



# TEAM CAPTAIN KIT

## 2015 Susan G. Komen Sacramento Valley Race for the Cure®

May 9, 2015 • Cal Expo



Presented by:  
**Bank of America**

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Susan G. Komen Sacramento Valley | 9310 Tech Center Drive Ste.250, Sacramento, CA 95826

916-231-3148 | [www.komensacramento.org](http://www.komensacramento.org)



# WELCOME TEAM CAPTAINS

## THANK YOU!

Thank you for stepping up to lead a Team for the 19th **Annual Susan G. Komen Sacramento Valley Race for the Cure®**! It is leaders like you who exemplify the Susan G. Komen spirit and increase the impact we have in the fight to end breast cancer.

Because of the important and influential role you have as a Team Captain, we're looking to you to help your team members fundraise and gear up for Race Day. In turn, we are here to support you every step of the way. If you have any questions or need assistance, please let us know. We couldn't do this important work without your unwavering support and commitment to end breast cancer. Thank you!

Komen Sacramento Race for the Cure®  
Race@komensacramento.org

## FULFILLING THE PROMISE

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What was started with \$200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, we've invested more than \$2.5 billion in groundbreaking research, community health outreach, advocacy and programs in more than 30 countries. And we won't stop until our promise is fulfilled.

## PROGRESS IN THE FIGHT AGAINST BREAST CANCER

Since 1982, we've contributed to many of the advances made in the fight against breast cancer. We've transformed how the world treats and talks about this disease and have helped turn millions of breast cancer patients into breast cancer survivors.

We are proud of our contribution toward some very real victories:

- **More early detection and effective treatment.** Currently, about 70 percent of women 40 and older receive regular mammograms, the single most effective screening tool to detect breast cancer. Since 1990, early detection and effective treatment have resulted in a 34 percent decline in breast cancer mortality in the U.S.
- **More hope.** In 1980, the five-year relative survival rate for women diagnosed with early stage breast cancer was about 74 percent. Today, it's 99 percent.
- **More research.** The federal government now devotes more than \$850 million each year to breast cancer research, treatment and prevention, compared to \$30 million in 1982.
- **More survivors.** Today, there are more than 3 million breast cancer survivors in the U.S.





## LOCAL SUPPORT

### WHY SUPPORT KOMEN SACRAMENTO VALLEY?

Every day we live up to the **PROMISE** we made 19 years ago ... Join us as we continue to make an impact in **OUR** communities.

The Susan G. Komen Sacramento Valley was formed in 1997 and currently serves 19 counties. Over the 19 years of its existence, Komen Sacramento has invested close to \$18 million in support to community based organizations in its service area for breast cancer education, screening, diagnosis, treatment, and support services. In 2014, Komen Sacramento Valley awarded over \$500,000 in grants to local organizations that deliver screening, patient support and education programs throughout our 19-county service area.

Our service area encompasses 19 counties:

Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Nevada, Placer, Plumas, Sacramento, San Joaquin, Sierra, Solano, Stanislaus, Sutter, Tehama, Tuolumne, Yolo, and Yuba.

Here are some great reasons to form a team:

- Support a great cause/have fun with your friends, family and co-workers
- Celebrate/honor special loved ones who are Survivors
- Get valuable exposure and visibility for your business or organization
- Earn awards and incentives
- Make a difference in the community in which you live by helping Komen Sacramento continue their grants and research donations.

### HERE ARE THE STEPS TO BEGIN A TEAM:

- 1. Select the team captain:** The captain must register first and create the team before members can join.
- 2. Choose a team name and team division that best fits your team.** During registration, designate whether you're a friends & family, corporate or school team.
- 3. Invite friends, co-workers and family to join you!** Email, Facebook or tweet everyone you know and invite them to register to Race with you.
- 4. Don't forget virtual members.** Invite sleep-in virtual participants and out of town friends or family that would love to support your team, but just can't make it to the Race.
- 5. Set up your personal team web page.** After you register, log in to your Participant Center to add a photo of your team, set a fundraising goal and tell everyone why you Race for the Cure.
- 6. All registered Race participants will receive a bib and Race t-shirt.**

**REMEMBER:** The first team incentives start once you have a minimum of 5 team members registered and have raised a minimum of \$500. Funds must be confirmed and processed by 5:00pm on May 1, 2015.

# THE POWER OF 10

## THE POWER OF 10!

**The challenge is simple, but the impact can be life-changing.** Please join us in the Power of 10 Challenge by asking 10 friends for \$10 each to raise \$100.

While some Race participants are very successful at fundraising and have contributed tremendously to the local fight against breast cancer in past years, most Race participants may not know where to begin. Our goal this year is to increase the number of team members and overall team contributions by asking each member to raise funds beyond the registration fee.

