



**MID-MICHIGAN AFFILIATE OF  
SUSAN G. KOMEN FOR THE CURE®**

# **Team Captain Kit**

**Sunday, April 25, 2010**

**2:00 p.m.**

**State Capitol - Lansing, MI**



# TABLE OF CONTENTS

	PAGE
Welcome Letter & Important Contacts.....	3
Important Dates and Deadlines.....	4
Why We Race.....	5
Why Form A Team.....	6
Team Captain Responsibilities.....	7
Forming Your Team.....	8
Team Recruitment Tips.....	9
Registering Your Team.....	10
Team Awards.....	11
Fundraising 101.....	12
Fundraising Ideas.....	13
Team T-Shirt Competition.....	14



# WELCOME

Dear Team Captains,

Congratulations and Thank You!

You have generously taken on the task of leading your team in the 2010 Komen Mid-Michigan Race for the Cure®. If you're a returning Team Captain, thank you for your past efforts in joining us in the battle against breast cancer and for committing to do it again. If you're a new Team Captain you are probably unsure of what you've gotten yourself into; let us assure you – it is something wonderful. Your experience will be life-changing – for you, your team members, and the thousands of people touched by this disease.

Your efforts will help provide screening, treatment, education and research to help end breast cancer forever. **YOU WILL MAKE A DIFFERENCE IN COUNTLESS LIVES! YOU ARE THE CURE!**

Included in this kit you will find information about Susan G. Komen for the Cure®, important dates and deadlines, your responsibilities, instructions on forming your team, suggestions for recruiting team members and fundraising ideas.

We would like to be of assistance to you in any way we can. Please feel free to email us with any questions, concerns or fantastic ideas for recruiting, fundraising or improving the Race. We will do our best to provide a prompt response.

## IMPORTANT CONTACTS:

Komen Mid-Michigan Website	<a href="http://www.komenmidmichigan.org">www.komenmidmichigan.org</a>
General Information/Inquiries	<a href="mailto:info@komenmidmichigan.org">info@komenmidmichigan.org</a>
Team Captain/Race Questions	<a href="mailto:michelle.komenmmrace@gmail.com">michelle.komenmmrace@gmail.com</a>
Komen Mid-Michigan Phone	517-886-4901
Komen Mid-Michigan Fax	517-347-7595

We look forward to hearing from you and meeting you on Race Day!

### **Michelle Robinson**

Mid-Michigan Race for the Cure Co-Chair & Teams Chair

### **Jacqui Miekszyn, Sarah Triplett, Maria Hartman, & Colleen Hegg**

Teams Committee



# IMPORTANT DATES & DEADLINES

Distribute Race Application Forms to Team Members:	<b>START TODAY!</b>
Team Captain Meetings, Various Locations/Dates:	<b>TBA</b>
Team Award Registration Deadline:	<b>Tuesday, April 20</b>
Individual Packet Pickup at Playmakers: 2299 W. Grand River, Okemos	<b>Thursday, April 22</b> Noon - 8pm
	<b>Friday, April 23</b> 10am – 8pm
	<b>Saturday, April 24</b> 10am – 5pm
Race Day Packet Pickup at Registration Tent:	<b>Sunday, April 25</b> 11am – 1:45pm
Race START:	<b>Sunday, April 25</b> 2:00 pm
Race Day Schedule:	<b>See Website</b>

All Race participants can pick up their individual Race packets (t-shirt, bib number, safety pins, & ChronoTrack tag – if entered in the competitive 5K) at any of the four packet pickup opportunities listed above.





## WHY WE RACE

### ABOUT SUSAN G. KOMEN FOR THE CURE® - THE POWER OF A PROMISE

Susan G. Komen fought breast cancer with her heart, body and soul. Throughout her diagnosis, treatments, and endless days in the hospital, she spent her time thinking of ways to make life better for other women battling breast cancer instead of worrying about her own situation. That concern for others continued even as Susan neared the end of her fight. Moved by Susan's compassion for others and committed to making a difference, Nancy G. Brinker promised her sister that she would do everything in her power to end breast cancer forever.

