



Dragon Boat Upstate Festival Paddler's Handbook and Fundraising 101 Tips



Dragon Boat Upstate Festival

Saturday, May 4, 2024

Portman Marina, Anderson, SC

18 years. 1 goal. Fighting cancer.

On behalf of the Dragon Boat Upstate Festival, we are thrilled you are joining us in the fight against cancer. Being a part of Dragon Boat not only provides much-needed support to thousands of cancer patients—but it also provides camaraderie and friends of a lifetime. Funds raised through Dragon Boat directly impacts the Prisma Health-Upstate Cancer Institute in local prevention and early detection, advanced cancer



research and patient programs as well as life -changing patient and survivor programs to include the Mobile Mammography Initiative, the Center for Cancer Prevention and Wellness program, the Institute for Translational Oncology Research, McCrary Blood & Marrow Transplant Unit and the Center for Integrative Oncology & Survivorship.

In this handbook, you'll find information on Dragon Boat, as well as tips on how to be successful in reaching your team's goals of fundraising and racing out on the water. The Prisma Health-Upstate Foundation team is here to help you every step of the way. Don't hesitate to reach out if you have any questions, would like to brainstorm ideas, or need support in reaching your team's goals.

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Providing support for community members walking through cancer.

Since its inception in 2006, Dragon Boat Upstate Festival has been a catalyst for individuals in the Upstate to work together and change the face of cancer here in our community. Over the years, more than \$4,000,000 have been raised by caring community members, helping propel the Prisma Health Cancer Institute forward in the areas of advanced cancer research and patient survivor programs in the Upstate. Funds raised through Dragon Boat in 2024 will provide much needed support for local prevention and early detection, advanced cancer research and patient programs, as well as life-changing patient and survivor programs.

Mobile Mammography Initiative

Our Prisma Health Mobile Mammography initiative provides proactive healthcare to various populations and decreases barriers in access to preventive care as a part of a larger population health management strategy, improving the health of the communities we serve. The Prisma Health unit was the first 3D mammography mobile unit in the Upstate and screens 3,000 to 4,000 patients annually.

Center for Cancer Prevention and Wellness (CCPW)

CCPW also known as Prevent Cancer Greenville, is a prevention and research initiative led by the Prisma Health Cancer Institute. This study is 100 percent funded by philanthropy and Dragon Boat funds raised. When it comes to cancer, early detection can make all the difference. This program is the first of its kind in the Upstate and offers a range of services to help participants learn how to reduce cancer risk or detect cancer early when it's most treatable. The program aims to reduce the risk of cancer by offering free wellness screenings and offering suggested lifestyle modifications. To learn more about CCPW and to register to participate in Prevent Cancer Greenville, call 864-455-2279.

New in 2024:

Center for Cancer Prevention and Wellness extension at Unity Park

In 2024, a portion of Dragon Boat funds will support the development of a Community Health and Wellness Space at Unity Park that will offer adaptive wellness and sports opportunities to people with physical or intellectual disabilities or chronic health conditions such as cancer.

Located at 159 Wellborn Street, the 9,000-square-foot space – just off the Prisma Health Swamp Rabbit Trail and already under construction – will include educational space, physical therapy services, post-rehabilitation areas, bike storage and wellness programs through Prisma Health's Center for Integrative Oncology and Survivorship and its Center for Cancer Prevention and Wellness.

The RCP Health and Wellness Community Space will be the first of its kind in the county and state. The cost associated with the accessibility is part of an investment to meet the needs of a growing number of consumers who will benefit from the facility and the programs run from it to maintain a healthy lifestyle no matter the circumstances.



Advanced cancer research and patient programs:

Institute for Translational Oncology Research (ITOR)

Funds to this area support clinical research and trials at all levels. Tissue has been banked for hundreds of patients across the country through the Prisma Health tissue bank. Among the items funded by Dragon Boat is the MoFlo, a machine that allows researchers to sort cancer cells in a way that keeps them viable for additional research instead of having to get more tissue from the patient. This also helps in individual drug therapy research, allowing doctors to evaluate several medication protocols on live tumors and be better able to predict which drug therapy will have the greatest impact on the individual cancer being treated.

