2020 TEAM CAPTAIN HANDBOOK

SATURDAY, MAY 2, 2020
Green Valley Ranch Resort

$10 Registration

Event opens 6 AM
Opening Ceremonies 8 AM
Welcome to the team

Congratulations on making the commitment to form a team for the 2020 Las Vegas MORE THAN PINK WALK®. Year after year, our team captains have proven to be committed, caring leaders helping us to make the walk successful. Your hard work and dedication save lives and for that, we cannot thank you enough.

This team captain information packet is a handy resource to assist you in creating and managing a successful team. We hope it will serve as a useful tool as you lead your team in helping us end breast cancer forever.

Our walk teams can change history – the history of breast cancer – by helping us reach top levels in walk participation and fundraising.

Welcome to the Komen Family. We are so honored that you chose to donate your time, talent and treasures to our cause. Your team building and fundraising efforts have the power to make a true impact. Consider how far we have come:

- In 1980, the 5-year relative survival rate for women diagnosed with early-stage breast cancer was about 74 percent. Today, that number is 99 percent,

- Since our founding in 1982, Susan G. Komen’s national research program has invested in cutting-edge research that has helped make major breakthroughs possible. Funding for discoveries in genetics and biology has led to personalize, less-invasive breast cancer treatments to replace the less-effective “one-treatment-fits-all” approach.

- Support from participants like you has enabled Komen Nevada to invest more than $12 million back into local programs to support uninsured and underinsured women and men get the breast health education screenings, diagnosis and the treatment they need.
What is a team

A team is a group of 2 or more registered participants who come together to have fun, raise funds, and fight this devastating disease. Team members can be male, female, kids, babies and adults. They can also be friends, family, co-workers, or anyone else who would like to participate.

Most importantly, a team consists of people who share one common dream, one common cause and one common vision: a world without breast cancer.

Why form a team

Participating with a team multiples the fun, laughter and maybe even the tears you share on walk day. It also strengthens the impact that you have on the global movement to end breast cancer forever. You’ll have a wider pull of donors and with the support of teammates, fundraising will be more enjoyable (and successful) as it is easier to stay motivated.

Together, you will form a force even greater than that which you could accomplish alone.

Team captain job

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 teams’ progress.
Where to start

- Register and/or re-form your team at [www.komennevada.org/walklv](http://www.komennevada.org/walklv)

- As a team captain you will be responsible for TWO PAGES. You will need to personalize your team page and your individual walker page. Add a team photo and tell your company story on the team page. Upload your photo and more about you personally on your individual page.

- If your company is paying for team members’ registrations, setup a billing code. We will bill you after the walk for all registrations in one easy invoice.

- Make a plan for achieving your fundraising goal. Work with your Komen Nevada staff partner to devise a plan that includes fundraising targets. If you have started a company team aim to get at least 20 percent of your company involved.

- Identify an executive champion who will support the team’s success in team recruiting and fundraising. Do you have a CEO who will help drive this campaign? Set up a meeting for you, your staff partner, and your CEO so the support of leadership and managers can be effectively established.

- Plan on two or more internal fundraising events to get your fundraising started.

- Consider running a vendor campaign to ask your company’s vendors to contribute a donation to your team. Need help in setting this up? Your staff partner is happy to assist you.
Build your team

- Potential team members are everywhere, and you’ll most likely find team recruitment easy. Coworkers, friends, family, neighbors, professional acquaintances can all be team members.

- Promote MORE THAN PINK WALK® and your team’s efforts via social media. Share a photo, your goal, and let people know how they can sign up to support the team. If you are on a company team, work with your marketing or public relations department to help promote your campaign. You can also download the Social Media Toolkit online at the bottom of the Fundraising for the Walk page.

- Post team flyers everywhere both at work and your coffee shop, gym, Dr, Office and around your neighborhood. You can also download a customizable flyer online at the bottom of the Fundraising for the Walk page.

- Host a team kick-off party where, as a team you can all commit to the team goal and generate ways to raise funds. Contact your staff partner about coming out and doing a kick-off rally.

- Send updates every few weeks to celebrate your team’s progress and encourage your team members to do more.

Motivate your team

- Meet with each team member to help them start fundraising. Have them list friends, neighbors, and local organizations they plan to reach out to.

- Check in with your team members and celebrate their successes!

- Create a buddy system within your team so that team members can encourage each other.

- Arrange incentives to motivate the team, like a free lunch or a vacation day for top fundraisers (for company teams).

- If teammates are running out of ideas or motivation to continue with their fundraising, plan a team event to benefit everyone.

- Arrange to make or have signs made to represent your team on Walk day.

- What will your team wear? Get creative with your team and make team shirts, themed costumes, or even matching outfits. Send a save-the-date to all of your team members and potential team members.

- Continue to promote your campaign and goals through social media, email, and follow up with your team members.
Celebrate your team

- Contact your team members and get them excited for event day.
- Create a check list of important items you’ll need, e.g., water, sunscreen, sunglasses, etc.
- Write thank you notes for each team member.
- Share your photos on social media and use #KomenNV or #MoreThanPinkLV
- Send a thank you to your supporters and include event day photos.

Tools to help you

- Use the MORE THAN PINK WALK® website AND phone app! Utilize the online tools to send emails, follow-up messages and thank-you’s.
- Visit the Fundraising page on our website and download the fun tips and ideas to help you.
- Sample letters, email and voicemails. We have ready-to-use messages to recruit fundraisers and encourage fundraising.
- Matching Gifts: Many companies will match the donation you make to Komen Nevada. Ask your employer if they have a matching gift program! Make sure your team members ask their employers too.
- Social Media. Connect your page! Download the Social Media Toolkit to help you connect on social media with all your friends and family.
- Utilize your STAFF PARTNER! Sherry is your dedicated partner but we are all here to help. Give us a call at 702.822.2324. Have additional questions? Contact Sherry Alexis at salexis@komennevada.org.
2020 TEAM CAPTAIN HANDBOOK

Let us celebrate your success

Raise $100
- Everybody that raises $100 will get an event t-shirt.
- Everybody that raises $100 by March 28, 2020 will receive a special blinking necklace.

Raise $1000
All team captains that raise $1,000 by March 28, 2020 get the 2020 team captain hat.

Raise $1000 or more
All individuals that raise $1,000 get entrance into the VIP Top Fundraiser tent.

If your TEAM raises $5,000 or more, in addition to the incentive prizes earned, your team will receive a special tent on-site to gather and celebrate, complete with a custom team banner made just for you!

Make sure you keep the communication lines open so you can participate in the WalkStar Challenge with amazing prizes for those who are able to reach the benchmarks!
Recognition rewards:

Your fundraising has the power to make a true impact. 75% of the net funds raised support local programs for uninsured and underinsured women right here in Nevada. The other 25% supports the vital research needed to find a cure. Each time you reach a fundraising benchmark, you can earn recognition rewards. (Fundraising benchmarks are defined dollar amounts that can be found in the recognition flyer below and online.)