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15th Annual Susan G. Komen Charlotte Race for the Cure[®]

Team Captain Kit

Susan G. Komen for the Cure
Charlotte Affiliate
2316 Randolph Road
Charlotte, NC 28207
704.347.8181



Welcome Team Captain!

Thank you for your commitment to lead a team in the Susan G. Komen Charlotte Race for the Cure. The Team Captain acts as the contact person, promotes participation, sets fundraising goals, and assists members with registration.

Being a Team Captain is a great way to bring together a group of people to make a difference in our community. Think of the fun you can have as you plan, recruit members, design t-shirts, fundraise, and celebrate on Race Day. Returning Team Captains, we thank you! Last year we witnessed how much your efforts make an impact.

Your participation is a tribute to those whose journey has ended and to those whose presence is an inspiration. Every step you take and dollar you raise brings us closer to a future without breast cancer. Because you're taking those steps with a team – you're increasing your impact.

Sincerely,

Susan Sears
Teams Chair

Questions?

Contact teams@komencharlotte.org

2010 RACE FUNDRAISING FACTS:

- \$1.25 million in local grants
- \$466,000 for the Susan G. Komen Award and Research Grant
- 832 teams were critical in this success
- 52% of fundraising dollars were raised by teams (\$825,000)
- Teams account for 59% of the participants

DID
YOU
KNOW

75%

75% of every dollar raised stays in Mecklenburg, Lincoln, Iredell, Rowan, Cabarrus, Stanly, Union, York, and Gaston Counties.

25%

25% of the funds raised are contributed to the Susan G. Komen for the Cure National Award & Research Grant Program to fund breast cancer research.

Your dollars MAKE A DIFFERENCE

FOR THE UNINSURED & UNDERINSURED OF OUR 9 COUNTY SERVICE AREA

AS A DONATION:

\$50

= Provides compression garments for post-surgery treatment

\$150

= A potentially life-saving diagnostic mammogram

\$300

= Three-month supply of Tamoxifen, an important post-treatment medicine

AS A FUNDRAISER:

\$485

= One fine needle biopsy to check for cancerous tissue

\$1,250

= 10 potentially life-saving diagnostic mammograms

\$2300

= Lymphedema compression garments and therapy for three people or more



Want to make your TEAM T-SHIRTS OFFICIAL?



Visit www.komencharlotte.org
and click on Teams to download the official insignia!

TEAM CAPTAIN CHECKLIST

TEAM CAPTAIN "TO DO" CHECKLIST	DUE DATE	COMPLETED
Register & form team at www.komencharlotte.org	Today	<input type="checkbox"/>
Create a team page & set a fundraising goal	Today	<input type="checkbox"/>
Email teams@komencharlotte.org to request a Komen Koach	Today	<input type="checkbox"/>
Early registration deadline for t-shirt/packet mailing	Noon on Sept. 12	<input type="checkbox"/>
Reserve a space in Team Village for Race Day Tailgating	September 23	<input type="checkbox"/>
Register for "Team Spirit" Contest	September 23	<input type="checkbox"/>
Reserve a time for team pictures	September 23	<input type="checkbox"/>
Make a team video for the "Bust A Move, Komen!" contest	September 26	<input type="checkbox"/>
Invite members to join your team before awards deadline	September 26	<input type="checkbox"/>
Rally team members to fundraise	Today until October 31	<input type="checkbox"/>
Race Day! Meet at the Team Village for a photo!	6 - 7:15 am	<input type="checkbox"/>
Attend Ceremony	After the Race	<input type="checkbox"/>
Email packetpickup@komencharlotte.org 48 hrs in advance to pick-up packets (See page 5)		
Pick up team shirts & bibs (for those registered after Sept. 12)		(See page 5)

KOMEN KOACHES

Our teams are the backbone of our event, and we appreciate all your efforts. To show our support, we have assembled a group of volunteers to provide support for you and your team. Your Komen Koach will be available to answer questions and act as a mentor to coach your team to the next level!

Email teams@komencharlotte.org to receive a Komen Koach!

Benefits of a Komen Koach:

KOMEN KOACHES CAN:

- Answer questions about the Race, teams, technical assistance, etc.
- Help arrange a packet pick-up for you and your team before Race Day
- Update your team information if someone signs up as an individual rather than on your team
- Act as a sounding board for new ideas
- Act as a mentor to help grow your team to the next level
- Help with team building ideas
- Brainstorm or suggest fundraising ideas
- Plan the logistics of Race Day - where will you meet, and when?

KEY DATES:

Sept. 12th, Noon - Deadline for T-shirt Mailing

Participants registered prior to Noon on Sept. 12th will receive their Race packets in the mail!

Participants registered after Noon on Sept. 12th must pick up their Race packets. See page 5 for Packet Pick-Up locations.