McCrary Blood & Marrow Transplant Unit (BMT)

Funds to this area continue to help with patient and family housing during transplant and screenings not covered by insurance. Dragon Boat funds help to support this unit and among other things have helped create a wellness suite in the unit, creating a more comfortable environment for both the patient and their loved ones during the long stay needed for a transplant.

Center for Integrative Oncology & Survivorship

CIOS supports a comprehensive oncology rehabilitation program focused on helping a person with cancer regain maximum physical, social, psychological and vocational functioning with the limits imposed by the disease and its treatment. Music therapy and oncology rehab have been made possible because of Dragon Boat funds. In addition, hundreds of patients have had body composition scans as part of the “Moving On” Program for pre and post analysis within the 12-week program. CIOS has also rolled out a Nutrition program for hundreds of patients and offers monthly survivorship programs, such as Walking Club, Art, Music and Yoga. Recently a brand new “Sexual Health” program was added to the CIOS umbrella. All these programs, aimed at improving the lives of cancer patients, are made possible because of funds raised through Dragon Boat.

South Carolina Ovarian Cancer Foundation

Dragon Boat continues to support patient and survivor services at the local and state level through the work of our organizing partner South Carolina Ovarian Cancer Foundation, whose mission is to improve the health of women through education on the warning signs of ovarian cancer, support those diagnosed with the disease and promote ovarian cancer research.



Cancer prevention saves lives

Additionally, research shows that people with cancer who are well informed about the disease typically have better outcomes.

What is the festival all about?

The Dragon Boat Upstate Festival provides an avenue for individuals who have been impacted by cancer to raise funds to benefit the local cancer community. After months of fundraising from participating teams, the festival hosts more than 1,000 participants during the annual event to celebrate their strong fundraising work. Paddlers, volunteers, and supporters enjoy a day at the lake while supporting local cancer research and rehabilitation services at Prisma Health Cancer Institute, as well as other local cancer programs.

To start a Dragon Boat team, register online at www.DragonBoatUpstateSC.org

There is a \$25 registration fee (+\$5 after April 5). Teams are required to raise a minimum of \$5,000 to participate the day of the event. But to reach our annual goal, captains and their teams are encouraged to reach their personal best fundraising goal. Last year, teams raised \$11,500 on average utilizing a variety of strategies, including use of the Dragon Boat Upstate Festival personal fundraising pages.

How does the race work?

- Sixteen (16) paddlers and one (1) drummer all work together (along with a professional oarsman) to race on Lake Hartwell in Anderson, SC.
- Each team can participate in a racing how-to training (upon request) and one hour of practice time during the week of the festival.
- Each race is on a 220-meter straight course and will take about two minutes to complete each heat.
- Racing divisions will be determined from the combined times of the morning and afternoon races. The teams will be ranked according to combined times and then grouped into three competitive divisions with an equal number of teams in each division.
- The three fastest teams in each division will race each other for their division championship.
- In addition to crowning the festival champion, there will be recognition of winners in various categories.



Dragon Boat Team Captains To-do List



The Dragon Boat Upstate Festival relies on active teams to help us reach our annual fundraising goal. Our team captains are at the heart of a team's success.

Develop your team

- Register your team at DragonBoatUpstateSC.org
- Access your team's participant center and personalize your teams page with why you paddle and why this cause is important to your team. Your personalize team page is similar to a "GoFundMe" page.

Recruit team members

- Must have a minimum of 16 paddlers (minimum of 6 females, maximum of 10 males), 1 drummer and 4 alternates.
- Must be at least 16 years old to paddle.
- Recommend recruiting a total of 20-25 team members, to allow for alternates.

Coordinate your team's theme

- Prizes will be awarded for the best team spirit, best food (food presentation) and best overall theme.

Coordinate your team's food and beverages

- Teams are encouraged to bring food and beverages. Alcohol is permitted, grills are not.
Captain Pro Tip: Assign a co-captain to manage this so you can focus on fundraising.

Plan for your team's practice

- Each team will be allowed one hour of on-the-water practice prior to the race.
- Practice times are scheduled in one-hour sessions the week prior to race day, from 5:30 until 7:45 p.m. at Portman Marina. The week prior practice week, each team will be assigned a specific day/time for their team's practice.
- Teams must have at least 16 paddlers in the boat for practice sessions.
- All practicing participants must have waivers on file.

