



The

15th Annual



**MN BRAIN
TUMOR 5K**

ULTIMATE PARTICIPANT'S GUIDE

mnbraintumor5k.com

How it Works

● PARTICIPANT GUIDE

Welcome to the 2024 Minnesota Brain Tumor 5K! We thank you for registering to participate in our event to support brain tumor research and awareness. Whether you're joining us in Stillwater on May 19 or cheering everyone on virtually, we are excited to have your support as we remain dedicated as ever to raising as much as possible for this important cause.

Now that you're registered, you have access to all the tools you'll need to fundraise for your cause and promote brain tumor awareness. Use this guide as a way to plan your MNBT5K journey from start to event day on Sunday, May 19.

● PARTICIPATION

We pride ourselves on being a family fun run/walk and participant success has never been gauged on performance. So go at your own pace and enjoy the day raising awareness for brain tumor research.

● EVENT T-SHIRTS

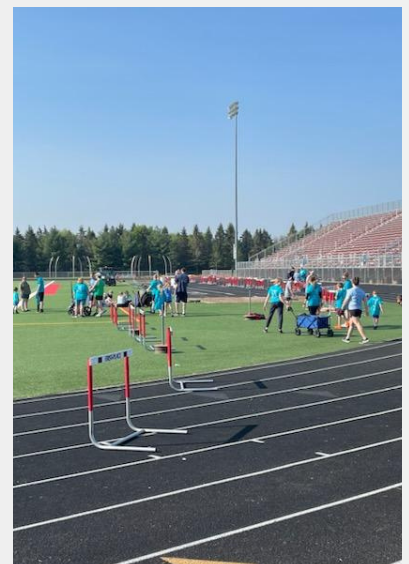
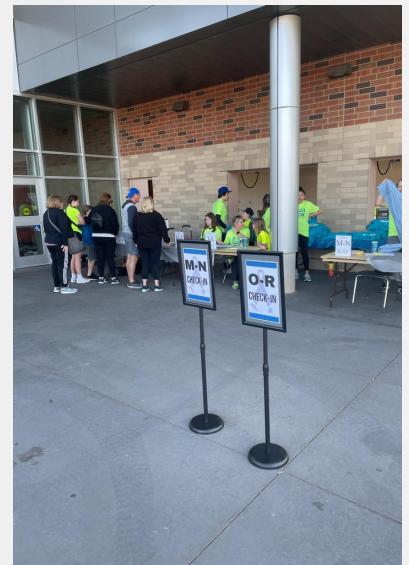
All paid participants registered on or before April 21st will receive an event t-shirt. T-shirts will be available for pick-up at the event.

● SHARING

We appreciate any photos, videos or stories you share during race day. You can post these on our Minnesota Brain Tumor 5K Facebook page, on your own social media accounts using #MNBT5K, or on your Participant or Team Page on mnbraintumor5k.com.

● STILL TO COME

More details will be shared in the upcoming weeks. We look forward to having you join us at our 15th Annual Minnesota Brain Tumor 5K!



Guide to the Site

Fundraising can be easier than you may think. With email and social media quick links, spreading awareness is only a click away! Once your Participant or Team Page is set-up how you want it, you'll be ready to start sharing your cause using the many tools available to you on mnbraintumor5k.com. Use the quick links below for fast answers to help with your page set-up.

● For Participants

- How to Set-up Your Personal Fundraising Page
- How to Share my Page on Facebook, Twitter & Other Social Networks
- How to Send an Email to My Friends and Family
- How to Send a Thank You to a Sponsor
- How to Contact Sponsors from Last Year's Event
- How to Register for This Year's Event and Access to My Information from Last Year's Event
- How to Create, Change or Leave a Team

● For Teams

- How to Set-up Your Team Fundraising Page
- How to Share my Team Page on Facebook, Twitter & Other Social Networks
- How to Send an Email to One or All of This Year's Team Members
- How to Send a Thank You to a Team Sponsor
- How to Access your Team Member and Sponsor List from Last Year's Event
- How to Register as a Team Captain Again this Year and Access My Team Information from Last Year's Event
- How to Change the Team Captain to Another Member
- How to Send an Email to All of Last Year's Team
- How to Contact Sponsors from Last Year's Event

Fundraising Tips

\$500 IN SIX EASY STEPS

By following our six easy steps, you're well on your way to effortlessly raising \$500. Your dedication to self-donation, engaging family, friends, and coworkers, along with securing corporate and local business support, showcases the power of collective action.



1

Donate to yourself - It all begins with you!

Jumpstart your fundraising by leading with your own contribution, setting a positive example for others.

2

Ask four family members to donate \$25 each

Request \$25 donations from four family members, sharing your story and emphasizing the impact of their support.

3

Ask four friends to donate \$25 each

Connect with friends through social media, asking for \$25 donations and providing a direct link to your fundraising page.

4

Ask four coworkers to donate \$25 each

Engage coworkers during breaks, explaining the cause and seeking \$25 donations to support brain tumor research. You may even find coworkers that want to join as a MNBT5K team!

5

Ask your employer for a company contribution of \$100

Meet with your boss and emphasize the positive visibility a \$100 company contribution can bring to the organization - they may even be interested in becoming a corporate sponsor!

6

Ask two local businesses to donate \$25 each

Approach local businesses you frequent for \$25 donations, highlighting the community impact of supporting brain tumor research.

Remember, personalizing your messages, utilizing social media for outreach and providing regular updates will not only help you reach your goal but also strengthen the impact of your cause. Thank you for your commitment, and let's continue to celebrate each step towards our shared success!

About the Event

The MN Brain Tumor 5K is an annual family fun run/walk in support of brain tumor research and awareness. What sets this event apart from others like it is that 100% of your donations and sponsorship dollars go directly to the Musella Foundation for Brain Tumor Research and Information, Inc., a 501(c)3 non-profit public charity whose mission is to find a cure for brain tumors. It also serves as a resource for victims and their families both financially and emotionally through:

- Providing grants for brain tumor research
- Helping patients find and participate in clinical trials
- Distributing educational materials
- Raising awareness and advocacy for brain tumor research and more

You can learn more about the Musella Foundation at virtualtrials.org.

Past Highlights

Watch our video to see highlights from our past events.



In the past fourteen years we've raised over \$965,000 for brain tumor research. This year we plan to reach
\$1,000,000!

Stillwater High School is not affiliated with the MNBT5K Event.