



Yorktown Center, LOMBARD

SUNDAY, SEPT. 21

**5K TIMED RUN
5K/1 MILE FUN WALK**

Turning dollars raised into lives saved across the Chicagoland Area.



TEAM CAPTAIN HANDBOOK

Susan G. Komen Lombard Race for the Cure
Yorktown Center Mall • Lombard
Sunday • September 21 • 2014



THANK YOU TEAM CAPTAINS!

- Teams are a huge part of the Susan G. Komen Lombard Race for the Cure.
- Team Captains are incredible leaders.
- Teams can be any combination of family, friends, colleagues or neighbors!
Note: To qualify for some of our amazing prizes and contests, you will need at least 10 registered team members!

GREAT REASONS TO FORM A TEAM

- Packet Pickup Made Easy
- Keep Your Eye on the Prize
- Dress to Impress
- Earn a Team Tent

TEAM CAPTAIN RESPONSIBILITIES

Register your team online at komenchicago.org

Note: you can register you and your team members at the same time.

- *Choose your team name*
- *Set your fundraising goal*
- Spread the word, Create Awareness.
 - *Send emails from your Participant Center.*
 - *Communicate with your team regularly - **keep them motivated!***

Stay tuned for Team Captain Updates

- *Fundraising ideas*
- *Race Day activities and instructions*
- *Packet Pick-up*
- *Team Award announcements and more*

Team Captain Checklist

- Register your Team
Need help? Contact Race@KomenChicago.org
- Build your Team
Send emails, place Team posters... talk it up!
- Set your fundraising goal
Challenge your Team Members
- Pick up your Team Packets
Yorktown Center Mall (exact store to be determined)
Friday, September 19th (11 am-8 pm)
Saturday, September 20th (9 am-4 pm)
Note: For Teams with 5 or more members, packets will automatically be bundled and available at Packet Pickup, unless otherwise requested
- Stay tuned for Team Captain Eblasts
- _____

For detailed, step-by-step instructions on how to register your Team, set up your Team Page and more, keep reading!

**We've got all the information you need right here.
Turn the page to get started!**

TEAM CAPTAIN TOOLKIT

Thank you so much for registering as a Team Captain for the 2014 Lombard Race for the Cure. We need you, along with your family and friends, to help us kick off this inspiring, energizing and amazing event. So gather your favorite people -- siblings, relatives, friends, colleagues -- and walk together as a team in the fight against breast cancer. Keep in mind, we have lots of great prizes for teams with the most fundraising dollars and teams with the most members, so don't hesitate to get started!

In this toolkit you will find information about:

- What Is a Team?
- Benefits of Forming a Team
- Team Captain Responsibilities
- Team Captain Deadlines
- Creating Your Team
- Accessing Your Team & Participant Center
- Fundraising Ideas
- Details and Deadlines

We appreciate your hard work and efforts in helping us fight breast cancer and provide needed services to women and men throughout the Chicagoland Area.

We are looking forward to crossing the finish line with you and your team on September 21st!

What Is a Team?

A team is ten or more participants who register under a common team name. Any company, family, group of friends, club, community organization, school or faith group can form a team.

NOTE: Your team can be smaller than 10 people, but to qualify for some of our amazing prizes and contests, you will need at least 10 registered team members.

Benefits of Forming a Team:

Participating in the Komen Chicago Mother's Day Race for the Cure with a team multiplies the fun, the laughter and maybe even the tears that you share on Race Day. Rally around someone you know who was just diagnosed, honor someone who has survived, or remember someone who fought breast cancer. It's a day of music, celebration and community and we want you there!

- **Packet Pickup Made Easy** – No need for everyone to chase down to the packet pickup site; register as a team, and only one person needs to collect the packet for the group.
- **Keep Your Eye on the Prize** – We've got lots of great prizes and promotions to celebrate your success, so team up to help us reach our fundraising goals. Remember, every dollar raised goes towards finding a cure for breast cancer, so no contribution is too small!
- **Dress to Impress** – You and your crew can create your own t-shirts, hats, banners and flags to show your team spirit. Think pink and make a fashion statement!
- **Earn a Team Tent** – When your group raises \$5,000 you earn your own tent at the event – it's the perfect place to meet, take pictures, and rev up for the Race!

