



Team

Captain

Kit

Komen Nebraska Race
for the Cure®
October 5th, 2014

MARK YOUR CALENDAR

June 5th, 2014

Team Captain Kick Off

Old Mattress Factory 5:30pm

Appetizers, Drink Tickets, Door Prizes, and Fundraising Tips

Saturday, June 14th, 2014

EARLY BIRD REGISTRATION ENDS AT 11:59 PM

Monday, September 15, 2014

MAIL-IN REGISTRATION due if participants want t-shirt mailed to them. Mail Race registration forms to:

Komen Nebraska

Race for the Cure

12103 Pacific St

Omaha, NE 68154

Registration forms can be found online at komennebraska.org

Sunday, September 28, 2014

Team registration deadline

Thursday, October 2rd; Friday, October 3rd; Saturday, October, 4th 2014

Packet Pick Up Individuals and Teams

Select Van and Storage, Mayflower

8006 J St, Omaha, NE 68127

Sunday, October 5, 2014

RACE DAY

CenturyLink Center

Vendor Expo opens at 7:00 a.m.

5K Run for competitive/Timed Runners 8:15 a.m.

5k "Fun Run"/Walk starts 8:30 a.m.

Saturday, November 15th, 2014

FUNDRAISING DEADLINE

Any collected donations not posted to your fundraising web page, should be sent to:

Komen Nebraska

12103 Pacific St

Omaha, NE 68154 *Postmarked by Nov. 15th*

FAST FACTS ON BREAST CANCER

This year is the 21st Annual Komen Nebraska Race for the Cure. And YOU are a special part of this event! Whether you are a rookie or returning Team Captain, WELCOME! We are thrilled that you have been moved to action.

FACTS

- One in eight women in the United States will be diagnosed with breast cancer during their lifetime
- It is estimated that there will be 1200 new cases of breast cancer in women in Nebraska in 2014 and 200 will die
- There are about 2.9 million breast cancer survivors alive in the United States today
- One woman is diagnosed with breast cancer every two minutes

WHY BECOME A TEAM? TAKE A STAND...MAKE AN IMPACT!

TEAMWORK –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.

EDUCATION – As a team, you inspire others to learn about breast cancer and early detection, to encourage women to learn about their personal risk, to have yearly clinical exams and mammograms and to teach others about Komen and its mission – to end breast cancer forever.

AWARDS – Working together, you can accomplish great things. Make your fundraising goal reach even further. Strive to build the largest team possible, with every member raising funds. We will be holding “Incentive weeks” for Fundraising to win prizes from sponsors for being the Top Team Captain who raises the most funds during these weeks.

MOTIVATION – Turn talk into action. Spread the word, ask people to donate, get screened and advocate for strong breast cancer public policy. Tell everyone you know about the urgency of this cause and about the many ways they can help.

After three decades of progress, we are much closer to our vision. But we are at risk of losing ground. It's alarming that fewer than 50% of women age 40+ with insurance get an annual mammogram. We know that the number of women without health insurance is growing with few options for screening or quality cancer treatment. Programs that help women without insurance are threatened. Sadly, people are still dying from breast cancer— somewhere in the world, a woman dies of breast cancer every 74 seconds.

This is simply unacceptable because we know **early detection saves lives.**

MAKE AN IMPACT ...

YOU have the power to make a difference!

TEAM CAPTAIN CHECKLIST

Post this list somewhere you will see every day. Be sure to check off your accomplishments!

- Set a recruitment goal. We recommend having at least 10 members to a team, or if you're a corporate team, 20% of your workforce.

- Host a team kickoff meeting to help energize your team's fundraising efforts!

- Personalize your Participant Center. Don't believe it makes a difference? Think again! Last year, our fundraisers who updated their personal page raised on average \$246 more than those who didn't.

- Send e-mails from your Participant Center. Log in to recruit and manage team members, request donations and download fundraising resources. Create email blasts to send to your friends updating them of your goal.

- Set a team fundraising goal. Aim high and have each team member commit to fundraising! Last year the average fundraising participant raised \$259. Are you up for that challenge? We know you can do it!

- Fundraise from your Facebook page. Download the Impact Fundraiser application for Facebook to get your friends and fans in on the action! Social media is a great tool in recruiting team members, donors and sharing your successes for Race.

- Display event materials. Raise awareness in your office, neighborhood, campus and other high traffic areas to generate new team members or donations! Race materials available.

- Attend the Team Captain Kickoff. Join us for a fun and helpful event that will surely get you motivated to lead your team to success!

- Ask your human resources department about your company's Matching Gift Program. Be sure and have each of your team members do the same. This is an easy way to double your donations at no cost to you or your donor.

- Share communications from our Affiliate. As a team captain we rely on you to share all communications you receive from us with your team.

ABCD (and DD)'s

Of Fundraising

Art Sale—Create works of art and host a gallery show for parents and friends. Pieces can be purchased for donations.