### Need help getting started?

- Start by giving \$10 yourself
- Submit your individual donation to your company for a Matching Gift
- Ask 2 family members
- Ask 2 friends
- Ask 2 neighbors
- Ask 2 co-workers

### Can't Race for the Cure?

Support the cause by Sleeping In for the Cure



## TEAM PARTY

All Teams are invited to the Team Party on race morning. You will be notified in advance where the party and team pictures will take place. We encourage all team participants to join the fun and dress up in your Heroic costume!

Once you sign-up as a Team, there are several team incentive levels to shoot for:

- \$500 - \$999 Team Sign and Photo
- \$1000 - \$2499 Pink Superhero tattoos for Team Members
- \$2500 - \$4999 Private Parking for Team Captain
- \$5000 - \$7499 Team Table and Pre- Packaging of registered Team Members\*
- \$7500 - \$9999 VIT (Very Important Team) Status, Snacks, Coffee, & Toilet
- \$10,000+ Team Tent & Team Name/Logo on 2016 Race for the Cure T-Shirt\*\*

\* Team Members must be registered by May 1st.

\*\* **Teams that raise \$10,000** by February 20 will have their Team's logo on the Race shirt.





# TOP TEAMS

## Top 5 Fundraising Teams (2014 Race)

|                              |          |
|------------------------------|----------|
| CalPERS Jammin' for the Cure | \$26,767 |
| RAC-PAC                      | \$16,748 |
| Cupcakes for the Cure        | \$15,000 |
| Taco Bell                    | \$11,934 |
| Genentech Her2 Healers       | \$11,098 |

## Top 5 Largest Teams

|                              |     |
|------------------------------|-----|
| RAC-PAC                      | 119 |
| CalPERS Jammin' for the Cure | 114 |
| United Stationers            | 111 |
| Team Thunder Valley          | 95  |
| Western Health Advantage     | 90  |

In honor of the 19th Annual Komen Sacramento Race for the Cure make a personal commitment to:

- Increase your Team size by 19%, or 19 participants
- Increase your Fundraising efforts by 19% - Increase your personal fundraising efforts by 19% and encourage each team member to do the same.

## SPECIAL RECOGNITION AND PRIZES AWARDED FOR:

- (1) Top Fundraising Teams
- (2) The Highest Percentage of Team Members Collecting \$225+
- (3) The Highest Average Fundraising per Member
- (4) Best T-Shirt Design
- (5) Largest Survivor Team
- (6) Largest Sleep-In Team

**Note:** to qualify for these prizes you must have a team of 5 or more members and raise a minimum of \$500.

## FABULOUS FUNDRAISING PRIZES

Win great rewards while fighting breast cancer! Start earning rewards when you reach \$250 in donations. The more money you raise the bigger the prize! All donations must be received by May 31, 2015 to be counted towards reward redemption. Visit the Fundraise page on the Komen Sacramento Race website to see a list of the fundraising prizes.

<http://komensacramento.org/>

# FUNDRAISING

## 10 FUNDRAISING TIPS AND IDEAS

You're here because you want to fundraise for Komen Sacramento and support your community in the fight to eradicate Breast Cancer. Your willingness to participate in Race for the Cure® is incredible and we'd like to give you a heroic



**Tip 1 – Rally Your Team** - Make sure to tell all your donors that you are 100% committed to Race for the Cure and running breast cancer out of town.



**Tip 2 – Give to Yourself** - The best way to encourage others to give is to see that you've donated to your efforts first! Make a kick-off gift!



**Tip 3 – Make it Personal** - Tell YOUR story about why you Race. Your profile manager provides you with templates of suggested language, but the more personal you make your "asks", the more people will relate, because so many people have been touched by breast cancer.



**Tip 4 – Ask, Ask, Ask** - You don't get what you don't ask for, so make sure you are asking! Donations don't always come from where you expect them to, so cast a wide net and make each ask personal! Use your message center to personalize emails.



**Tip 5 – Show Your Gratitude** - Say thank you early and often to your donors. Update them on your progress and show them the impact they are having. Use your message center to thank your donors.

high five! Come find us on Race day. We mean it.

You are a walking inspiration and we've got a few ideas to help you plan and make your campaign a booming success.



**Tip 6 – Get Social** - You'll be surprised at the support you'll receive from a Facebook post, emails, Evites, Tweets or Instagram photos.



**Tip 7 – Follow Up** - Most people are willing to give, even just a small amount, but need the reminder. Just because someone does not initially respond doesn't mean you write them off your list. Sometimes all it takes is a second email or a call. It's okay to follow up!



**Tip 8 – Customize Your Team T-shirts** - It's a great way to thank your donors, and a fun way to identify your team. Have something created just for your team and list all donors on the back and then enter your creation in the Team T-Shirt Contest!



**Tip 9 – Double Your Impact** - Did you know that a lot of companies will match an employee's contribution? These matching gifts are a great way to double, or even triple your impact!



**Tip 10 – Think Outside the Box** - Collect spare change, get prizes donated and raffle them off, start a 50/50 fund, put a donation box in the lunch room, and ask your company to donate prizes.