Your space in Tent Village will be assigned

- Tent set-up and decorating is no earlier than 7 a.m. on Saturday, May 4, 2024, and must be dismantled after the awards ceremony on Saturday, May 4, 2024.
- You will receive your team tent location assignment prior to race day; please communicate with your team where your meeting spot will be.

Communication flow

Pre-event

- Fundraise! :)
- Email or call team members on a regular basis to answer questions and check on their fundraising progress.
- Encourage team with weekly fundraising challenges.
- Ensure all participants understand that children under age 16 are strongly advised to not attend the event. Participants should make outside childcare arrangements prior to the event. Should outside arrangements not be made, any child in attendance must be registered on the website prior to coming to the event and pay the mandatory \$25 per person registration fee.
- No pets other than service animals are allowed on race day.
- Communicate all pertinent race information and event day rules to team members.

During the event:

- Plan to communicate to your team on race day, including who will be paddling and what time your next race will be called. (Dry erase boards, chalk boards, etc. work well for day-of communication, however it is important that each team member listen to the marshalling calls as heat schedules may change during the course of the day).
- Encourage your team to be prepared to stay for the duration of the event!

Post-event

- Thank everyone that made donations to your team!
- Ask for team members to join you again in 2025.





Steps to successful fundraising

- Step 1. Set your goals before you start fundraising. Think about the programs and services made possible by the money you raise.
- Step 2. Start early! Once registered to participate, your easiest donation will come from yourself. Decide what amount you would like to contribute, and enter your name on the first line of your pledge form. Remember, it is always easier to ask others if you have already sponsored yourself.
- Step 3. Identify your potential supporters, and remember to ask everyone! Family, friends, neighbors, co-workers, business associates, vendors, teachers, doctors, and those you have supported in the past are just starting points. Ask your employer, religious or community group, and businesses you support. Many companies have a matching gift program where the company will match every dollar donated to the Prisma Health Cancer Institute by a team member. You can find details on matching gift programs with your Human Resources office if you'd like.
- Step 4. Choose a fundraising approach that works for you. You can reach many potential supporters using a fundraising letter or email. Other ideas include contact through postcards and telephone calls. Additionally, using social media like Facebook, Instagram and LinkedIn will not only bring in donations but also spread awareness for Prisma Health Cancer Institute.
- Step 5. Select your style. Tell supporters your fundraising goal while talking about the Dragon Boat Upstate Festival. When asking for pledges, be relaxed. Show your enthusiasm for the event and for the cause. You'll do best with the style of solicitation that reflects your personality.
- Step 6. Decide on a suggested donation level. People are more willing to donate when they know what you're expecting from them.
- Step 7. Be creative! Establish a dress-down day at work; hold a bake sale, car wash, or dance contest; collect pocket change, have a garage sale or hold a silent auction.

Be encouraged! Even though one person says no, the next might say yes!

How to raise \$500 in 9 days

Day 1 Sponsor yourself for \$25.

Day 2 Ask two family members to donate \$25 each.

Day 3 Ask five friends to contribute \$20 each. Offer something in exchange if you need an extra motivator (Example: "I'll throw each of your names in a hat for a \$15 Starbucks gift card").

Day 4 Ask two acquaintances to sponsor you at \$25 each.

Day 5 Ask five neighbors to contribute \$10 each.

Day 6 Ask five colleagues to contribute \$10 each.

Day 7 Ask your boss or company to contribute \$25 – or better yet – see if they will match what you raise.

Day 8 Ask five local merchants to sponsor you for \$20 each. Offer to display the merchant's products or logo at your tent the day of the festival.

Day 9 Ask two businesses that you frequently go to for a contribution of \$25 each. Offer to display company logo on your team's t-shirt (make sure to include in the design you submit).

REMEMBER... It's not enough to simply post on social media... to be successful, you have to make a personal ask! Social Media is a great tool, but it is your personal story and individual ask that yields the best results!

Fundraising Event Ideas

- Throw a theme party: wine-tasting, country line dancing, costume, gourmet, etc.
- Hold a sale: garage, bake, etc.
- Sell a service: washing cars, cleaning homes or handyman services.
- Hold a contest: chili cook-off, dessert, etc.
- Organize a "thon": swim, bowl, dance, etc.
- Host a party at a local restaurant or bar and require an admission for attendees



Who should you ask? Here are some ideas!