Ask everyone—Simple...ask everyone you know—family, friends, colleagues, etc. Don't be afraid to hear "no."

Auctions—Collect covetable items from local shops and restaurants and hold an auction for the highest bidders.

Bake Sale—Bring yummy baked goods to the office for coworkers to buy or gift to someone.

Bra Fashion Show—Design and decorate bras and model them for donating spectators. Don't be afraid to get creative!

Boob-B-Que—Host a cook out for friends and neighbors to pig out for the cause!

Change Jar—Keep a jar in prominent places. Decorate it to entice donations.

Cupcakes for the Cure—Bake or buy cupcakes and sell them to support your team fundraising. Pink frosting is always a plus!

Candy Grams—Sell small candy items with attached notes that coworkers or even friends and family can send to each other for small



donations. Candy in bulk is inexpensive to buy and can be marked up to sell.

Cooking Contest—Have contestants pay to enter to cook their best recipes. Find a local celebrity to judge the dishes.

Dinner Party—Host a dinner party and invite family and friends to donate for your delicious meal.

Dance Party—Pick a theme: disco, square dance, beach party or Zumba, to name a few.

Everyone makes a personal donation.

Email Signature—Add your team's fundraising page to your email signature. Make sure to include your team name, race info, and goals.

Flash Mob—Throw a surprise PINK flash mob! Encourage everyone you know to participate and ask for donations after the impromptu performance

Flock of Flamingos—Place flamingos in people's yards. Leave notes on the birds that for a donation, they can have it removed. For a larger donation, the flamingo can be moved to a friend's yard. Keep those flamingos movin'!

Garage Sale—Clean out the garage and sell the stuff you don't want or need anymore. One person's trash is another's treasure. Make sure to advertise that proceeds go to your team!

Game night—Invite each guest to bring a different game and small



donation.

Goal setting—Set goals for yourself to meet and encourage others to help you.

Happy Hour—Plan a happy hour in the office. Bring cocktails or mocktails and snacks for a fun end to the workday. Charge a small donation for entrance to the party.

Handyman—Help out friends and neighbors with their small tasks. Just ask for a small donation in exchange for your work.

Instagram—Post your fundraising efforts on Instagram to get your followers interested and keep them updated.

Jukebox—"Sell" song choices for coworkers. Offer to play their song during the day in return for a donation.

Jewels—Sell pink beaded necklaces to raise awareness.

Karaoke Night—Host a singing get together to see who's got the best pipes. Charge a small entry fee to participate.

Lottery—Procure a prize that will entice coworkers to pay to enter a lotto for the chance to win.



(Pink) Lemonade Stand—Build a good ol' *pink* lemonade stand. Great for kids or office breaks.

Matching Funds—Ask your company to match your fundraising efforts.

Mustaches—Sell pink ones and spread Race awareness.

Newsletter—Ask for a spot in your community paper highlighting the race and your team.

Night out—Send a deserving couple on a date night and charge them a donation to your team for babysitting their children.

Office Olympics—Run silly games (office chair race, speed typing, etc.) between coworkers. Have coworkers pay to enter for the chance to be champion of the office!

Pancake Breakfast—Cook a Sunday breakfast for the neighborhood. Charge a small donation fee and make sure to promote your team.

Pink Day—Fundraise to see how many days you and other coworkers can wear pink!

Quarters—Save all your quarters and other change. It's amazing how fast it adds up!

Quiz Night—Host a trivia party with a small entry fee. Create original categories (like breast cancer facts).

Restaurant Takeover—Ask your local restaurants to hold a special fundraising night. Advertise to bring as many diners as you can to the restaurant, and they donate a percentage of the proceeds to the cause.

Run, run, run—Train for the race and get sponsorships for the miles you run.

Sports Challenges—Hold friendly sports tournaments between teams at the office or at home. Perfect for kids and youth fundraising.

Scavenger Hunt—Create a list of hidden spots to visit by solving clues and charge an entry fee. Winner could be first to finish or the one with the most right answers.

Twitter—Tweet your fundraising progress to your followers. Create a catchy hashtag (#) for them to use to spread the word about your team.

Thanks—Make sure to recognize and thank all of your donors for their support.

University Challenge—Host an office challenge for rivaling universities in upcoming matches. Or, host small competitions throughout the office. See who can raise more money!

Variety Show—Scour the neighborhood for aspiring singers, dancers, comedians and magicians to perform. Charge spectators an entry fee for the show.

Wine Tasting—Have each guest bring a bottle of wine and a donation. Make it a contest to see who can guess the grapes!

X-Amount Challenge—Set specific goals for each day, week or month.

Encourage people to get you to the number that marks the spot!

Yard work—Offer to clean up the neighbors' yards for donations.

Yogurt—Ask the local frozen yogurt shop if they'll host a fundraising event. Many offer a percentage of the proceeds for bringing in business.

Zzz—Encourage people who can't make it on race day to Register for Sleep in for the Cure.

