

Team Captain Guide



Make a difference in the fight against brain tumors!

Dear Team Captain,

Thank you for registering for the *Race for Hope - DC*. As a team captain, your leadership and passion are essential to making this event a success.

As a team captain, you provide leadership and motivation to your team. Encourage your friends, family, and co-workers to step up and join you, too!

In this guide, you will learn how to:

- Plan and organize your team
- Recruit and register team members
- Reach your fundraising goal
- Enjoy!

We appreciate your leadership and support. Together, we are moving towards a day without brain tumors!

Sincerely,
Lauren Bogart
Team Captain Chair
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Race for Hope - DC 5K Run/Walk - www.curebraintumors.org
To benefit the National Brain Tumor Society





Step 1: Plan and Organize

Once registered, you will have access to your *Participant Center*. As a team captain this will offer you a variety of exclusive tools, including the ability to:

- Customize the team fundraising page
- Set the team fundraising goal
- Check team members' fundraising progress
- Send updates and messages to team members

As team captain you will also receive special *Team Captain Email Updates* with fundraising ideas, information on team contests and race day information.

No need to take on all the work - get a little help from your friends! Recruit team members to fill the following roles:

Fundraising Pro: The go-to fundraiser person, they should be familiar with the *Fundraising Guide* and able to educate the team about best practices.

Party Planner: This person plans team get-togethers and fundraising events (check out pages 3-4 of the *Fundraising Guide* for a list of ideas).

Event Day Coordinator: The event day and team spirit guru. This person will be in charge of team logistics on event day as well as coordinating a team theme. Team T-shirts, hats, signs are encouraged!

Set your goals

As team captain, you will be responsible for setting your team goal. Aim high! Here are a few targets to keep in mind:

- **Number of expected team members**
- **Average amount raised per person**
- **Total fundraising amount**

If you've participated on a team before, you may want to use last year's numbers as a place to start.



Step 2: Recruit and Register

There are no special requirements for forming a team, and anyone can participate including:

- Family members
- Friends
- Neighbors
- Co-workers or fellow students
- Service Clubs
- Sorority/Fraternity
- Members of your religious organization
- Members of other groups you belong to (book club, Rotary, cycling, etc.)

Spread the word – to your network and your team

Whenever possible include a link to your team page.

Email your network and encourage people to register. Save time by using the template email in your *Participant Center*.

Host a team kick-off party. Provide some snacks and invite your friends and family. Tell them about the event, why you're involved, and encourage them to join your team. Have a computer available so that folks can register for your team right away.

Update your Facebook status frequently with information about the *Race for Hope - DC* and any fundraising events you may be hosting. Ask your friends to do the same.

Involve your employer by asking your boss's approval to invite your co-workers. If you have a company newsletter, consider writing a short article or adding the event to the company calendar.

Motivate your teammates by sending them weekly emails with important *Race for Hope - DC* information and fundraising tips. Encourage them to get the word out too!





Step 3: FUNdraise!

Make It Personal

Customize your team and personal fundraising page to share your story. Let people know why you are involved.

Make The Ask

Don't be shy about asking for support. You will be surprised by how eager your friends, family, and co-workers will be to help you and this cause. Feel free to use the "Support Me" email template in your *Participant Center* or write your own email.

Make It Fun

Here's where the "Party Planner" and "Fundraising Pro" come in. Enlist their help to educate your team members, organize events, and help your team exceed its fundraising goal!

Work with the "Fundraising Pro" to put together a presentation about simple fundraising tips and tricks and include a calendar of all team fundraising activities. Ask the "Party Planner" to organize a team get-together where this information can be shared.

Here are some fundraising ideas to get your team started:

- **Spring Cleaning:** De-clutter your life by holding a garage sale. Make posters to let people know that sales will support the *Race for Hope - DC* and brain tumor research.
- **Going once, going twice:** Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services. Sell tickets for a drawing, and make sure to let everyone know that the proceeds will support the *Race for Hope - DC*. You can even invite people for a live or silent auction.
- **Fundraising with Food:** Ask the manager at your local restaurant to donate a percentage of the day's proceeds to support your fundraising efforts. Work with the restaurant to create a flyer and make sure to let everyone in your network know. Also, consider hosting a bake sale. For the complete list of fun fundraising ideas and other tips, consult the *Fundraising Guide*.
- **Dress for Fundraising Success:** Consider a dress down day at the office – a \$10 donation entitles the donor to wear jeans that day.

For the complete list of other fundraising ideas and other tips, consult the *Fundraising Guide*.



Reach even more people on Facebook

Connect your fundraiser to Facebook! Link your personal fundraising page to Facebook and share updates, invite friends and collect donations. All donations received through Facebook will be reflected on your fundraising page and added to your fundraising goal!

Follow the super easy steps to get started

Step 1: Login to your Participant Center

Step 2: Personalize your event website and set a fundraising goal

Step 3: Click the Fundraise on Facebook button on the right hand side of the screen.



Step 4: You will be prompted to approve the link to your Facebook fundraiser. When finished, your Participant Center will reload.

That's it! Open your Facebook page and you will see your fundraiser has posted to your Facebook timeline.

A few things to note:

The personal story you have written on your personal page on the event website will be pulled over to your Facebook fundraiser. If you want to make edits to that story for your Facebook fundraiser you can do that directly on Facebook. Changes made there will not make changes to your personal fundraising website.

The fundraising goal you have set here will also transfer to Facebook. Update your fundraising goal at any time and your goal on Facebook will also update!

The Big Day

We want everyone to be able to enjoy the atmosphere, the program, and the activities.

Here are a few tips to ensure your team is prepared (enlist the help of your *Event Day Coordinator*):

- Parking can be a challenge so get to *Freedom Plaza* early, organize carpools or take the Metro.
- Designate a team meeting place. Bring balloons or signs to identify your area and make it easy for team members to spot you.
- Consider picking up all your team members' T-shirts and bibs in advance at *Packet Pickup*.
- Fill out a memory/celebration bib for the back of your shirt.
- Get decked out in your spirited team T-shirts, hats, etc.
- Take a team photo.
- Plan a post-event picnic or party. Gather everyone to share stories, thank them for their involvement, and encourage further participation.





A Baker's Dozen Steps to Success



- 1 Register your team and set the team goal.
- 2 Customize team page.
- 3 Recruit team members.
- 4 Organize a kick-off event to recruit team members, develop fundraising plan, and competitions.
- 5 Plan fundraising events.
- 6 Create team T-shirts, hats, or other festive accessories.
- 7 Organize a monthly conference call or meeting.
Tip: try to schedule these in conjunction with fundraising events.
- 8 Email weekly team updates.
- 9 Decide on team meeting place at event.
- 10 Walk or Run as a team.
- 11 Continue celebrating after the event with a picnic, a meal at a restaurant, or a home BBQ.
- 12 Make sure to thank your team members.
- 13 Encourage all team members to send special thank you messages or emails to their donors.



Team Worksheet

List 10 people you'd like to recruit:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Team Fundraising Goal: _____

Minimum amount per person: _____

Number of team members: _____