

# **Susan G. Komen Pittsburgh RACE FOR THE CURE® 2012 Team Captain Packet**

Question regarding teams email [dlanzy@komenpittsburgh.org](mailto:dlanzy@komenpittsburgh.org)  
or call 412.342.0500

# Table of Contents

Team Information, Recognition .....	3
Pledge Program, Important Dates.....	4
How to Use My Race Center.....	5
Fundraising Ideas & Tips .....	6
Team Recruitment Tips.....	6
Frequently Asked Team Questions.....	7
Additional Way to be Involved.....	9
Team Roster Form.....	10

**If you are a returning Team Captain, welcome back. For our new Team Captains, we are glad to have you in our Komen Race for the Cure family and hope to make the experience rewarding for you. Thank you all.**

## Team Information

**WHAT IS A TEAM?** A team is a group of individuals who want to participate in the Race together (they don't have to run/walk together!). Any business, hospital, family, club, agency, school, church or other community group can form a team. Please note: A minimum of 10 people per team is required.

### **Recruit Team Members**

To invite family, friends, neighbors & co-workers to join your team:

#### **Online Teams:**

1. Log on to [www.komenpittsburgh.org](http://www.komenpittsburgh.org)
2. To form a team, click "FORM a Team", enter your team's name, choose your team category and follow the registration instructions when prompted.
3. If joining a team click, "JOIN a Team", choose your team and follow the registration instructions when prompted.
4. Race t-shirt and race bib will be mailed directly to each team member.
5. **Please see website for deadline of registration on line with mailing of Race packets.**

#### **Paper Team:**

1. Collect all individual team members completed registration forms, fees and donations.
2. Complete the Team roster form listing team name, the team captain's name and phone number, and the address to where race material is to be sent.
3. Please list all team members' names, their preferred shirt size.
4. Mail all collected and completed material to:  
**Komen Pittsburgh Race for the Cure®**  
**Teams**  
**1133 South Braddock Avenue**  
**Pittsburgh, PA 15218**
5. All team material will be sent to the team captain at the address stated on the Team Roster Form.  
**Paper team registration deadline April 18, 2012.**

### **Recognition**

Team Captains will be recognized on stage day of Race for the following team categories:

- Largest Corporation/Company Team
- Largest Non-Profit Team
- Largest College/University Team
- Largest Health Care Team
- Largest Family/Friends Team

## **School Team Challenge Award:**

Schools of all grade level can participate in the School Team Challenge. The largest teams in the following categories will be recognized on stage day of race.

- Largest Public School Team K-12
- Largest Independent School Team K-12

We encourage all school teams to participate in the School Team Challenge. Local area elementary, middle, and high school, both independent and public may compete. For questions please call 412.342.0500 or email [dlanzy@komenpittsburgh.org](mailto:dlanzy@komenpittsburgh.org).

## **IMPORTANT DEADLINES FOR FREE DELIVERY**

Please see website for online Team registration with delivery of T-shirts and bibs. Mail-In Team registration deadline shipped to team captains **April 18, 2012**.

## **Individual Pledge Program**

Individual can participate in our **NEW Pledge Program**. Visit our website at [www.komenpittsburgh.org](http://www.komenpittsburgh.org) for details and a listing of all prizes.

**Pledges** – Did you know that more than 36,000 people participate in the Komen Pittsburgh Race for the Cure®? If every Race participant collects just \$100 in pledges, we would raise more than \$3.6 million to help in the fight against breast cancer!

**Create your own pledge page online using the Race website** or collect pledges in person using the Pledge Form. Dead line for submitting pledges June 15, 2012.

**Fundraising Goal:** The team fundraising goal is the sum of all individual team members' fundraising efforts. There is no minimum pledge to participate, but we encourage a personal pledge goal of at least \$500 per team member.

**How to Double your Money:** Did you know that numerous companies will match the contribution you make? Please ask your HR department about a matching gift program. This simple step may double your contribution.

START ORGANIZING YOUR TEAM  
RECRUIT, RECRUIT, RECRUIT

Recruit friends, family members, co-workers and neighbors to join your team and raise pledge money!

## **How to Use My Fundraising Center (ONLINE registrants only)**

### **What is My Fundraising Center?**

The personal fundraising center is a page that is available (with login and password) to registered participants only. It features allow you to check your progress, send e-mails to friends and create a "personal page".