That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested \$1.5 billion since inception in 1982. As the world's largest grassroots network of breast cancer survivors and activists, we're working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Susan G. Komen Race for the Cure®, and generous contributions from our partners, sponsors and fellow supporters, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

### ABOUT SUSAN G. KOMEN MID-MICHIGAN

The Komen Mid-Michigan Affiliate (formerly Greater Lansing) was established in January 2001, to spread the life-saving message of early detection and to financially support breast cancer screening, education, treatment and support programs in Clinton, Eaton and Ingham counties. In 2009, the Affiliate expanded its service area to include Jackson, Livingston, Shiawassee, and Washtenaw counties, and was re-named the Mid-Michigan Affiliate of Susan G. Komen for the Cure®. Up to 75% of the net proceeds generated by the Mid-Michigan Affiliate stays in our 7-county service area and goes toward education, treatment, screening, and, above all, assisting the medically uninsured and those in need. The remaining 25% goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world.



## WHY FORM A TEAM?

**T**eamwork - A team gives people an opportunity to volunteer their time, talent, and dollars together to make a difference in our world and have fun doing it! Support community involvement. Take up the challenge of finding a cure by raising funds through the Friends for the Cure® program.

**E**ducation - As a team, you inspire each other and others to learn about breast cancer and early detection, to encourage women to do self breast exams, to have yearly clinical exams and mammograms, and to teach others about Komen and its mission – to end breast cancer forever.

**A**wards - Working together as a group, you can accomplish great things. Make your fundraising goal reach even farther. Strive to create the largest team possible, with everyone raising funds. Our generous sponsors continue to award our teams for their achievement in 2010. (See Team Awards page of this kit).

**M**otivation - Rally behind a co-worker, friend, family member, or stranger who is a breast cancer survivor or co-survivor. Fight a disease that is a major health concern for women. Spread the message that, when detected early, breast cancer is over 95% curable.

**YOU HAVE THE POWER TO MAKE A DIFFERENCE.  
HERE IS WHAT WE WERE ABLE TO DO IN 2009:**

### 2009 RACE RECAP:

Last year's Race drew more than 6,700 participants and raised nearly \$400,000. The success of the Race helped Komen Mid-Michigan to fund more than \$300,000 in community grants to organizations such as:

- Allen Neighborhood Center was awarded \$18,326 for “Increasing Access and Screening Rates for Uninsured Women in Ingham County”, which provides education to encourage early detection and increase mammography rates among residents of Lansing’s eastside.
- The Healthy Asian Americans Project was awarded \$71,165 for “Promoting Breast Health and Cancer Screening for Asian American Women”, which uses lay health advisors to provide language and culturally appropriate breast health information to Asian American women in Washtenaw County, and to provide clinical breast exams, mammograms, and follow-up care.
- The YMCA of Metropolitan Lansing was awarded \$35,911 for its “Turning Point Program,” a health and fitness program for breast cancer survivors in the Greater Lansing area.



# TEAM CAPTAIN RESPONSIBILITIES

## WHAT WILL YOU DO?

- Register your team (team captains must register themselves and their team first prior to team member registration). Find helpful step-by-step instructions on the “Registering Your Team” page of this kit.
- Register yourself as a team member.
- Recruit people to join your team.
- Encourage team member fundraising.
- Communicate Race information to your team – keep them motivated.
- Encourage online registration.
- For any paper registration: Distribute and collect paper entry forms to prospective team members.
- Set a deadline for team members to return their forms to you a few days ahead of your deadline for submission – give yourself time for coordinating the paperwork.
- Verify proper forms are completed, signed, and are accompanied by accurate fees.  
**\*Please double check for accuracy of team name, birthdate, age, t-shirt size & signature.**  
**\*Participants under age 18 must have registration waiver signed by parent/ legal guardian.**
- Collect and turn in materials on time and all together.

## HOW WE WILL HELP YOU:

- Assistance with questions, problems, tips, statistics, ideas, etc. You’ll find all of our contact information on the Welcome Page of this kit. We will do our best to return all emails and phone calls promptly.
- Captain Info Nights. We will be holding several information nights early in 2010 to give new and veteran team captains an overview of the 2009 Race, answer questions, walk through the process, offer fundraising tips, etc. Look for further communication on dates, times and locations.
- Email bulletins with Race updates, fundraising suggestions and sample communications. We want you to have a great time while working hard to make your team successful.