September 26 - Team Awards Deadline (Last day team member registration will be counted toward Team Awards)

PACKET PICKUP & REGISTRATION

Registration & Packet Pick-Up Locations September 2011				1	2	3
4	5	6	7	8	9	10
11	Early Registration Deadline @ Noon!	12	13	14	15	16
18	19	20	21	22	23 Belk Carolina Place 4 - 8pm	24 Belk SouthPark 11am - 6pm
25 Belk Northlake 1 - 6 pm	26	27	28 Founders Hall 11am - 6pm	29 Founders Hall 11am - 6pm	30 Founders Hall 11am - 6pm	RACE DAY!!! 1 Wachovia Atrium 6 am
Belk SouthPark 4400 Sharon Rd.	Belk Northlake 7115 Northlake Mall Dr.	Belk Carolina Place 11009 Carolina Place Pkwy.	Founders Hall 100 N. Tryon Street	Wachovia Atrium 301 S. Tryon Street		

Register online before Noon on Sept. 12th, and your Race materials will be mailed to you. Participants who register after Noon on Sept. 12th must pick up Race materials at Belk or Founders Hall.

Visit komencharlotte.org for additional
Registration & Packet Pick-Up locations.

IMPORTANT:

Email packetpickup@komencharlotte.org at least 48 hours in advance if you plan to pick-up packets for your team.

Creating your Team Online is Easy!

- 1 Visit www.komencharlotte.org, click "Race for the Cure" and then Register.
- 2 Select "Form a new team."
- 3 Format your team page and monitor your team's progress:
 - Update the team page with a team photo and text.
 - Click on "Team Progress" to view your team's registration and contribution fundraising progress.
- 4 Go to your Participant Center for all of your online fundraising needs.
 - Set up, update & modify your personal page to manage your fundraising goal.
 - Upload your e-mail address book or enter e-mail addresses manually.
 - Send out e-mail to friends and family asking for their support.
 - View your progress under the "My Progress" link, where you can track donor information and enter cash or check donations.

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Fulfill A Promise: Fundraising

The number one reason people donate is because they are asked!

- Personalize your team and individual pages. How have you been touched by breast cancer?
- Identify friends, family and colleagues who would like to support you.
- Face-to-face communication will always garner a more positive response; however, you can reach a lot more people with e-mail!
- Use the online tools outlined in this toolkit. Encourage your supporters to donate and watch your fundraising totals grow!
- The people most likely to give are those who have given before! Don't be afraid to go back to last year's supporters. Make sure they know the impact of their donation last year, and encourage them to make a similar or even larger gift this year.
- Be the first person on your team to make a donation and ask everyone to follow your lead!

- Let your supporters know how their gifts will save lives, where their money will go and **the impact of their gift.**
- Keep your supporters **updated on your progress** and **follow-up after the Race.**
- Thank your donors, and then **thank them again!**
- Share **fundraising tips and ideas** with teams members and be sure to thank them often for their efforts!

COMPANY SUPPORT

MATCHING GIFTS

Make your donations go twice as far by participating in your employer's Matching Funds Program. File the necessary form(s) with your employer and submit copies to the Komen Charlotte office via mail, fax to 704-347-8145 or email pledges@komencharlotte.org.

"CORPORATE PAY" REGISTRATION FEES

Many companies will pay for employees' registration fees. We make this process easy by setting up an online corporate code for employees and submitting an invoice to your employer after registration closes. Email admin@komencharlotte.org for more information.



Want to join a team without running or walking? This is a registration option for those who want to be a team member, but will be absent on Race Day.

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ABC'S OF FUNDRAISING

A-ASK!: You will be surprised how many people will support you. All you have to do is ask!

B-Bake Sale!

C-Compete: Start a friendly competition among departments with winning team receiving a pizza party.

D-Dress Down for the Cure: Allow co-workers to dress casually at the office by donating \$5 or more to your team.

E-Email everyone you know explaining why Komen is important to you!

F - Facebook!: See page 8.

G-Game Night: Host a bingo night and or a Bunco game night for hours of FUNdraising!

H-Host a silent auction.

I-Inspire friends and family to donate by writing a letter explaining your commitment to finding a cure for breast cancer.

J-Just ask!

K-Kick Off: Invite all of your team members and their friends and families to a kickoff celebration. Take a small donation at the door and it will soon add up to a lot!

L-Lunch Break: Have your co-workers bring their lunches to work one day and donate what they would have spent to your team.

M-Matching Gifts: If your company offers a matching gift program be sure to submit the necessary paperwork.

N-Newspapers: Write a press release describing your team's involvement with Komen.

O-Order out less. Put the money you save into a donation fund.

P - Power of 15. Take the 15 Friend Challenge. See page 8.

Q-Quiz Night: Organize a quiz tournament at your house or local bar or restaurant. Ask for a percentage of the profit or have a fee for playing.

R- Ribbons: Sell pink ribbons for the cause.

S- Set a goal and communicate progress.

T-Tournaments: golf, bowling, ping pong, knitting, whatever! Participants pay to play.

U- Use your network of friends and coworkers to find creative ways to fundraise.

V-Vino: Host a wine tasting.

W- War with Pennies: Set up jugs for each department/team/grade level and see who can raise the most money. Pennies and dollars are counted as positive, while silver change is counted as negative. The goal is to put pennies and dollars in your own jug and silver change in your opponents' jugs.

