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502.584.CURE

KomenLouisville.org

2011

TEAM CAPTAIN GUIDE



Presented by 

NATIONAL SERIES SPONSORS





OUR PROMISE

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

OUR WORK

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested over 1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

KOMEN LOUISVILLE AFFILIATE

The Louisville Affiliate has seen steady growth since its inception in 1999. This growth was made possible thanks to hundreds of dedicated volunteers who work tirelessly to spread the message of early detection to the community. Louisville is one of 124 Affiliates worldwide that make up the Susan G. Komen Affiliate Network. Across the globe Affiliates raise funds for both research and local community grants. In fact, up to 75% of the funds raised are committed to the Affiliate's own service area. The remaining 25% of each Affiliate's net income goes to support the Susan G. Komen for the Cure global research initiative. Komen Louisville is proud to have contributed \$1.3 million toward this effort to help speed the translation of discoveries into reductions in breast cancer mortality and/or incidence. In FY 2010-2011, the Louisville Affiliate contributed \$625,000 in local Community Breast Health Programs and \$225,000 towards breast cancer research.



OUR VISION

A world without breast cancer.



Susan G. Komen (left) with her sister Nancy Brinker, founder of Susan G. Komen for the Cure

1 in 8 women in the U.S. will be diagnosed with breast cancer

1 in 100 men in the US will be diagnosed with breast cancer

More early detection

Nearly 75% of women over 40 years old now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30 percent received a clinical exam).

More hope

The five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74 percent in 1982).

More research

The federal government now devotes more than \$900 million each year to breast cancer research, treatment and prevention (compared to \$30 million in 1982).

More survivors

America's 2.5 million breast cancer survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

TEAMS GETTING STARTED

About Teams

The Komen Louisville Race raises funds to end breast cancer through team participation. Participants flock to teams that have passionate Team Captains who are enthusiastic for the cause and well organized. In 2010, 381 teams represented 50% of total Race participation. The challenge for Team Captains is to maximize fundraising through teams.

Your Team Name

Keep your team name short! Short team names are encouraged to help others find your team and to help your team stand out from the crowd, keep your team name simple. Do not use the word “TEAM” or the word “THE” in the team name. Team names are alphabetized in the system. So, instead of “The Jane Doe Runners,” use “Jane Doe Runners.” Instead of “Team Flatfeet with Spirit,” use “Flatfeet with Spirit.”

Team Divisions

Corporate: large and small For-Profit businesses and Non-Profit community & faith based organizations, associations, and hospitals
Schools: K-12 & colleges
Family & Friends: 3 or more Family & Friends

Awards Categories: 1) Top two Corporate fundraising teams, 2) Top two Friends & Family fundraising teams, 3) Top two School fundraising teams, 4) Team with most participants in the Schools Division, 5) “Here We Grow” Award given to the team which grows the most participants from 2010 to 2011. Awards will also be given to the top three fundraising individuals (whether or not they are on a team).

Race T-Shirts

All registered participants receive a Race for the Cure T-shirt. Team Captains are responsible for picking up and distributing their team’s Race for the Cure T-shirts. Team Packet Pick up will be October 3rd & 4th. Teams with 50 members or more will be able to schedule delivery of their packets. Breast Cancer Survivors receive the Race for the Cure T-shirt and a Survivor T-shirt. If a member of your team registers for a Sleep In for the Cure their T-shirt will be mailed to them.

Teams may choose to produce and wear their own T-shirts for team identification. **Please do not select PINK as your team color as this color is worn by Survivors only.**

“In Memory/In Celebration” signs that can be pinned to shirts will be available at team packet pick-up and on Race Day at the Registration Booth.

Team Photos

Prior to Race Festivities commemorative team photos will be available on Race Day. A location in the Race Village will be identified for this purpose. This would be an ideal location for your team to gather.

SURVIVOR CELEBRATION

This dinner is sponsored by Buckhead Mountain Grill and the Kentucky Cancer Program (KCP) for Survivors only.

For more information or to register, call KCP: (502) 852-6318.

