



*susan g. komen*  
**MORE THAN  
PINK WALK®**



TEAM CAPTAIN  
**TOOLKIT**



## We Walk Because...

- We believe in the power of people to change the world.
- We believe in the power of community, which goes beyond geography to shared experiences and passions.
- We believe no one facing breast cancer walks alone.
- We believe that where someone lives, what they look like and how much money they have should not determine whether they live.
- We believe we can achieve a day where no one dies from breast cancer.

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## Welcome!

**THANK YOU FOR MAKING THE COMMITMENT TO BE A TEAM CAPTAIN** for the MORE THAN PINK Walk®. Our Team Captains are the driving force – our leaders who help us stay fearless in the face of uncertainty. As we connect in various ways across our communities, we still unite as one to share our stories, support one another and raise money to end breast cancer.

Because of team captains like you who rally their team members and raise critical funds, we will invest in research to discover more effective treatments, as well as vital patient support to help connect people with things like breast cancer screenings, diagnostics, treatment assistance and so much more.

We’re here to help you reach your team recruitment and fundraising goals as we lead up to the MORE THAN PINK Walk. We hope this toolkit helps you get started on the path and your local Susan G. Komen staff are always in your corner.

**Thank you for your commitment to helping us end breast cancer forever!**

## Why We Walk

### OUR VISION

A world without breast cancer.

### OUR MISSION

To save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

### WHY WALK

The MORE THAN PINK Walk provides an opportunity to come together to share stories, laughter and tears and to unite as a community to fight this devastating disease. We raise money to save lives.

Due to early detection and effective treatment, breast cancer mortality in the U.S. has decreased by 40 percent since 1989, and more than 3.8 million people are living with breast cancer or are survivors today. Yet, more than 42,000 women and men are expected to die from breast cancer this year alone in the U.S. That’s one death every 13 minutes.



# Thank You

**THANK YOU FOR COMMITTING TO BE A TEAM CAPTAIN FOR THE MORE THAN PINK WALK®.**

**SAVING LIVES AND ENDING BREAST CANCER FOREVER** is at the center of our mission. Yet we cannot do it alone. You are critical to our ability to fuel our mission and achieve a world without breast cancer.

Our community is strong, and we'll do everything it takes to not lose the people we love. We're committed to ensuring vital research and patient care continues.

Our community needs us — and we need them — more than ever.

Whether for a friend who is newly-diagnosed, a co-worker living with this disease or in memory of a loved one, we are stronger when we walk together. We support those who need help today, while fearlessly searching for tomorrow's cures when we walk together. We are bold. We are fearless. We walk together.

Together we are more than one person coping with this devastating disease we are a community fighting back to emerge bolder and stronger than before.



# Getting Started

**WE HOPE THIS TOOLKIT HELPS YOU GET STARTED** on the path of recruiting, fundraising and engaging your team. Below are steps to engage your entire team and get the ball rolling toward success. We encourage you to share these steps with your teammates, too.

- REGISTER:** Form a new team or re-form a past team by signing up for the Walk online at [komen.org/register](https://komen.org/register). Make a self-donation when you register to kick-start your fundraising!
- RECRUIT:** Ask your family, friends, and co-workers. Let them know that registration is open, and they can join your team! Send them a link from your Fundraising Center to make it easy!
- FUNDRAISE:** Set a team fundraising goal and talk with your team members about your expectations from each of them and how you're going to achieve this goal. Talk about new ways to rally together to raise critical funds during these new times.
- MONITOR AND CELEBRATE:** Keep track of your team's progress and let them know how you're moving towards your goal. Spotlight team members who are fundraising well and call out the bigger donations.
- ENGAGE AND EDUCATE:** Be sure your team knows where to find fundraising information and resources. Encourage them to fundraise using their online personal fundraising pages.
- CHALLENGE:** Challenge each returning team member to raise more than they did last year.
- E-MAIL:** Send recruitment and fundraising emails from your Fundraising Center or the mobile app.
- GET SOCIAL:** Connect your Fundraising Page to your Facebook account and watch the donations roll in – and encourage your teammates to do the same! (see page 11)
- GO MOBILE:** Download the MORE THAN PINK Walk mobile app to take your fundraising on the go! Send texts, track progress, earn badges for fundraising and step tracking. (see page 11)
- BUILD TEAM SPIRIT:** In addition to encouraging your team to fundraise, think about what works best for your team to get them excited about being a part of this amazing event.