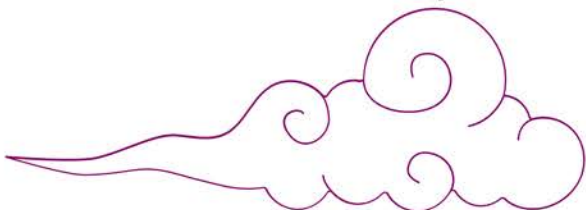
Accountant	Golf Foursome	Pharmacist
Attorney	Grocery Store Manager	Physician
Banker	Hair Stylist	Printer
Bartender	Holiday Card List	Professional Association
Car Dealer	Interior Designer	Psychologist
Cleaners	Insurance Agent	Rabbi/Pastor
Clients	Landlord	Realtor
Colleagues	Lawn Service	Relatives
Dentist	Local Stores	Service Organization
Employer	Manicurist	Sorority/Fraternity
Family	Members of your Gym	Stock Brokers
Financial Advisor	Neighbors	Teachers
Fitness Trainer	Ophthalmologist	Travel Agent
Florist	Previous Employers	Vendors
Friends of Friends	Painter	Veterinarian
Parents	Pediatrician	

Map it out.

Each team is required to raise \$5,000 to paddle at the Dragon Boat Upstate Festival on May 4. \$5,000 may seem like a lofty goal, but it's quite achievable once you map it out. Use the following suggested example to help guide your team's fundraising.

Name	Registered? (Y/N)	Role on Team	Fundraising projection	Fundraising Actual
1. Example Name	Yes	Team Captain	\$5,000 (working on corporate sponsorship)	\$2,500
2.		Paddler	\$2,500 (spearheading bake sale)	
3.		Drummer		
4.		Alternate		
5.		Spectator (does not want to paddle, but wants to be on the team and help fundraise)		
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TOTALS:			\$10,000	\$XXXXX

If each individual raises \$200 on a 25 person team, that totals \$5,000! If your team plans to host events within your team – add your goals to the map and who is leading what.



Other fun ideas

- Collection jar. Place a collection jar at work (near a vending machine) for people to donate their change.
- 50/50 drawing. Sell tickets, and the winner gets half of the money received while you get the other half.
- Dress down day. Get permission from your company to allow employees to dress down on a specific day in exchange for employee donations.
- Guess the number of M&Ms in the jar. People can submit a count for the number of M&Ms in the jar for a minimal donation. Half of the money raised goes to the closest winner and the other half to you.
- Restaurant/local merchants. Ask local business owners to donate a certain percentage of their profits during one business day.

Get social on social media

Facebook and Instagram

- Make your statuses about your training and fundraising efforts.
- Tag people in your posts when they join your team or when they make a donation.
- Create an event. Invite friends and family and add photos/videos of the previous year's events or of your training. Ex: "Help me raise money for the Dragon Boat Upstate Festival, benefiting local cancer programs at Prisma Health Cancer Institute."
- Ask your friends and family to donate a status to you, linking right to your personal fundraising page.
- Remember: Include a link to your personal and team fundraising right to your personal web pages!
- Direct message friends and family with a link to your personal fundraising page and ask them to support you.



X (formerly Twitter)

- Post updates pertaining to your training and fundraising progress and link to your personal fundraising page.
- Retweet important information from other participants in the Dragon Boat Upstate Festival—they will appreciate it!
- Tweet pictures of you training, and even pictures on the day of the event!

YouTube

- Tell your story about why you are participating with an up close and personal video.
- Create slideshows using pictures of past events.
- Take video footage at your events and display them proudly.
- Make a thank you video for anyone that helped you reach your goals.
- Remember: Link your video from Facebook, Twitter and your blog!

Email

- Use your personal participant center at DragonBoatUpstateSC.org to manage email communications.
- Inform your family and friends about your fundraising goals, your progress, and your training regimen.
- Include milestones and photos to engage them and create excitement all around.

Remember to
thank people who
donate and
support you
during the
campaign.

Dragon Boat Upstate Festival Outreach letter template



Subject: Join the Fight Against Cancer: Support my Dragon Boat Team!

Dear [NAME],

I hope this letter finds you well. This year, I'm participating in the Prisma Health Dragon Boat Upstate Festival. Our mission is simple yet impactful - raising funds for cancer research and supporting survivorship programs locally.