Team Captain Responsibilities:

1. You MUST register yourself ONLINE at www.komenchicago.org. You can also register team members at the same time. Find helpful, step-by-step instructions in this packet.
2. Recruit people to join your team (Remember: To qualify for some of our amazing gifts and prizes, you will need a minimum of 10 team members.)
3. Encourage your team members to register online so your entire team can fundraise together. You will find instructions and tips for fundraising included in this packet.
4. Communicate Race information to your team regularly – keep them motivated!
5. Pick up and distribute team packets (shirts, bibs, etc.)
6. Meet up at Team Tent on Race morning and enjoy the celebration!

Team Captain Deadlines:

To Do:	Date:
Read your Team Captain Toolkit.....	Today!
Register your team.....	Today!
Recruit team members!.....	Ongoing
Rally and Promote..... <i>Send emails to potential donors from your Participant Center</i>	Ongoing
Fundraise..... <i>Work towards your team goal</i>	Ongoing
Packet Mailing Registration Due.....	August 31 @ midnight
Remind your team about Race Day details.....	September 18
Pick up materials and packet (in-person).....	September 19-20
2014 Lombard Race for the Cure.....	September 21, 2014

Creating a Team

1. Go to komenchicago.org;
2. Click on 'Komen Race for the Cure' and then 'Register'
3. Click the button 'Start a Team'
4. Log In: If you have never registered before, click on 'First Time Registration' button; if you already have a user name and password, log in here.
5. Start or Join an Existing Team: You will need to create a team name, and input the number of team members you hope to have, as well as your team fundraising goal. If you are joining as part of an already formed company team, click the drop down box and select the company team you are joining.
6. Participation Options: Click on the button for Adult Walker or Adult Runner, and enter your personal fundraising goal. (If you have a discount code, enter it at this time.)
NOTE: Do NOT select "mail my t-shirt and bib" if you plan on picking up your teams' shirts and packets.
7. Registration: Complete your personal contact information and answer the additional questions. **NOTE:** Team Captains must answer question #7.
8. Waiver: Review the waiver and click on the "I agree with the terms and conditions above" box at the bottom of the page.
9. Registration Summary: Review your registration information. If you wish to register additional team members using the same credit card, click on "Register Another Person."
NOTE: Team captains signing up several team members with one email address will encounter problems if they are not all entered in the same transaction. Once you have entered in any additional team members, click "Complete Registration."
10. Submit Payment: Enter your credit card information to complete your registration.

Congratulations! You have created a team and registered yourself as Team Captain. Team Captains can modify both their personal fundraising page and their team page from their Race Participant Center.

Accessing Your Team & Participant Center

1. Go to komenchicago.org.
2. Click on 'Komen Race for the Cure' and then 'Participant Center.' You will be taken to the log in page. Enter your user name and password to log in.
3. You will be taken to your Participant Center home page, where you can:
 - a. *Get an overview of your progress;*
 - b. *Get fundraising tips and activities;*
 - c. *Import contacts from your personal address book;*
 - d. *Get a team member report;*
 - e. *View your team roster; and*
 - f. *Connect with Facebook for fundraising purposes.*
4. As Team Captain, you can customize both your personal page and your team page!
5. To navigate the page, use the tabs at the top of the page:
 - a. *Email Tab: Select from a variety of suggested messages to email to your contacts. Feel free to personalize the message and be sure to sign your name at the end.*
 - b. *Progress Tab: Get a detailed view of your personal and team fundraising.*
 - c. *Personal Tab: Personalize your fundraising page.*
 - d. *Team Tab: Personalize your team fundraising page.*

Fundraising Ideas

Never miss an opportunity to ask! There are countless ways to fundraise, so take a look at the ideas below to see what works for you and your Team. Even if this is your first time, you have the capacity to be an incredible fundraiser! Just ask. People will be happy to support the mission of a world without breast cancer.

TOP 20 FUNDRAISING IDEAS... ASK! ASK! ASK!

1. **Email Campaign** – Send emails from your participant center. Customize your personal webpage with a picture and your personal story. Email your fundraising letter to friends, family and co-workers and ask them to support you and then join your team.