## **How do I get to My Fundraising Center?**

To get to your Personal fundraising Center at any time, log in to [www.komenpittsburgh.org](http://www.komenpittsburgh.org), click on the Race logo and then click on “Log In”. Log in with your username and password. After you log in, click on “My Participant Center” on the right navigational menu.

## **My Fundraising Center**

### Personal Page

- Every Team member can create a personal pledge page. All pledges from team members will count toward teams total revenue and fundraising goals.
- Ability to update text on personal page and include your own photo (jpg)
- Ability to choose color scheme/style
- Ability to choose layout

### Address Book

- Lets you maintain an email address list.
- Ability to import from other email programs

### Email

- Ability to upload address book to send requests to join team and ask for support.
- Recruit team members, solicit gifts, and send follow-ups and thank you messages
- Sample messages can be personalized

### Follow-ups

- Shows pledges received, potential donors (those you have solicited via email)
- When a pledge has been received from a person in address book, his/her name will appear under new pledge donations.
- Can select individual or all to send a thank you
- Potential donors lists names of individuals in your address book who have not yet responded
- You can select one or more to send a follow up email

### My Progress

- Ability to monitor your personal progress towards your fundraising goals
- Ability to enter checks/cash received “offline”. These amounts will then show towards fundraising goal

### Team Progress (Only available to Team Captains)

- Ability to create Team Page, upload team photo
- Ability to view total team fundraising progress
- Ability to view team roster
- Ability to send email messages to online registered team members

## **TIPS ON RAISING PLEDGE DONATIONS:**

- Ask everyone you know to make a cash donation towards your pledge goal
- Log on to your Personal Fundraising Page (after registering online) and customize your page inviting family members, friends, and colleagues to make a pledge in your name. You also have the opportunity to make a donation directly
- Write an inspirational email to friends and family members from your Race Center

### **Fundraising Ideas**

Komen Pittsburgh Race for the Cure® is more than just an event. It's an event with a promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures. Our Race has experienced tremendous growth since the first Race in 1992 both in participation and in fundraising. With your efforts as a team captain, you have the ability to motivate your teams to raise more than ever before. Fundraising can be a great way to unite your team while raising money to end breast cancer forever.

### **Believe**

Excitement is contagious. It is crucial that your team members and sponsors see and feel your dedication and enthusiasm.

### **Commit!**

When you are raising funds for Komen Pittsburgh Race for the Cure, you are directly helping to end breast cancer forever. Make the first donation yourself and set the example.

### **Ask!**

Ask anyone and everyone. You'll be surprised at the generosity. Use the free web page available to you on the Komen Pittsburgh Race for the Cure website. Send an email to everyone you know through the website, encouraging them to support you and donate on your personal web page. Ask for a specific amount when possible, especially from corporate donors. Timing is also important. Ask for donations on payday. Ask vendors at your place of business.

### **Communicate!**

Tell everyone about what you are doing. Send an announcement of your plan to participate to friends, business associates, church members, family and acquaintances. Ask your Human Resources department if your company has a matching gift program. You may also want to ask to speak at local civic organizations.

### **Learn!**

Learn as much as you can about Komen Pittsburgh by visiting the affiliate's website at [www.komenpittsburgh.org](http://www.komenpittsburgh.org).

### **Getting Friends, Family and Co-Workers Involved**

In order to be an effective fundraiser, you have to excite and engage others by being passionate and knowledgeable.

### **Recruitment Tips**

Building a committed group of team members who are just as invested as you are is an integral 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 & raise money because they believe in you and the cause that you are committed to.

### **Talk, Talk, Talk!**

Tell everyone you know about what you are doing and why you are doing it. Find a way for everyone to participate by either cash or in-kind donations or volunteering. Send an email to everyone on your email list and ask for their support. Using your team captain page on the Race website, create a “team website” whereby members can get information about the event and information about joining. Place posters and or brochures on desks at work and be sure to leave your contact information so that people can join your team. Most importantly, communicate the importance of the cause with everyone. Share your passion!

### **Get Company Support**

Corporate teams are an extremely effective way to raise money, create camaraderie and boost recruitment. Ask a high-ranking person in your company to send an endorsement memo announcing that he or she is walking in support of Komen Pittsburgh Race for the Cure®. Check into matching gifts policies. Talk to other departments for assistance with recruiting efforts. Create a competition between 2 or more departments or floors on who can raise the most. Ask to be mentioned in your company newsletter or featured on your company’s internal website.

