Team Captain Toolkit

Komen Nebraska
Race for the Cure®
October 9, 2016

Baxter Arena & Aksarben Village,
67th and Center, Omaha
Welcome Team Captains!

Teams are one of the most integral parts of our annual Race. Not only do teams raise money, but they spread awareness of breast health throughout their communities. We have a wide variety of teams ranging from large corporations to families – all of whom share in our vision of a world without breast cancer. Starting a team is a great way to honor or celebrate a survivor, to remember those who have lost their fight, or to simply help make a difference in our community. Whether you are a first-timer, have walked as an individual or team member, or have been a team captain for years, we are excited to have you be a part of Race for the Cure®!

Please contact us if you have any questions or need help with anything as we move forward toward Race Day. Thank you for joining us in the fight to end breast cancer forever.

Angela Phillips, Operations & Event Officer
Susan G. Komen® Nebraska

In this Toolkit, you will find helpful information that will guide you from now until Race Day!

- Our Mission and Impact
- Your Role as a Team Captain
- General Race Information; Important Dates
- Resources

Our Mission: To end breast cancer forever

Breast Cancer Facts

- In the U.S., breast cancer is the most common cause of cancer death for women ages 40-59.
  - One in eight women will be diagnosed with breast cancer in her lifetime.
  - Every two minutes, one case of breast cancer is diagnosed.
  - African American women have a 41 percent higher death rate from breast cancer than white women.
- Nebraska ranks no. 40 in the U.S. for mammography screening rates.
- In Nebraska, 24 will be diagnosed with breast cancer each week, and 4 people will die of the disease.

Our Impact

Did you know that 75 percent of net proceeds from the Susan G. Komen Nebraska Race for the Cure® are invested back into Nebraska? These proceeds fund grants that provide breast health education, breast cancer screening and treatment support across the state. Support for the 2015 Race for the Cure® allowed us to grant $536,155 to nonprofits in Nebraska in 2016. Because of your support, we’re giving hope to Nebraskans every day.
Why Become a Team?

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 Susan G. 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. Individual incentives are available at targeted levels.

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

Your Role as a Team Captain

<table>
<thead>
<tr>
<th>Dates</th>
<th>To Do</th>
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<tbody>
<tr>
<td>Now through Race!</td>
<td><strong>Recruit</strong> a team of at least 10 participants made up of coworkers, family, or friends. The more the merrier! If you’re a corporate team, set a goal of 20% of your workforce.</td>
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<tr>
<td>July 5 – Oct. 3</td>
<td><strong>Register</strong> at komennebraska.org and instruct your team members to register under “Join a Team” and to search for your team name.</td>
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<tr>
<td>Now through Nov. 15</td>
<td><strong>Fundraise</strong>*. As the team captain, you should set the tone for your team. Besides your own family and friends, contact others in the community to support you and your team. Make a self-donation to get things kicked off and encourage team members to fundraise as well!</td>
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<tr>
<td>Oct. 4</td>
<td><strong>Get ready to Race!</strong> Pick up your team’s materials (Race t-shirt, bib) during Packet Pick Up. <strong>First TEAM PACKET PICK UP 11:00 a.m. to 2:00 p.m. at Select Van &amp; Storage 8006 J St.</strong></td>
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<tr>
<td>Oct. 6-8</td>
<td>Pick up your team’s materials (Race t-shirt, bib) during Packet Pick Up, if you were not able to come on Oct. 4. Oct. 6 and 7 from 4:00p.m. to 7:00 p.m. and Oct. 8 from 9:00 a.m. to 12:00 p.m.</td>
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<tr>
<td>Oct. 9</td>
<td><strong>Race Day!</strong> Consider hosting a Race party to celebrate your team’s success in Stinson Park following the Race. There will be food and activities to keep on celebrating.</td>
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General Race Information

<table>
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<tr>
<th>Fees</th>
<th>Cost</th>
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<tr>
<td>Adult registration</td>
<td>$30.00</td>
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<tr>
<td>Survivor registration</td>
<td>$10.00</td>
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<tr>
<td>Kids for the Cure (ages 3-12)</td>
<td>$10.00</td>
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<tr>
<td>Kids under age 3 (free to attend; however; must be registered) *do not receive t-shirt</td>
<td>Free</td>
</tr>
<tr>
<td>VIP Package includes “HOPE” hoodie &amp; VIP Parking Pass—Available only at Packet Pick-up, items will not be mailed.</td>
<td>$45.00</td>
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<tr>
<td>Garden of Hope: purchase a flower in honor of and/or in memory of to be “planted” on Race day in Stinson Park</td>
<td>$15.00</td>
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<tr>
<td>Packet Mailing (Race bib, t-shirt), must be registered by 09/21/16</td>
<td>$7.00</td>
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<tr>
<td>Chip Time/Competitive Runners</td>
<td>$5.00</td>
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Race Day Schedule: Oct. 9, 2016
Baxter Arena & Aksarben Village, 67th & Center Streets