# FORMING YOUR TEAM

## WHAT IS A TEAM?

To qualify for team awards your team must consist of 10 or more participants who register online by Tuesday, April 20th, 2010, 12 p.m., under a common team name. Paper registrations must be submitted by Tuesday, April 13th, 2010 at 12 p.m. Any company, family, group of friends, club, community organization, school, or faith group can form a team.

## WHERE DO I FIND TEAM MEMBERS?

Put simply, EVERYWHERE! See the list below for a few ideas, but remember that almost anyone is a potential teammate!

Place of worship	Workplace
Clients	Vendors
Neighborhood	Family
Former classmates	Senior centers
The gym	Staff at your mechanics
Stylists at your hair salon	Facebook friends
Everyone who came to your wedding	School faculty
PTA members	Day care mothers
Parents from your child's athletic team	Fraternity/ Sorority friends
Staff at your morning coffee stop	Book club
Bowling league	Fishing buddies
Staff at your family doctor	Walking partner



# TEAM RECRUITMENT TIPS

Building a committed group of team members who are just as invested and passionate as you are, is an essential part of creating a successful and effective fundraising team. The individuals you recruit will come to trust in your passion and leadership and will ultimately participate and raise money because they believe in you and become committed to the cause, just as you are. Here are some ways to recruit members and build excitement for your team.

1. Recruit Co-Captains and brainstorm with them. Make a plan for how to build your team.
2. Send an email to everyone on your email list and ask for their support.
3. Update your Facebook status daily with comments on your fundraising and training efforts.
4. Place posters or Race brochures at work, leave your contact information for team recruitment.
5. Put in a request to your HR department for a broadcast email to all employees in your company about the Race for the Cure® and the opportunity for co-workers to join your team. Be sure to ask whether your company has a Matching Gift program.
6. Put a “press release” in your local newspaper, church bulletin or your social club or civic organization newsletter with information about the Race and inviting people to join your team. Include a personal or inspirational story about why you’re participating.
7. Host a breakfast, lunch or happy hour registration sign-up event. Encourage existing team members to bring at least two people to the event.
8. Attach pink ribbons to offices, cubicles, doors or file cabinets for everyone who joins the team.
9. Create payroll stuffers to inform everyone about your team.
10. Schedule a breast health educational event within your organization to provide your members with vital information and motivation to join your team. For help doing this, contact the Komen Mid-Michigan Affiliate Office, (517) 886-4901, or email [info@komenmidmichigan.org](mailto:info@komenmidmichigan.org).
11. Make a team banner and hang it at your place of work or community center to promote your team.



# REGISTERING YOUR TEAM

Registering your team and individual team members online is highly recommended. Paper registration forms can be found on our website.

Follow these simple steps to form a team or join an existing one online:

## To FORM A TEAM (TEAM CAPTAIN):

1. Go to [www.komenmidmichigan.org](http://www.komenmidmichigan.org).
2. Click on **Komen Race for the Cure** tab and scroll down to **Form a Team**.
3. Scroll down to enter your Team Details (Team Name is required).
4. Enter a Team Fundraising goal. This can be changed at a later time. We suggest starting with \$1,000.
5. Select your Participation Options. Scroll down to enter your Individual Fundraising Goal and/ or make an additional donation.
6. Click **Next** and Complete your Individual Registration information. Note: You must enter all required fields.
7. Click **Next Step** and please read the Waiver. Select “I Agree” and click **Next Step** to proceed.
8. Review your Registration Summary. At this time, you may register additional people if you are paying with one credit card.
9. Click on **Complete Registration** to proceed to Billing.
10. Enter required billing information and click **Next Step**.
11. Carefully review the Confirmation Page. You must click **Process** to complete your registration.

## To JOIN A TEAM (TEAM MEMBER):

1. Go to [www.komenmidmichigan.org](http://www.komenmidmichigan.org).
2. Click on **Komen Race for the Cure** tab and scroll down to **Join a Team**.
3. Scroll down to find a team by entering the Team Name (or first few letters) and then click search. If you don't know the team name, leave the search field blank and click on **Find a Team**. A list of all registered teams will appear. When you find your team, click “Join” on the right column.
4. Click **Next Step** and scroll down to enter your Participation Type.
5. Click **Next** and Complete your Individual Registration information. Note: You must enter all required fields.
6. Click **Next Step** and please read the Waiver. Select “I Agree” and click **Next Step** to proceed.
7. Review your Registration Summary. At this time, you may register additional people if you are paying with one credit card.
8. Click on **Complete Registration** to proceed to Billing.
9. Enter required billing information and click **Next Step**.
10. Carefully review the Confirmation Page. You must click **Process** to complete your registration.