### **Display Your Support**

Display Komen Pittsburgh Race for the Cure® posters and brochures everywhere that you are able. Be sure to also leave contact information so that people can easily join your team.

### **Host Sign-up Events**

Host a breakfast, lunch or happy hour registration sign-up event. Encourage existing team members to bring at least two people to the event.

### **Team Tools**

Encourage your team members to use the online fundraising feature available on the website, the pledge form, to create an email list, to send it out and follow up.

### **Great Fun**

You have to make it fun! Make communications and presentations fun and engaging.

### **Create Relationships**

The MOST IMPORTANT thing that you can do as a team captain is to create personal relationships with EVERY team member. You will be surprised at just how much this seemingly small personal touch will add to your team and to your fundraising.

## **TEAM FREQUENTLY ASKED QUESTIONS**

### **PLEDGE QUESTIONS**

Q. My team members are interested in raising pledge money, what should I tell them?

A. Please look on our Race website under Pledge Program for more information. We highly encourage teams to participate in our Pledge Program.

### **GENERAL TEAM QUESTIONS**

Q. My company would like to pay for the whole team, can we do this?

A. Yes, if your company would like to pay for all team members please contact Debbie by calling 412.342. 0500. After prepaying for the amount of your team members you will receive a discount code. Your team members will use this discount code when they are registering online.

Q. Can I get Race posters or registration forms for my office/organization?

A. Yes, please contact the Komen Pittsburgh Affiliate office directly at 412.342.0500.

Q. Where should my team meet?

A. There are plenty of landmarks and street corners near the Race start line. Please select one of these places for your team to gather and distribute it to all team members.

Q. I have a question about where or when the Race starts, how much I have to pay, and where I should park?

A. Please check the Race website for this information at [www.komenpittsburgh.org](http://www.komenpittsburgh.org)

### **PAPER TEAM QUESTIONS**

Q. What is a paper team?

A. For a paper team, the Team Captain sends all of your teams completed registration forms and payments together, along **with a completed team roster form**, Race materials together (t-shirts, bibs) and will be sent to the Team Captain. Your Team Captain will separate out the materials and distribute them to your members.

Q. If I have a team member who didn't get their registration form and check to me before I turned in my bundled forms, what should I do?

A. This team member can go online and register under your team name. They will be part of your team but will not be part of your bundle, and their packet will be mailed to them.

Q. Where should I send my paper team roster form, checks, and registration forms?

A. Please send them to:

**Komen Pittsburgh Race for the Cure®**  
**Team Registration**  
**1133 South Braddock Avenue**  
**Pittsburgh, PA 15218.**

Q. If I chose the paper team option, can some of my team members still sign up online?

A. Yes, a second person can designate them self as the online team captain team. Team members can sign up online as part of that online team. However, if they sign up online, their Race packets will be sent directly to them.

Thank you for wanting to form a team to participate in the 20<sup>th</sup> Annual Komen Pittsburgh Race for the Cure and if you have any questions please email [teams@komenpittsburgh.org](mailto:teams@komenpittsburgh.org) or call 412.342.0500.

### **Additional Ways to be Involved in Komen Pittsburgh Race for the Cure®**

#### **Sleep-In for the Cure®**

This new participation category allow those that are not morning people or are planning to be out of town

May 13th to continue to support the Pittsburgh Affiliate and participate in the Pledge Program. Participants will receive one night shirt and one snooze bib. Breast cancer survivors that select this option will continue to receive a pink survivor shirt and pink cap.

## **New this year!**

### **Babies for the Cure:**

Children ages 3 and under that register for the Race for the Cure will receive one specially designed "Baby Bib". Registration fee: \$10.00. **(Participant's that register for Babies for the Cure will NOT receive a child's Race T-shirt.)**

### **Kid's Dash**

Kid's ages 6 and younger and registered for the Race for the Cure can participate.

### **Survivor Recognition Program**

Breast cancer survivors will receive a complimentary pink cap and pink t-shirt provided by Zeta Tau Alpha and RE/MAX. The survivor parade and tribute will start at 7:50 AM next to the Giant Eagle tent. "In Memory of" and "In Celebration of" back signs will be available for all race participants day of Race at the Zeta Tau Alpha Tent.

### **Merchandise Tent**

Great PINK items at great prices. A portion of all the proceeds go directly to the Pittsburgh Affiliate. Visit the Merchandise Tents on Race day.