2. **Social Networking** – Rely on your social networks. Post a message with a link to your team page.

3. **Power of 10** – Ask 10 friends for \$10 and you'll already be at \$100.

4. **Team Incentive** – Offer your own incentives to your highest fundraising Team member.

5. **Go "Pink"** – Instead of the normal jeans day, staff can pay a small amount to wear pink in support of breast cancer.

6. **Office Auction** – Ask local businesses to support you with in-kind gifts and host an office-wide silent auction for the items and services donated.

7. **Donation Day** – Ask your team members to make a commitment to donate a dollar amount each day leading up to the Race.

8. **Matching Gifts** – Take advantage of corporate matching gift programs. Many of your donors may work for companies that have a program like this; simply filling out a form from their Human Resources department could double their donation.

9. **Spare Change** – Collect spare change in the office or visit a local business to collect patrons' loose changes. Decorate the jar with pink ribbons, pictures, or quotes.

10. **50/50 Raffle** – The only material you really need to get the fundraiser going is a roll of raffle tickets. Sell the 50/50 raffle tickets (participants can buy as many as they'd like). The winner will receive 50% of the money and the other half will be donated to Komen Chicago.

11. **Team Spirit Day** – For a donation, employees wear a jersey, t-shirt, sweatshirt, or cap of their favorite sports team.

12. **Corporate Sponsor Shirt** – Design corporate Race day shirts with company logo. Ask company vendors or other partners to make a donation to add their logo for advertising.

13. **Pledges** – Ask people to donate an amount per mile of your 5K (3.1 miles).

14. **Benefit Night at a Local Restaurant** – Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishments.

15. **Bowling Party** – Ask your local bowling alley to donate some lanes for a fundraising party. Invite your office-mates as a team-building experience, your neighbors, your family or a group of old friends. Charge at the door.

16. **Fitness** – Ask your local yoga, Zumba, or personal trainer to invite your friends to attend a special class donated by the trainer. Their admission fee, payable to Komen Race for the Cure, becomes a donation and the trainer gets a chance to build their client base.

17. **Delegate** – Give your friends, family, and co-workers donation forms and ask them to collect donations.

18. **Check Out Donations** – Make up Race donation cards for your desk at work. Co-workers can sign their name or purchase a card in someone else's honor. Hang the donation cards around the office in recognition to those that have donated.

19. **House Party** – Host a fundraising party at your home for friends, family, co-workers, or neighbors. Share our experience of the Komen Race for the Cure and your reasons for participating; then ask them to support you.

20. **Recycle** – Save up your cans and bottles and bring them to your local recycling center for a monetary value. You will be able to fundraise and help the planet all at once.

Set Goals... Start Early... Ask Everyone

Lombard Race for the Cure

Details and Deadlines

When: Sunday, September 21, 2014

Where: Yorktown Center Mall, Lombard

Event Description:

5K Timed Run

5K Walk

1 Mile Fun Walk

Contact: race@komenchicago.org, (773) 444-0061

Race Day Schedule:

6:30 am: Race Day Registration, Pledge Tent, Packet Pick Up, Gear Check, Survivor Café Opens

7:00 am: Pre Race Entertainment at Main Stage

7:30 am: Survivor Parade Line-up at Survivor Tent

7:45 am: Survivor Photo

7:50 am: Pre Race Warm Up

8:30 am: Start Sequence

5K Timed

5K Fun Walk

1 Mile Fun Walk

10:00 am: Sponsor and Award Presentation

Registration Fees:

Pre-Registration:

Adult 10K/5K Timed Runner: \$40 (each runner receives a bib and a chip)

Adult 5K/1 Mile Walker: \$35

Youth Walker (17 years and under): \$25

Race Day (at Registration Tent):

All Participant Types: \$40

Sleep in for the Cure:

All: \$35 (includes shipping fee of Race packet and t-shirt)

This participation option allows adults and child supporters to support the Race and receive a packet without actually being present. Packet and t-shirt will be mailed.

** Please note that there is an additional \$5 charge to have your packet mailed to you.

**ADDITIONAL RACE INFORMATION AVAILABLE AT
KOMENCHICAGO.ORG**