X-Xerox copies of the pledge form available at www.komencharlotte.org. Distribute copies to team members to hang by their cubicle or office door.

Y-Yard Sale: Organize a neighborhood yard sale because one woman's trash is another woman's cure. Be sure to include pink ribbons on all your ads!

Z-Zero hour: The race may be near, but it's never too late to start fundraising!

\$ BOUNDLESS FUNDRAISING through Facebook

Komen can help you expand fundraising opportunities to your social network! Follow the instructions below to add your fundraising meter your Facebook page. Clicks on the badge will link directly to your Komen page!

1. Login to Participant Center
2. Click on the "Fundraise with Facebook" icon
3. Login to your Facebook page
4. Follow the steps prompted by Facebook



DID YOU KNOW?

\$50,000

The average cost of treatment including surgery and chemotherapy.

\$1.65 million

The amount of money we would raise if all 16,500 Race participants collect just \$100.

FLY OUR TEAM MEMBERS IN!



As the official airline of Susan G. Komen for the Cure, American is pleased to offer a 10% discount off eligible applicable published fares for friends and family to join your Race. Reservations can be made on-line by entering the promotion code **55H1BG** in the "Promotion Code box, or by calling our Meeting Services Desk at 1-800-43 1790, mentioning STARfile multi-meeting index number **21488**.

TEAM BUILDING ACTIVITIES

- **TALK, TALK, TALK!** Tell everyone why you are a Team Captain!
- **EMAIL** team members from your Race Center on www.komencharlotte.org.
- **THEME** your team! Make your team name meaningful so that your team members can talk about it passionately. Design t-shirts, signs, banners, or flags. Have fun and be creative!
- **SET A GOAL** for donations and create a fundraising page from your Team Captain website.
- **CHALLENGE** each other. Encourage your team to take the 15 Friend Challenge.
- **PLAN A TEAM EVENT.** Organize a team potluck, picnic, bowling competition, wine tasting, or bike ride. Use the event as an opportunity to benefit the team's fundraising.
- **BUST A MOVE, KOMEN!** Create a team video, make memories, and spread the word about your team.
- **ADVERTISE** by displaying Race for the Cure promotional materials.
- **TAILGATE!** Create a tailgating space for your team in Team Village. Decorate your space and compete for the "Team Spirit" award.
- Plan a **POST-RACE GATHERING** to thank team members and to share Race experiences.



Are you looking for a fun and unique way to draw attention to your team? Join our YouTube Video Contest! Gather your team members, select a song, and put together a video showing your team getting ready for the Race, promoting your team, or just celebrating life! Prizes will be awarded to the top three videos (as determined by our judges). Break out your dancin' shoes, get creative, and HAVE FUN!

SUMMARY OF RULES:

(For a complete list of rules, please visit www.komencharlotte.org)

- Your video must include the following: "Charlotte Race for the Cure" along with the event date, "October 1, 2011," as well as an educational message about breast cancer and/or breast health.
- Content must be appropriate for a family audience - keep it PG, please!
- Visit www.komencharlotte.org for more information about the contest, including tips & suggestions, YouTube tutorials, and the video release.
- Questions? Email info@komencharlotte.org.

TEAM AWARDS

Building teams has its benefits! The team with the largest amount of pledges in each of the following categories will be recognized at the awards ceremony following the Race. Team totals will be based on the number of dollars received by the team deadline of September 26, 2011.

PARTICIPATION AWARDS

- Friends & Family Team
- Medical/Healthcare
- Small Business (0-100 Employees)
- Mid-Sized Business (101-499 Employees)
- Corporate (500+ Employees)
- Community Organizations
- Faith-Based Organizations
- Schools (K-12)
- College/Universities

FUNDRAISING AWARDS

- Top Fundraising Corporate Team
- Top Fundraising Non-Corporate Team

SPECIAL RECOGNITION

- Lynn Kennelly Impact Award

This award is in honor of the late Lynn Kennelly, one of two inspirations for the Circle Up! team, and long-time supporter of the Charlotte Affiliate. The winner will exhibit the same qualities that Lynn personified in her decade-long fight against this dreaded disease – passionate and strong-willed in her drive to make an IMPACT by supporting and empowering those around her – a shining example of paying it forward. Please send nominations to teams@charlottekomen.org.

2011 TEAM VILLAGE

We have a special place for your team to celebrate on Race Day! Team Village is a meeting place for you and your team and will have a variety of exciting activities!



TAILGATE!

Create a tailgating space for your team in Team Village. Vehicles will only be allowed in the night before to unload.

TEAM SPIRIT AWARD!

A contest will be held the morning of the race for the most "Team Spirit!" Bring signs, decorate, design t-shirts...the opportunities are endless!

TEAM PICTURES!

Komen is providing an onsite photographer starting at 6:00 AM for team pictures! Pictures will be made available to the team after the Race. Email teams@komencharlotte.org to reserve a time for your team picture.

Email teams@komencharlotte.org for information on tailgating, team spirit, and pictures.