Tuesday, October 4, 2011

Buckhead Mountain Grill
Jeffersonville, Indiana

RACE DAY

Saturday, October 8, 2011

Waterfront Park Festival Plaza
Louisville, Kentucky

- 6:45^{AM} On-Site Registration
- 7:00^{AM} Race Village Opens
- 8:15^{AM} Survivor Celebration
- 9:00^{AM} 5K & 10K Races Begin (Timed Runners First)
- 9:15^{AM} One Mile Family Walk Begins
- 10:00^{AM} Awards Ceremony & Post Race Program



The Race Course will be posted online October 4, 2011 at KomenLouisville.org

Race Village

The Race Village is located on the Great Lawn on the Waterfront. Please visit exhibit booths to support our national and local sponsors and to pick up samples and giveaways. Also, visit the Komen Merchandise tent to purchase products that raise money for the cause. And, be sure to visit the "I Am the Cure" tent where you'll have fun while learning about breast cancer, prevention and early detection. Share this with your team participants! Booths will be staffed before and after the Race.

V.I.Pink

We are rolling out the Pink Carpet for our V.I.Pink Participants. Purchase your V.I.Pink Ticket for \$100 for admission to the hottest new area of Race for the Cure. Your ticket includes Race Registration and admission to the V.I.Pink area which includes a luxurious lounge with massages and yummy treats in a beautiful garden. Sponsored by Nanz and Kraft Florists. Families are welcome, but each guest must register for V.I.Pink.

Kids Go Pink in the Fun Zone!

Kids will enjoy a special area for Pre and Post Race Celebration! This area includes games, face painting, creative activities, entertainers, clowns, and more in our Kids Pink Zone! **Please note that this area will CLOSE during the Race.**

Survivor Tent

A tent is reserved for survivors at the Race Village where they can sit and visit, get a chair massage, learn about wellness care, and enjoy refreshments.

Parade of Pink

Before the Race, we honor Survivors with a ceremony that creates a very moving and meaningful Race Day moment. This ceremony reminds us why we work so hard to raise funds and is important for teams to experience.

Survivor Medals

As survivors cross the finish line they will receive a 2011 commemorative medal from the Louisville Race for the Cure.

Register your team online with our user-friendly registration system and develop your fundraising strategy. Recruit team participants and be sure to coach and support your team. Your team members can participate in any available category regardless of how you are registered. Your team members can participate in any available category regardless of how you are registered. For example, team members can run the timed races even if you are non-timed. All registered participants may receive convenient online donations and support. Monitor team participation and fundraising progress daily. Coordinate pick-up of your team Packet with T-shirts on October 3rd & 4th and distribute T-shirts and materials to your team members. Don't forget to visit KomenLouisville.org regularly for team updates and fundraising tips.

Team Captain Tips:

Build your team, brainstorm, set a fundraising goal, develop fundraising ideas, be aware of deadlines and set a team schedule.

Online registration Get comfortable with the expanded online information and registration module, including your Race Center. It's a great way to get things done fast and raise a lot of money in a flash!

Ask your employer Ask if your company matches charitable donations, pays team member registration fees or will support your efforts in the work place in fun and exciting ways.

Advertise and publicize Newsletters, sample articles, posters, flyers, emails, website. Assemble your information. Ask breast cancer survivors and families if they will share their stories to stimulate interest and meaning to your efforts. Make sure to tell people about the Race Day events – it can make a big difference in your team's interest. Encourage team members to invite their friends.

FUNDRAISING TIPS

You and your team participants have an opportunity to make a difference in the fight to end breast cancer. Teams raise the most money for the Race for the Cure®. As a Team Captain, you can encourage, coach and support your team participants to be successful fundraisers. Turn “fundraising” into “FUN-raising!” Try some of these ideas that have proven successful for other teams!

Fundraising Tips

Anyone is a potential donor.

Ask people that you have daily contact with or who you've established a relationship with in one way or another — parents, friends, classmates, co-workers, neighbors, grocer, banker, mechanic, lawyer, dry cleaner, fellow parishioners, etc.

Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.

FUNDRAISING TIPS (CONTINUED)

Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.

Tell your pledge supporters why you're walking for Komen.

Collect your donations up front so you don't have to ask for them a second time.

Ask at least 1 person per day to make a donation.

If you're uncomfortable asking face-to-face, use your online Race Center. In your online Race Center you will find sample letters to help you.

Aim high: ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10. Base the amount you're asking for on your prospects' ability to give.

