

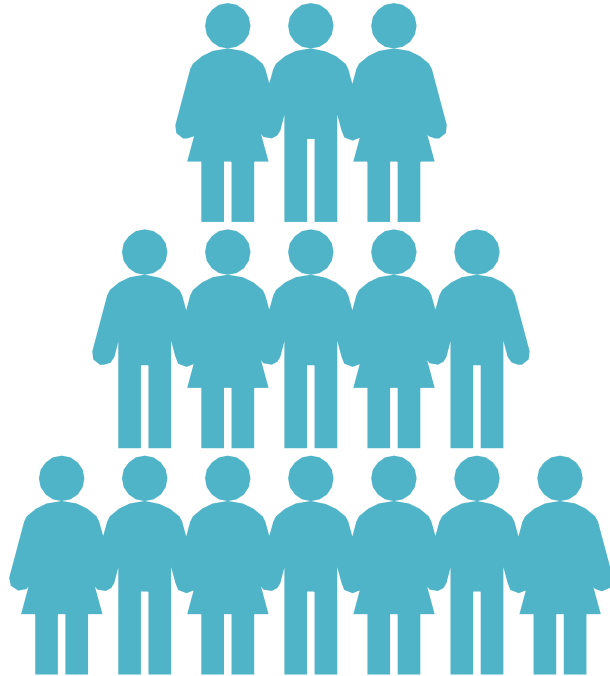


# **MILES FOR MELANOMA**

San Francisco, CA  
Saturday November 15, 2020  
Golden State Park, Music Concourse



# Hello!



Thank you for registering your dedicated team to join us at our **2020 Miles for Melanoma San Francisco** event on **Saturday November 15<sup>nd</sup>** at **Golden Gate Park, Music Concourse!**

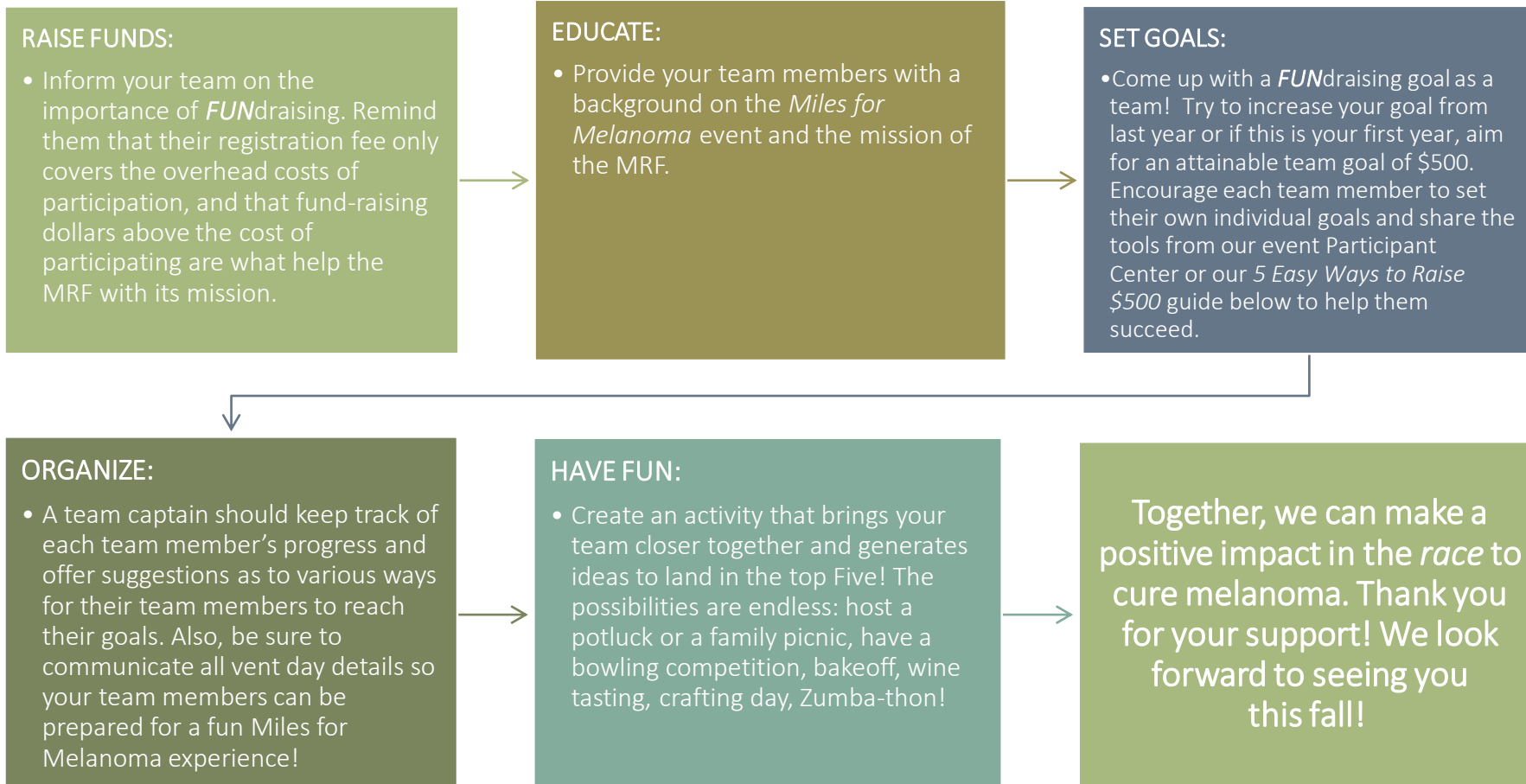
We look forward to having you and your team join us as we raise funds to increase *research, education* and *advocacy* for the melanoma community. A Team Captain is an integral part of not only the Miles for Melanoma events but the overall mission of the Melanoma Research Foundation.

