**#24hoursofkickingbutt**

**When:** 6 a.m. July 22 - 6 a.m. July 23

**What:** 24 hours of giving to fight colon cancer.

**Why:** To fight colon cancer! And to build your team, compete for prizes, and meet your team goal.

**How it works:** Use email, letters, calls, social media – whatever you like – to ask your friends, family and colleagues to support your team on July 22.

**What you need to do:**

1) E-mail ashepherd@kickingbutt.org to say that you are interested in #24hoursofkickingbutt

2) Early next week, look for e-mails with sample templates you can use to spread the word

3) Throughout the day Wednesday, use your Facebook, Twitter, e-mail, text, word of mouth, etc. to recruit new team members and raise funds to fight colon cancer. In doing this, you, your team, and donors can compete for the prizes listed below.

**WHAT YOU CAN WIN**

**#KICKINGBUTTCHAMP:** The team that raises the most all day will receive a $100 gift card that can be used toward team t-shirts and a bonus $200 that will go toward their ultimate team goal. AND see the items below!

**RUNNER UP:** Receives $75 towards their team goal – AND see the items below!

**Top 3 teams:** The top 3 fundraising teams will be featured in the Project’s email newsletter and on its Facebook page, and will be recognized at the 5K. The team captain will also receive an exclusive 5K “Team Captain” t-shirt.

**Power Hours** will be special hours throughout the day with incentives ranging from gift cards to bonus bucks added to the team total.

**7:30-10 a.m.** All donors during are registered to win gift cards for two entrees at Rafferty’s in Louisville. AND we’ll buy your coffee! Each donor gets a free coffee coupon from Heine Bros. mailed to them! The largest donor gets a free oil change at James Collins Downtown Ford.

**12-1 p.m.** The team that raises the most will receive $100 added to their total for the day and will be featured in the Project’s e-mail newsletter! All donors and registrants will be entered to win one of these prizes: $25 to Summer Classics in Westport Village; a gift certificate to Changes Hair Salon.

**2-**3 p.m. Register and you’re entered to win dinner for two at Texas Roadhouse.

**7-8 p.m.** All donors will be entered to win a FREE PIE from Comfy Cow.

**8-9 p.m.** The team captain with the most donors and registrants this hour will receive a long-sleeved “Get Screened” cotton shirt. Every donor will receive a free coffee coupon from Heine Bros.

**9-10 p.m.** Every donor will be entered to win a Black Tea Soy Candle and a “Bourbon y’all” T-shirt.

**11 p.m.-6 a.m. CALLING ALL NIGHT OWLS!** The largest donor gets a free month at KentuckyOne Health’s Lifestyle Center (Sts. Mary and Elizabeth)!

**Additional Prizes:**

* Teams that raise the equivalent of $500 per person by Aug. 10 will receive Dri-Fit shirts
* Team captains that raise $750 or more by Aug. 10 will receive an exclusive Team Captain T-Shirt.
* Raise $4,000 or more by Aug. 19 and your team will have its own 10x10 tent at the event to hang out, complete with water, donuts, bananas, and 10 chairs.

**Look for more information soon, including sample letters/social media posts you can use!**

**If you plan to participate in the July 22 #24hoursofkickingbutt, e-mail ashepherd@kickingbutt.org**