



2012 Susan G. Komen Virginia Blue Ridge Race for the Cure®

Team Captain Kit



Presented by 

NATIONAL SERIES SPONSORS



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Welcome Team Captain!

Thank you for your commitment to lead a team in the Virginia Blue Ridge 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,

Kerri Huff & Lauren Spencer

Teams Co-Chairs



2011 RACE FUNDRAISING CONTRIBUTED TO:

Over \$300,000 in local grants

Over \$25,000 for the Susan G. Komen Award & Research Grant

Over 100 teams were critical in this success!

DID
YOU
KNOW

75%

75% of every dollar raised stays in our Affiliate Service Area which includes: Alleghany, Amherst, Bath, Bedford, Bland, Botetourt, Buena Vista City, Campbell, Carroll, Craig, Floyd, Franklin, Giles, Grayson, Henry, Lexington City, Lynchburg City, Montgomery, Patrick, Pittsylvania, Pulaski, Roanoke, Roanoke City, Rockbridge, Salem City, and Wythe

25%

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

Questions?

Email teamchallenge@komenvablueridge.org

Your dollars MAKE A DIFFERENCE

FOR THE UNINSURED & UNDERINSURED OF OUR 31 COUNTY SERVICE AREA:

AS A DONATION:

- \$50** = Provide 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 tissues
- \$1,250** = 10 potentially life-saving diagnostic mammograms
- \$2,300** = Lymphedema compression garments & therapy for 3 people or more



Want to make your
TEAM T-SHIRTS OFFICIAL?



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

TEAM CAPTAIN CHECKLIST

TO DO CHECKLIST	DUE DATE	COMPLETED
Register & form team at komenvablueridge.org	Today	<input type="checkbox"/>
Create a team page & set fundraising goal	Today	<input type="checkbox"/>
Invite members to join your team	Ongoing	<input type="checkbox"/>
Last day to register to be guaranteed a Race t-shirt	March 15, 2012	<input type="checkbox"/>
Plan your team tailgating on Race Day	Ongoing	<input type="checkbox"/>
Reserve a space in Team Village for Race Day!	TBA	<input type="checkbox"/>
Rally team members to last-minute fundraise	April 01, 2012	<input type="checkbox"/>
Packet Pickup	TBA	<input type="checkbox"/>
Last day to form (or join) a team	April 7, 2012	<input type="checkbox"/>
Last day to turn in \$ to count towards totals	April 11, 2012	<input type="checkbox"/>
Race Day!!	April 14, 2012	<input type="checkbox"/>
Last day to turn in all fundraising \$	May 14, 2012	<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
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THINGS TO KNOW

CREATE YOUR TEAM ONLINE

1. Visit www.komenvablueridge.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 your team page with a team photo and text
 - Click on "Team Progress" to view your team's registration and contribution fundraising process
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 email address book or enter email 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 see donor information and enter cash or check donations.



TEAM BUILDING ACTIVITIES

- **TALK, TALK, TALK!** Tell everyone why you are a Team Captain!
- **EMAIL** team members from your Race Center on www.komenvablueridge.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 created a fundraising page from your Team Captain website.
- **CHALLENGE** each other. Encourage your team to take the **POWER** of TEN fundraising challenge. Ask each team member to ask 10 people for \$10.
- **PLAN A TEAM EVENT.** Organize a potluck, picnic, bowling competition, wine tasting or bike ride. Use the event as an opportunity to benefit the team's fundraising.
- **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.

TEAM AWARDS

Building teams has its benefits! The team with the largest amount of fundraising dollars 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 **April 11, 2012**.

Team Fundraising
Award Categories:
Company/Corporate Team
Friends & Family Team
School/University Team
Religious Team
Community Team



Have friends and family who want to join your team, but can't make it to Race Day? They can still participate by selecting the Sleep in for the Cure option when registering!

Have questions or need help?
teamchallenge@komenvablueridge.org

FULLFILL 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 email!
- Use the online tools outlined in this toolkit. Encourage your supporters to donate and watch your fundraising 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 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 team members and be sure to thank them often for their efforts.

COMPANY SUPPORT

Matching Gifts

Did you know that numerous companies will match your contribution? Please ask your HR department about a matching gift program. This simple step may double your contribution.

"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: teamchallenge@komenvablueridge.org for more information.