# TEAM AWARDS

## TEAMS OF TEN OR MORE WILL BE RECOGNIZED IN THE FOLLOWING AWARD CATEGORIES:

- Best Team Spirit on Race Day
- Highest Fundraising Team
- Highest Fundraising Average Per Team Member
- Panera Bread® “Dough Getter” Award
- Largest Team in Each of the Following Six Categories:
  - Friends/Family
  - Community/Neighborhood
  - Law Enforcement/Firefighters/EMS
  - Business with 25-100 Employees
  - Business with 101-500 Employees
  - Business with 501 or more Employees

Each member on the five teams with the largest fundraising totals (not including registration fees) will receive exclusive Mid-Michigan Affiliate of Susan G. Komen for the Cure® bandanas.

Awards will be based on team totals as of Tuesday, April 20, 12:00 noon for online registrations. Paper registrations must be turned in by Tuesday, April 13, 12:00 noon to allow for manual entry into the system. Paper entries turned in after that time will not count toward award totals.

## IN ADDITION TO TEAM AWARDS, SEVERAL INDIVIDUAL INCENTIVES\* ARE ALSO AVAILABLE:

Raise \$150 - Receive specially designed Race for the Cure® hat.

Raise \$250 - \$25 gift certificate for New Balance Pink Ribbon merchandise.\*\*

Raise \$500 - \$50 gift certificate for New Balance Pink Ribbon merchandise.\*\*

Raise \$1,000 - \$100 gift certificate for New Balance Pink Ribbon merchandise.\*\*

**Two Grand Prizes** - Top two fundraisers will each receive one ticket for round-trip air transportation on American Airlines or American Eagle to any destination in the contiguous United States. Limit (1) ticket per household.

\* To be eligible for these incentives, donations must be received by May 31, 2010. Incentive prizes are not cumulative. Gift certificates and hats will be mailed.

\*\* Gift certificates for New Balance Pink Ribbon merchandise can only be redeemed at Playmakers in Okemos, New Balance Farmington Hills, or New Balance Troy.



# FUNDRAISING 101

The Komen Mid-Michigan Race for the Cure® is more than just an event. It's an event with a mission and a promise – to save lives and end breast cancer forever, by empowering people, ensuring quality care for all, and energizing science to find the cure. The Komen Mid-Michigan Race for the Cure® has experienced tremendous growth since the first Race in 2003, both in participation and in fundraising. With your efforts as a team captain, you have the ability to motivate your team members to raise more than ever before. Fundraising can be a great way to unite your team while raising money to eradicate breast cancer as a life-threatening disease.

## THREE STEPS TO SUCCESSFUL FUNDRAISING:

**Step 1:** Identify your prospects & formulate a goal: Just like potential team members are everywhere, so are potential donors!

**Step 2:** Select your approach: telephone, email, snail-mail, texts, face-to-face, Facebook, Twitter, etc. Face to face communication will always garner a more positive response. If you are using e-mail, be sure to explain exactly what you are doing, why, and exactly where the money will go. Your online Participant Center will make fundraising simple and even fun! Following these few simple tips can save fundraisers both time and effort:

- Register online and set up a personal page.
- Add a direct link to your fundraising page in your email signature and social networking sites.
- Direct supporters to visit [www.komenmidmichigan.org](http://www.komenmidmichigan.org), click on “Donate”, click on “Donate to a Participant or Team”, and then search for your name.

**Step 3:** ASK! ASK! ASK! Always ask for something specific. Aim high. Don't underestimate donors' generosity.

## OTHER TIPS FOR SUCCESSFUL FUNDRAISING:

- Support yourself by donating \$25 when you register.
- Ask at least one person to donate every day.
- Take advantage of email - request that each person you email forward your message to a friend, asking them to donate to the cause.
- Ask someone you've previously supported to return the favor and support your cause.
- Collect your donations up front so you don't have to ask twice.
- Encourage each team member to raise a minimum of \$100.
- Start early – the sooner you get going, the sooner you'll be able to reach (and raise) your goal.