Carry your collection envelopes with you at all times.

FUNDRAISING IDEAS

Casual Work Day Host a casual day at work. Raise more funds by making and selling pink ribbons. For your team, the ribbons might be a "must have a ribbon to participate."

Aluminum Can Drive Hold a can drive at work, church or your school. Place boxes at all entrances for easy drop off. Have a can drive in your neighborhood. Send out flyers to collect on a specific day and follow through on that day.

Pink Ribbon Decorating Day Host a "decorate a pink ribbon in honor of" day. For a donation, people can decorate a pink ribbon that will be used to decorate the route on Race day.

Bingo Benefit Host a Bingo night and charge a "per card" fee. Bake Sale: Host a bake sale. Get kids involved. Contact their school for support.

Competition Start a competition amongst your team members and offer an incentive for the winner – an extra vacation day or a special parking space at work, a pizza party for the class that raises the most – be creative!

Garage Sale Organize a garage sale. Ask for donations from your employer or team members.

Kids for the Cure Get neighborhood kids involved in your efforts. Encourage kids to donate their loose change and ask their neighbors to do the same.

\$25 from 25 Friends in 25 Minutes Using your online Race Center, email 25 of your friends and request \$25 from each of them within 25 minutes. You will be surprised at how quickly online donations help you reach and surpass your fundraising goal.

Using the online system makes it easier for your friends to use their debit or credit cards, which results in higher donations per person.

STEP 1 Decide your team name.

Keep it short, don't use the word "team" or the word "the."

STEP 2 Decide how members will pay.

Usually team participants pay their own registration fees, but in some cases there is a benefactor who pays the registration fee for team participants. In this case, the Team Captain needs to contact Komen Louisville at 502-584-2873 to request a "team discount code." With a team discount code, participants register online and enter the team discount code rather than a credit card number. The Komen Louisville Office then invoices the benefactor, who sends a check or charges the fee to a credit card.

STEP 3 Decide how you'll register.

Team Captains establish their team by registering online and creating a team. Once the team is established, share your team name with others and participants can join your team, by selecting "join an existing team" via the website. Anyone can locate and join your team if they know your team name. Remember, team members can register in any available category regardless of what category in which you are registered. All team participants should register online. If you have any difficulty with online registration, please contact the Komen Louisville Office at 502-584-2873. Team registration closes at midnight on Wednesday, September 28th, so be sure all potential team members are aware of the deadline. After the September 28th, all Race participants will be required to register as an individual.

Online Registration Prices (Paper is not available for Teams)

Adult Non Timed (9th Grade and Older)	\$25
Adults 5K Timed ...\$25 Adult 10K Timed	\$35
Youth	\$15
Sleep In For the Cure	\$35
VIPink Timed or Non-Timed	\$100

How to Register Online

Form a Team Name your team and set fundraising goal.

Enter yourself as a Race Participant Enter your personal information and sign the waiver.

Review your own registration Here you can register other individuals such as your own family members.

Pay your own registration fees (Note: if someone is paying for all your team participants, you'll enter the Discount Code rather than your own credit card information.)

REGISTRATION (CONTINUED)

Convio provides very tight security. No one sees credit card information except you and the merchant banking system that processes the payment.

You will receive an e-mail message confirming your registration. That message will instruct you on how to log back into the system, including a button that logs you into your own Race Center.

To manage your Race Center (personal or team), go to “My Race Center.” This is your space within the online system where you can setup your personal and team pages, set fundraising goals, send e-mail messages to your team or to potential donors.

My Race Center

Your Race Center is both your personal Race Center and your team management center. So, you receive all the tools that every Race participant has PLUS tools to manage your team.

From the Team Progress component of your Race Center, you can manage everything related to your team!

Team Captain Tools include:

Option to setup your team home page This is the public page that everyone will see when they access your team site online. Use a photo, add a description of your team, setup a thermometer that shows how close your team is to the team’s fundraising goal and more.

Send e-mail out to your team participants encouraging them to fundraise, giving them information about where you will be distributing t-shirts and where to meet on Race Day. You can even congratulate the top fundraiser among your team participants!



For more information please
contact the Louisville Affiliate at
502-584-2873 or email
raceteams@komenlouisville.org