma patients everywhere. This disease does not stop or slow down. And neither do we!

Even during these uncertain times, I'm continuing to take action and support AIM's important work to accelerate progress and improve outcomes for melanoma cancer patients.

Please visit my personal page today at [insert link to fundraising page] to learn more about why this cause matters to me, and to make a donation. Your support, especially at a time like this, is so deeply appreciated.

Best wishes,

[Your Name]



TEAM RECRUITMENT EMAIL

Subject: There's Room on My Steps Against Melanoma
Team for You

[Dear Name],

I started a team for AIM at Melanoma's Steps Against Melanoma Walk, and I would love for you to be part of it. You can sign up and participate from wherever you are.

Steps Against Melanoma is a national walk that funds life-changing melanoma research and it is an important way that AIM at Melanoma raises funds to fight this disease.

Our Steps Against Melanoma participation makes all the difference, and every dollar counts as we work together to improve melanoma patients' lives.

Thank you for your support, by either joining my team or making a donation toward my fundraising goal.

Thank you!

[Your Name]



TEAM MEMBER THANK YOU EMAIL

Subject Line: Thanks for being on [Team Name]

Hi [New Team Member],

Thank you for joining my Steps Against Melanoma team! I'm asking everyone on my team to set a minimum fundraising goal of \$200 to help melanoma cancer patients and their families. That might sound like a lot, but I've got some tips and tricks to help you get there!

Please invite others to join our team, too!

Thank you!

[Your Name]





ENCOURAGEMENT EMAIL

Subject Line: Challenge: Accepted

Hi [Team Name],

I cannot thank you all enough for your passion! We are only [number of days] days away from AIM at Melanoma's Steps Against Melanoma Walk, which means it's time to start planning your outfit for event day and personalizing your sign to tell everyone why you're walking.

[Team Name] Update: [number of participants] and \$[amount raised]! We are still [percentage away from goal] away from our goal of \$[goal amount], so we can't stop now! Try out some of the sample text messages and Facebook posts available on [insert fundraising page] to make fundraising quick and easy!

Today's Challenge: Send out an email to at least 5 people inviting them to participate in Steps Against Melanoma Walk in [insert city]. The first person to forward me all their sent email and emails will win a \$5 gift card to [Smoothie/Coffee Shop]!

Best of luck!

Your captain,

[Your Name]

THANK YOU EMAIL

Subject: Your support matters

Dear [Name],

Thank you for joining me in the fight against melanoma.

Your support means so much to me and the thousands of families affected by this disease each year. Thanks to your donation, AIM at Melanoma will keep changing patients' lives with free resources and services to help them navigate next steps.

We can't do this without you. The melanoma community needs you. You are an inspiration in our fight to improve outcomes for patients and their families.

Thank you,

[Your Name]



Thank you for participating in the 2025
Steps Against Melanoma Walk!



CONTACT

For questions or more information,
contact:

donorservices@AIMatMelanoma.org