Virginia Blue Ridge Race for the Cure

Pledge Collection Sheet

DOWNTOWN ROANOKE SATURDAY, APRIL 14, 2012

Make checks payable to: **VIRGINIA BLUE RIDGE RACE FOR THE CURE**

Mail (or deliver) pledge money with completed Pledge Collection Sheet(s) to:

Virginia Blue Ridge Affiliate, Susan G. Komen, 4910 Valley View Blvd., Roanoke, VA 24012

Your Full Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: () _____ Evening Phone: () _____

Team Name (if applicable): _____

DONORS FULL NAME	PLEDGE \$
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
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19. _____	_____
20. _____	_____

AMOUNT COLLECTED ON THIS SHEET \$

All pledge money (including money from company gift matching programs) must be received by April 11, 2012 to be eligible for fundraising awards. 75% of the net proceeds from this event will remain in our 32 county service area to support education, screening and treatment programs and the remaining 25% will help fund the Susan G. Komen for the Cure National Award and Research Grant Program.

Tips & Rules on Collecting Donations:

- When you register online, you can set up your own online fundraising page where pledges can be made via credit card in a safe environment.
- Mention your efforts everywhere you go and to everyone you talk to—you'll be surprised by how many people will be happy to support you!
- Donations can be made by cash, check or credit card.
- All donations can either be collected and turned in by the Team Captain or team members can submit them in person at packet pickup events, at our Komen office in Roanoke during normal business hours, on Race Day and at other opportunities TBA.
- Each team member must keep track of his or her own donations.
- Pledges are collected on behalf of and credited to individuals only. If a team receives a general donation, one member must be selected to receive credit for the amount or the money will be credited to the Team Captain. All monies to be counted towards awards must be received by April 11, 2012.

This form is available to download on our website on the "Fundraise" page. www.komenvablueridge.org



'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 a 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: Post a link on Facebook to your team or individual fundraising page. More details are in your participant center online.

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 add up 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 gift matching program, be sure to submit necessary paperwork.

R RIBBONS: Sell pink ribbons for the cause.

S SET a goal and communicate progress.

U USE your network of friends to find creative ways to fundraise.

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 opponent's jugs.

X XEROX copies of the pledge form and put it up in your office, cubicle or classroom.

Y YARD SALE: Organize a neighborhood yard sale because one woman's trash is another woman's cure. Be sure to include pink ribbons in your ads.

Z ZERO HOUR: The race may be near, but it's never too late to start fundraising!



10

THE POWER OF

TAKE OUR FUNDRAISING CHALLENGE!

Challenge everyone on your team to ask 10 people to donate \$10 to raise a total of \$100 each.



DID YOU KNOW?

\$350,000

The amount of money we would raise if all 3500 Race participants collect just \$100.

2350

Approximately the number of potentially life-saving mammograms this amount would cover.

Frequently Asked ?s

Where do I park? Downtown Roanoke offers lots of parking options near and around Elmwood Park. Visit www.downtownroanoke.org/parking for all the info.

What is the final date to register as a team member?
April 07, 2012

Can someone be added to a team after the deadline?
Participants are able to register until Race Day. However, anyone added after April 07, 2012 will not be counted toward your numbers for team awards.

How do my team members get their race shirts & bibs?
Packets will be available for pick up several weeks before the race. We will email all participants with the date/time/location as it is secured.

How do I know who has registered for my team? Your "Team Page" will show everyone registered under your team name.

What if my company wants to sponsor my team? Corporations wishing to sponsor team members' race registration fees should email teamchallenge@komenvablueridge.org for assistance.

A team member signed up online as an individual rather than on the team. Email teamchallenge@komenvablueridge.org with the individual's name and the team they should be on. We can correct it.

Who should checks be made payable to? "Komen VA Blue Ridge Race for the Cure" Be sure to include your team name on the check memo line to ensure proper credit.

Where do I send money I've collected? You can mail checks to our offices at: Komen VA Blue Ridge, 4910 Valley View Blvd, Suite 212, Roanoke, VA 24012. (Please do not send cash. Please convert it to a check.) There will also be opportunities to drop off at various events and we will also be collecting at the Race—watch your email for more info. (Please note: Money must be received by April 11, 2012 to count towards your team fundraising totals. So we encourage you to turn them in sooner.)

Where should I tell my team to meet? The Team Village (exact location TBA closer to Race Day)

Who do I contact with Race questions?
teamchallenge@komenvablueridge.org

Are pets, bikes, skateboards or strollers allowed at the Race?
For the safety of all participants, pets, bikes, and skateboards are not allowed at the Race. Strollers are fine; however, we ask that those with strollers start the Race toward the back of the pack.

What time should I get to the race? We recommend about an hour prior to the start time to park and so you don't miss anything!

Are there other things going on besides the race? YES!
Watch your email for details as they are secured. We have lots more planned in addition to the Race!