Since its inception in 2006, the Dragon Boat Upstate Festival has become a powerful force, uniting individuals in the Upstate to change the face of cancer in our community. The funds we raise are instrumental in supporting local prevention and early detection initiatives, advanced cancer research, and life-changing patient and survivor programs.

One of our proudest achievements is the 3D mammography mobile unit, made possible through Dragon Boat funds. This mobile unit screens 3,000 to 4,000 patients annually, providing proactive healthcare to various populations, including those with limited access to healthcare. Your support has directly contributed to improving healthcare accessibility in our community.

The Center for Cancer Prevention and Wellness (CCPW), also known as Prevent Cancer Greenville, is another initiative funded entirely by Dragon Boat teams. CCPW is a Prisma Health Cancer Institute project that recommends evidence-based cancer prevention lifestyle changes. It aims to prevent cancer progression through screenings, outcomes, and research.

Dragon Boat funds also support the Center for Integrative Oncology and Survivorship (CIOS), which focuses on helping individuals with cancer regain maximum physical, social, psychological, and vocational functioning. This comprehensive oncology rehabilitation program is making a significant impact on the lives of cancer survivors.

All these programs, aimed at improving the lives of cancer patients and preventing cancer, are made possible because of the generous support from our community through Dragon Boat. Apart from the vital cause we champion, we also have a great time paddling in special dragon boats at Portman Mariana during the festival.

If the incredible impact of these programs isn't enough to convince you to support our cause, I'd like to share my personal reason for "why I paddle" and why fighting cancer is crucial to me. **[Include personal information about your connection to Dragon Boat and fighting cancer, emphasizing how it could resonate with the reader, their company, or the community].** You can find more information about our cause at DragonBoatUpstateSC.org.

I urge you to consider joining us in this fight against cancer by making a donation to our team. Your generosity will directly help community members impacted by cancer, enabling us to prevent, stop, and help them thrive in life after cancer. With your support, we are one step closer to ending the momentum of cancer in the Upstate, and I assure you that all funds donated stay right here locally.

Here are the various ways you can contribute:

- Make a secure online donation at DragonBoatUpstateSC.org (my team's name is XXXXX).
- Send a check to [insert address].
- Attend our team's fundraising event on [date] at [location] [include when applicable].
- Text PADDLESUP to 41444 and complete the online donation form.

I want to express my gratitude in advance for your contribution. Your donation is 100% tax-deductible, and the Prisma Health tax ID number is #81-1723202.

Together, let's make a lasting impact in the fight against cancer.

Thank you,
[Your Name]
[Your Contact Information]

Additional templates

Social media templates

I have recently accepted the challenge of raising money for the Dragon Boat Upstate Festival, which supports the Prisma Health Cancer Institute Upstate through its local prevention and early detection services, advanced cancer research, and life-changing patient and survivor programs.

Please consider supporting my team by joining us in fighting cancer by learning more and donating at: [<copy and paste your personal page or team's page here>](#)
Paddles up!

This year I am raising money for the Prisma Health Cancer Institute to help fund advanced cancer research, community prevention programs, and so much more. I'm involved because [<insert personal connection to cancer>](#) (example: *I'm involved because I want to make a difference in my community and prevent cancer from ever happening*). Will you join me in fighting cancer by donating to my efforts? You can donate at my personal fundraising page here: [<insert link from your personal fundraising page that you created at dragonboatupstatesc.org>](#).

I'm raising money for local cancer programs that not only support people in our community living with cancer but that aim to stop cancer once and for all. I've raised [\[amount\]](#) so far, but I still need [\[amount\]](#) to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts? Please feel free to share this post and encourage your own friends to give to my efforts in fighting cancer. Thank you in advance for your generosity! [\[insert relevant #hashtag, URL, and photo\]](#)

Join me in fighting cancer by helping me raise money to support the cancer community in the Upstate! I only need [\[amount\]](#) to reach my goal. Make a difference today! [\[insert relevant #hashtag, shortened URL, and photo\]](#)



DragonBoatUpstateSC@PrismaHealth.org



Thank you for your support! Whether this is your first year or you've been a longtime supporter, we are grateful for you and are glad you are a part of the Dragon Boat family this year.

For additional resources or support, visit DragonBoatUpstateSC.org or email DragonBoat@PrismaHealth.org.