# FUNDRAISING IDEAS

Fundraising is easy and opportunities are everywhere! Try out some of these fundraising ideas, or invent some of your own!

- Place a “Spare Change for the Cure” jar next to your office’s coffee pot.
- Ask each potential donor to ask someone else for a donation.
- Create a fundraising competition among team members. The highest amount wins bragging rights or a prize!
- Make pink ribbon pins and sell for a donation.
- Have a garage sale and donate the proceeds.
- Ask each of your Facebook friends for \$20 - this could really add up!
- Ask your company for matching gifts.
- Hold a “healthy snack sale” at work - sell baggies of cut-up veggies and fruit instead of cookies & cakes!
- Have a friends and family game night - play for money and donate the proceeds.
- Collect empty bottles and cans for the deposit. Set up a box outside your office and ask co-workers to drop off their empties. Notify your neighbors that you’ll be doing a can drive on several dates. Have them put their empties on their porch and you’ll pick them up.
- Hold a fundraising party.
- Ask a donor to “sponsor” your Race training. Keep track of your mileage, and have them donate a dollar for every mile you walk or run in preparation for your 5k!
- Use your talents! Offer up your expertise to friends and family or do odd jobs for a fee: critique resumes, organize closets, clean out cars, put up or take down holiday decorations, plan events, or be a “personal chef.”
- Hold a Silent Auction – this can be on-line or in a break/community room. Include such items as coffee with the President/CEO; dinner with the pastor; lunch with the principal, etc.
- Kids for the Cure®: Encourage kids to get involved (elementary, middle & high school) to donate their loose change. Have the math classes assist with counting, charting classroom progress and rolling the change. The classroom with the most donations wins a pizza party, ice cream social, etc. Ask a local business to donate the food.

**Find even more ideas on the “Fundraising Tips” page in the Participant Center online at [www.komenmidmichigan.org](http://www.komenmidmichigan.org).**



# TEAM T-SHIRT COMPETITION

## FAVORITE DESIGN & PUBLIC CHOICE AWARDS!

Team T-shirts inspire us – AND help save lives.

*Join in on the fun. Enter the Team T-shirt Competition. Your Team Could Win!*

### TWO WAYS TO WIN:

#### 1. Favorite Design

An independent committee will pick their favorite design.

#### 2. Public's Choice

Thousands of Race participants will vote for their favorite t-shirt by dropping dollars into a bin. The team with the most votes (dollars) will win.

Favorite Design and Public's Choice winners will be announced at the Awards Ceremony.

### T-SHIRT COMPETITION GUIDELINES:

**Consider selecting a color other than PINK;  
we like to reserve PINK for breast cancer survivors only!**

Most designs are acceptable, within these guidelines:

- Use of the Komen Race for the Cure® or Susan G. Komen for the Cure® logo is not permitted, except by Local Presenting and Platinum level sponsors.
- Use of the word “sponsor” is reserved for official Race Sponsors.
- If you are not a sponsor, you can use the following phrasing or similar:
  - “Proud supporter of the Komen Mid-Michigan Race for the Cure®”
  - “ABC Team proudly supports the Komen Mid-Michigan Race for the Cure®”
- Prior to print, submit your artwork for design approval to Michelle Robinson, Race Co-Chair, via email at [michelle.komenmmrace@gmail.com](mailto:michelle.komenmmrace@gmail.com). Please include Team Name, Team Captain, Phone Number and email address with your T-shirt Entry.

### T-Shirt Voting Location & Time:

Race Day, April 25, Capitol Grounds, Lansing, MI, 11:00 a.m. to 2:00 p.m. at the T-Shirt Competition Booth.

**Deadline:** Your t-shirt must be turned in at the Komen Mid-Michigan Office (upper-level of the Okemos Meijer) **NO LATER than Monday, April 19th at 5:00 p.m.**

Fundraising Idea: Feel free to get a head start prior to race day – display your team t-shirt at your company or group site to collect Race Day votes in advance. All dollars are joyfully accepted!

**REMEMBER . . . EVERY DOLLAR MAKES A DIFFERENCE!**