## TEAM T-SHIRT CONTEST

Using Facebook as the platform, t-shirt designs can be submitted electronically, then displayed for the public to vote with "Likes". Your t-shirt design must be submitted electronically to [race@komensacramento.org](mailto:race@komensacramento.org) by April 15, 2015, 5:00PM. The contest will be open for public voting through May 7th, 2015. The design with the most "Likes" will be the winner and receive a special award! Winner announced at the Survivor Ceremony on Race Day.

**SHARE YOUR EVENTS** - All friends of the Komen Sacramento Facebook page have the opportunity to share your events with the rest of the Komen community. If you have not yet hit "Like" on our Facebook page, do it today! Once you're online with us, you can share your ideas, ask questions and most importantly share your fundraising events that are open to the public.

Feel free to share your personal stories, pictures, and videos as well! #komensacramento

**THANK YOU!!** Once you are registered, you will receive regular Race updates. We have more exciting new elements that will help you reach your goals. Let's make 2015 the best Race ever!





# IMPORTANT REGISTRATION INFO

## Participant Types\*

|  |                     |
|--|---------------------|
| 1 Mile/5K Adult  | \$35                |
| 1 Mile/5K (Age 6-12)   | \$15                |
| 10K Adult Timed  | \$50                |
| 10K Child Timed (Age 6-12)                                     | \$30                |
| 5K Adult Timed   | \$40                |
| 5K Child Timed (Age 6-12)                                      | \$20                |
| Child (Age 5 & Under)  | Free**              |
| Sleep In for the Cure®   | \$40                |
| <b>ADD TO MY DONATION</b>                                      |                     |
| Run with Heroes (Benefitting Veterans)                         | \$10                |
| Donate a Mammogram<br>(donation does not include registration) | \$125 Race Fees     |
| Race Day Registration Fees –additional                         | \$5 per participant |

## Race Day Schedule

### Saturday • Cal Expo– Sacramento, CA

|                   |                           |
|-------------------|---------------------------|
| 6:30 am           | Parking Lot Opens         |
| 7:00am - 8:30am   | Registration              |
| 6:45am - 8:40am   | Round-Up Tailgate Party   |
| 8:00am - 8:30am   | Survivor Recognition      |
| 8:40am            | Start 10K Run             |
| 8:50am            | Zumba Warm Up             |
| 9:00am            | Start Timed 5K Run        |
| 9:05am            | Start 5K Walk             |
| 9:05am - 11:45am  | Post Race Expo            |
| 9:15am            | Start 1-mile Run/Walk     |
| 10:00am - 11:00am | Little Road Runners       |
| 11:00am - 11:30am | Competitive Runner Awards |

# TEAM CAPTAIN CHECK LIST

| Team Captain "TO DO" List & Important Dates to Remember!  | Date                      | Completed |
|---|---------------------------|-----------|
| Read your Team Captain Toolkit  | TODAY!                    |           |
| REGISTER Your Team<br>• Login to your Participant Center at <a href="http://KomenSacramento.org">KomenSacramento.org</a> and customize your Team Page.  | TODAY!                    |           |
| RECRUIT – Make sure your team members register<br>• Send emails from your Participant Center to invite others to join your team.  | Ongoing                   |           |
| RALLY & PROMOTE<br>• Send emails from your Participant Center to potential donors.  | Ongoing                   |           |
| FUNDRAISE<br>• Get your first donation<br>• Raise \$250 to start earning a fundraising reward. The more you raise the better the reward.  |                           |           |
| CHECK your email, read monthly race newsletters and inform team members of new information.<br>• Updates, events and incentives are posted on the Race website, newsletters and Komen Sacramento at <a href="http://www.facebook.com/KomenSacramento">www.facebook.com/KomenSacramento</a> and Twitter @KomenSacramento.                    | Monthly                   |           |
| ATTEND Team Captain Summit, Universal Technical Institute<br>4100 Duckhorn Drive, Sacramento (between Goose Haven Lane and Golden Light Lane).  | January 15, 2015<br>6-8pm |           |
| QUALIFY DEADLINE for logo on t-shirt.   | February 20, 2015         |           |
| ENTER the Teams T-shirt Contest on Facebook and vote by May.  | April 15, 2015            |           |
| QUALIFY for team incentives.  | May 1, 2015               |           |
| DEADLINE for Mail-In (Paper) Registrations.   | April 10, 2014            |           |
| REMIND Team about your Race Day meeting time/location/team pictures.<br>(Tailgate Location TBD and Team Picture Time TBD)   | Week of Race              |           |
| PICK UP materials and packets at Race Registration<br>(Note: Teams that raise \$7,500 or more will have their materials delivered. This year, Captains may arrange to pick up team materials or send team members to pick up their own items. Team boxes will not be assembled due to last minute changes in registration and team members. | Week of Race              |           |
| FINAL PICK UP for materials and packets at Cal Expo Friday 10am-6pm Saturday 7am-8:30pm.  | May 8-9, 2015             |           |
| Susan G. Komen Sacramento Valley Race for the Cure®!  | May 9, 2015               |           |

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