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00 a.m.</td>
<td>Registration – outside South entrance, Baxter Arena</td>
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<tr>
<td>7:00 a.m.</td>
<td>Sponsor Expo – Baxter Arena opens</td>
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<tr>
<td>8:00 a.m.</td>
<td>Kids Dash 100 yard dash in Stinson Park (untimed fun run)</td>
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<tr>
<td>8:15 a.m.</td>
<td>Survivor Photo/Survivor Parade (begins in Baxter Arena)</td>
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<tr>
<td>9:00 a.m.</td>
<td>5K Run/Walk or 1-Mile Walk – Aksarben Village</td>
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<tr>
<td>9:00 a.m.</td>
<td>Baxter Arena closes</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Celebration in Stinson Park</td>
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*For those not able or willing to donate online, have team members collect checks payable to Susan G. Komen® Nebraska. It’s important to keep track of all donations received. Turn these in at the office located at 8707 West Center Rd. Suite 101 Omaha, NE 68124 or at Packet Pick Up prior to Race day.*
Mark Your Calendar – Important Dates

June 30, 2016 Team Captain Launch Registration
July 5, 2016
FIRST DAY OF REGISTRATION
From 7/5/16 to 7/8/16, use Early Bird Discount Code EARLY2016 to save $10.00 (Adult, non-survivor registrations only)
Register online at komennebraska.org

September 21, 2016
LAST DAY TO REQUEST TO HAVE RACE BIB/T-SHIRT MAILED (*optional)
You can request to have your Race t-shirt and bib mailed to you when you register. This is an optional service and costs $7.00. You must select the ‘Packet Mailing’ option when you register.

September 28, 2016
MAIL- IN REGISTRATION (paper registration forms submitted)
Mail Race registration forms to:
Komen Nebraska
8707 West Center Rd Suite 101
Omaha, NE 68124
Registration forms can be found online at komennebraska.org

October 3, 2016
TEAM MEMBER REGISTRATION
Team members must register by 10/3/16 at 11:59 p.m. to be included in the Team Captain packet distribution (Race t-shirts & Race bibs). Individuals can still register on or after 10/4/16 to be included on a team, but will need to come to Packet Pick Up at the scheduled times to receive Race bib and t-shirt.

October 4, 2016
TEAM PACKET PICK UP
11:00 a.m. to 2:00 p.m.
Select Van and Storage, Mayflower
8006 J St, Omaha, NE 68127

October 6-8, 2016
REGISTRANT PACKET PICK UP
Select Van and Storage, Mayflower
8006 J St, Omaha, NE 68127
Thursday, 10/6/16 from 4:00 to 7:00 p.m.
Friday, 10/7/16 from 4:00 to 7:00 p.m.
Saturday, 10/8/16 from 9:00 a.m. to 12:00 p.m.

October 9, 2016
RACE DAY
Baxter Arena: 67th and Center Streets
Vendor Expo opens at 7:00 a.m. at Baxter Arena
Kids Dash in Stinson Park 8:00 a.m.
Survivor photo at 8:15 a.m.
5K Run/Walk or 1-Mile Walk starts at 9:00 a.m. at Aksarben Village

November 15, 2016
FUNDRAISING DEADLINE
Any collected donations not posted to your fundraising web page should be sent to us:
Komen Nebraska
8707 West Center Rd Suite 101
Omaha, NE 68124
Postmarked by Nov. 15

SUSAN G. KOMEN NEBRASKA RACE FOR THE CURE® 2016 TEAM CAPTAIN KIT
CONTACT – Angela Phillips | Operations & Events Officer | angela.phillips@komennebraska.org | 402-502-2979
Resources for Team Captains

There’s a lot of resources available to help team captains energize their teams. If you need additional help, feel free to call or email us. We’re happy to help!

TEAM CAPTAIN CHECKLIST

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

___ Host a team kickoff meeting to help energize your team’s fundraising efforts! Teams with 10 or more participants raised (on average) $723.82 last year, compared to smaller teams that raised $251.43

___ 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 emails to send to your friends updating them on your goal.

___ Fundraise from your Phone! Download the free SGK Fundraise mobile app and send emails, text messages, Tweets and Facebook updates to your contacts!

___ 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 upon request.

___ 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 updates from Komen Nebraska. As a team captain, we rely on you to share news you receive from us with your team.
ABCW (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!

**Boo-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.