Our 2020 Miles for Melanoma San Francisco event was a huge success with **\$66,739** raised for our mission. With your amazing support, we can exceed our **2020 goal of \$70,000** and make a life-changing impact in our local community.

This Team Captain Welcome Packet is a resource to help you create and manage a successful team, in order to make the most impact. It will help you recruit team members and lead them in their fund-raising efforts.

As the captain of a team, you will be the primary point of contact for your team members. It is your job to create the team, invite people to join and keep members motivated, inspired and informed of the team's progress. You will be responsible for making sure that every member is registered and ready to help your team raise funds.

# As a Miles for Melanoma Team Captain, your role is to:



# Team Incentive Prizes 2020



This year, we will be featuring a variety of incentives to thank our team and individual fundraisers for all your dedication and hard work throughout the Miles season!

- **Teams that raise \$ 5,000 or more:** receive a 10x10 tent for your team to gather during pre and post-race activities, personalized team sign, VIP parking for 1 car, team photo at MRF photo booth and a personalized team plaque
- **Teams that raise \$3,000 or more:** receive a personalized 'realtor size' team gathering sign, team photo at MRF photo booth and a personalized team plaque
- **Teams that raise \$2,000 or more:** receive a personalized 'realtor size' team gathering sign and a personalized team fundraising certificate
- **Teams that raise \$1,000 or more:** a personalized team fundraising certificate

\$2500

- Raise \$2500 or more: receive MRF insulated lunch tote, portable charger, performance cap, water bottle, bracelet and lanyard!

\$1000

- Raise \$1000 or more: receive MRF portable charger, performance cap, water bottle, bracelet and lanyard!

\$750

- Raise \$750 or more: receive MRF performance cap, water bottle, bracelet and lanyard!

\$500

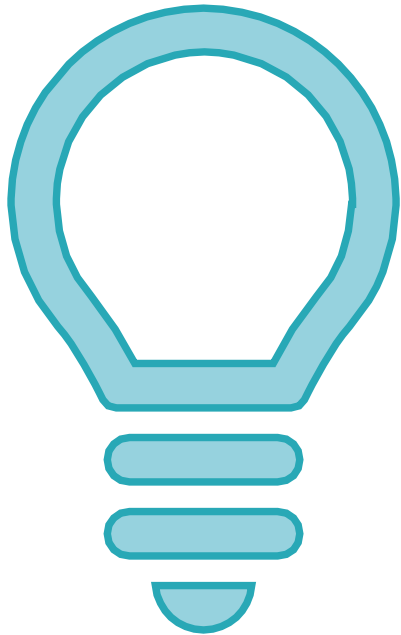
- Raise \$500 or more: receive MRF water bottle, bracelet and lanyard!

\$250

- Raise \$250 or more: receive MRF lanyard and bracelet!

## Individual Incentive Prizes 2020

# 5 Ways to Raise \$500 and Help Reach Your Goal



## 1. **Self-Donate**

*What better way to start your fundraising then to show support for your team! Donate \$25 to get started and ask 3 friends to do the same. Be sure to use your Participant Center to send emails so you can track who donated. You are already at \$100!*

## 2. **Dress Down for Donations**

Every office loves to host a *Jeans for a Cause* Day so rally your co-workers and ask them to contribute \$5 to wear jeans. If you rally at least 20 colleagues, you are already half-way to your goal at \$200!

## 3. **Fundraise in your Community**

We all support our local communities in some way so the next time you are in your local salon, fitness center, pizza or coffee shop or physician's office, ask them to support your efforts by donating to your team. If just 5 of these businesses donate \$25 each, you are up to \$325!

## 4. **Get Social**

What better way to share your passion for the MRF and excitement about participating in Miles for Melanoma then sharing it with your social community. Create a competition among friends to see who could help you raise \$100 in 10 hours-offer a small gift (giftcard, coffee, lunch etc) to the person who puts you over the top...then invite them to join your team 😊 Remember to tag us: @Melanoma.Research.Foundation By the way, you are at \$425!

## 5. **Closet Clean Out/ Clothing Swap**

You know the items in your closet that you haven't worn in over a year? Well, odds are, your friends/ family have a few items as well. Host a Clothing Swap and invite your friends/family to bring at least 3 pieces they do not wear any longer. Sell items between \$1-\$5 and easily gain \$75.

Thank YOU  
for  
supporting  
Miles for  
Melanoma  
2020!



If you have any questions about the 2020 Miles for Melanoma events, please contact:



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