## Building Your Team

**TEAMS ARE AT THE CORE OF THE MORE THAN PINK WALK**, and asking your friends, family, neighbors and co-workers to join you will help build community and raise funds vital to furthering our mission.

### MAKE YOUR LIST

Once you've registered, start a list of people you'll ask to join your team. People in every aspect of your life have a connection to breast cancer, so think of this as an opportunity for them to participate in the vision of a world without breast cancer. Think about family members, friends, neighbors, co-workers, teachers and classmates. Think about members of your community group, civic group, book group or faith group. Think about your extended network like your doctor, dentist and hair stylist. Don't forget family and friends who live farther away, as this year they can Walk where they are!

### START BUILDING YOUR TEAM

- Call past team members and personally invite them to join the team again.
- Shout out the team through social media. Tell friends and family you're participating on Facebook, Twitter, Instagram and LinkedIn — you can do it all right from your Fundraising Center.
- Send an e-mail about the MORE THAN PINK Walk, inviting friends, family, and past team members to join your team. Ask them to forward it to others! Be sure to include a link to your team page to make sure that registration is quick and easy.
- Finish every text with an invitation to join your team.

## Host a Team Kickoff

**INVITE EXISTING AND POTENTIAL TEAM MEMBERS TO A GATHERING** to help build excitement about participating in the Walk. Most of all, make it fun and take the opportunity to encourage your team members.

### SAMPLE TEAM KICKOFF AGENDA

- Introduce team members to each other
- Share your story of why your walk
- Ask people to share the reasons they're participating
- Talk about the importance of fundraising
- Set, or confirm, your team fundraising goal
- Emphasize the importance of individual fundraising for achieving the team goal
- Brainstorm creative ways to achieve that goal
- Show or share the team fundraising page and the online Fundraising Center
- Talk about the day of the event and how you'll participate
- Ensure that everyone is registered by end of the meeting!

## Motivating Your Team

**ONE OF THE MOST IMPORTANT PARTS OF YOUR ROLE AS A TEAM CAPTAIN** is to engage, inspire and encourage your team members. Check in with them on a regular basis to keep them focused on the vision of creating a world without breast cancer and to help them achieve their fundraising goals.

- Establish the right set of communication channels for your team. Consider creating a text group, an e-mail group or a Facebook group
- Introduce new team members to the group as they join
- Keep the group posted on progress towards team and individual fundraising goals
- Share fundraising tips and tricks and ask team members who have been successful in fundraising to do the same
- Ask everyone on your team to link their Fundraising Center to their Facebook account to take advantage of the power of social media
- Celebrate strong fundraisers, large donations and milestones achieved
- Share personal stories from members of the team to inspire fundraising
- Consider creating some friendly competition or a recognition or rewards program just for your team. The prize can be as simple as bragging rights!
- Find ways to reward things like:
  - Making a self-donation
  - Personalizing their online Fundraising Center
  - Getting their first donation
  - Getting the largest donation to date
  - Raising the most money in a week
  - Sending out the most fundraising e-mails
  - Accomplishing their goal!

# Setting Team Goals

**TEAM CAPTAINS WHO SET GOALS WITH THEIR TEAMS ARE MORE SUCCESSFUL!** A goal gives you something to reach for while fundraising. You can measure your progress against this amount and celebrate your accomplishments! If you reach the goal, you can always raise it and work toward a new target.

- **ENGAGE YOUR TEAM.** Including your team members in the conversation will help them feel more invested in reaching your goal.
- **FIND THE SWEET SPOT.** Your goal should be a balance of achievable and ambitious. You want to stretch, while also having a goal that your team feels proud about achieving.
- **MAKE IT MEAN SOMETHING.** Often times goals have a personal tie to a milestone, anniversary or birthday. (See example)
- **EVERY TEAM MEMBER IS A FUNDRAISER.** In addition to setting a fundraising goal, set a goal for all of your team members to fundraise or make a self-donation.
- **KEEP IT GOING.** When you hit your goal, celebrate and raise it. When supporters see that you're still working to achieve something, they'll continue to donate.
- **TALK ABOUT IT!** Use your e-mail lists and social media accounts to talk about the goal you've set, along with a link to donate. Encourage all of your team members to do the same.

**MEANINGFUL TEAM GOAL EXAMPLE:** Our team member Denise is celebrating 5 Years of survivorship so this year our team goal is to raise \$5,000 in honor of her 5 years!

# Modeling The Way

**SET AN EXAMPLE FOR YOUR TEAM BY MAKING A SELF-DONATION.** Showing your dedication and inspiring others to do the same by even a small donation can make a big difference. Participants who make a self-donation to start their fundraising typically raise more than those who don't. You'll also earn a "Made a Personal Donation" badge for your personal page!

# Creating Your Personal Story

**WE'RE UNITED IN OUR DESIRE FOR A WORLD WITHOUT BREAST CANCER.** Let your team members know that sharing their personal stories is a key part of fundraising for Susan G. Komen.

Share your personal story with your team members and ask them to consider the following questions when creating their stories:

- Why are you participating?
- What is your personal connection to breast cancer?
- Are you participating in honor or in memory of someone special?
- What change are you trying to create?
- What problem are you trying to solve? (If you need a hint: we're walking for a world without breast cancer!)
- What is your fundraising goal? Why?

# Fundraising Online

**FUNDRAISING IS EASY WITH OUR ONLINE FUNDRAISING TOOLS!**

**ALL REGISTERED PARTICIPANTS HAVE ACCESS** to an online personal Fundraising Center where they can build a personal fundraising webpage and find pre-written email and social templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the MORE THAN PINK Walk mobile app — an easy way to fundraise on the go.

Start by setting up your personal Fundraising Page by logging in to your Fundraising Center. Your personal page is an easy way to:

- Share your story, upload photos and track your fundraising progress
- Create a custom URL to take people directly to your personal Fundraising Page
- Import contacts into your Fundraising Center address book
- Send emails to recruit team members and ask for donations
- Send thank you emails to friends, family and other supporters
- Track your fundraising progress

## FUNDRAISE THROUGH E-MAIL

Through your personal email account or through your Fundraising Center (where you can upload your email contacts), write an email requesting donations using one of our pre-written editable templates, or write your own.

## FUNDRAISE THROUGH SOCIAL

- From your Fundraising Center, connect your account with your Facebook page. It's a super easy way to share your personal MORE THAN PINK Walk Fundraising Page with your Facebook friends and secure donations from your social network!
- Share your story on Facebook, Twitter, LinkedIn and other social platforms in order to maximize your fundraising reach.

# Fundraising Offline

**PARTICIPANTS WHO RAISE FUNDS ONLINE AND OFFLINE RAISE MORE** than those who fundraise just one way. Consider going old school and sending handwritten letters to ask family, friends, neighbors, co-workers and business contacts to donate to your Walk. With your company's permission, send letters to company vendors asking them to support your efforts. If you receive checks use the MORE THAN PINK Walk app to deposit these checks to your fundraising account.



## Six Ways to Jump Start Team Fundraising

1. Ask every team member to join you in making a self-donation. You could challenge them to 'give up' one small expense for a week to fund this donation.
2. Ask 10 friends to each donate \$10. They're likely to say yes and you'll have raised \$100 before you know it!
3. Challenge each of your Team Members to raise \$500 in ten days.
4. Clean out that closet and sell your items online and put that money towards your fundraising.
5. Talk to local businesses about sponsoring your team with a donation. Offer them space on a team t-shirt in exchange for their generosity.
6. Pick a day of the week when your entire team will dedicate their social media to talk about the Walk and ask for donations.

## Matching Gifts

**MANY EMPLOYERS HAVE MATCHING GIFT PROGRAMS** and will match charitable contributions made by their employees. If your company does not have a formal matching gift program, ask your company to match each dollar that you and your team members collectively fundraise.

Remind your team members to check to see if their employers have matching gift programs. You can search our employer matching gift database online at [komen.org/how-to-help/donate/matching-gifts/](http://komen.org/how-to-help/donate/matching-gifts/) and see the Employer Matching Gifts section. If the employers are not in the database, contact them directly for matching gift forms and instructions.

## Fundraising — Get Social

**MOTIVATE FRIENDS AND FAMILY TO SUPPORT YOUR FUNDRAISING** efforts by sharing your story on all your favorite social sites. Make fundraising easy by sending messages through Facebook, Twitter, and LinkedIn right from your participant center.

### FUNDRAISE ON FACEBOOK

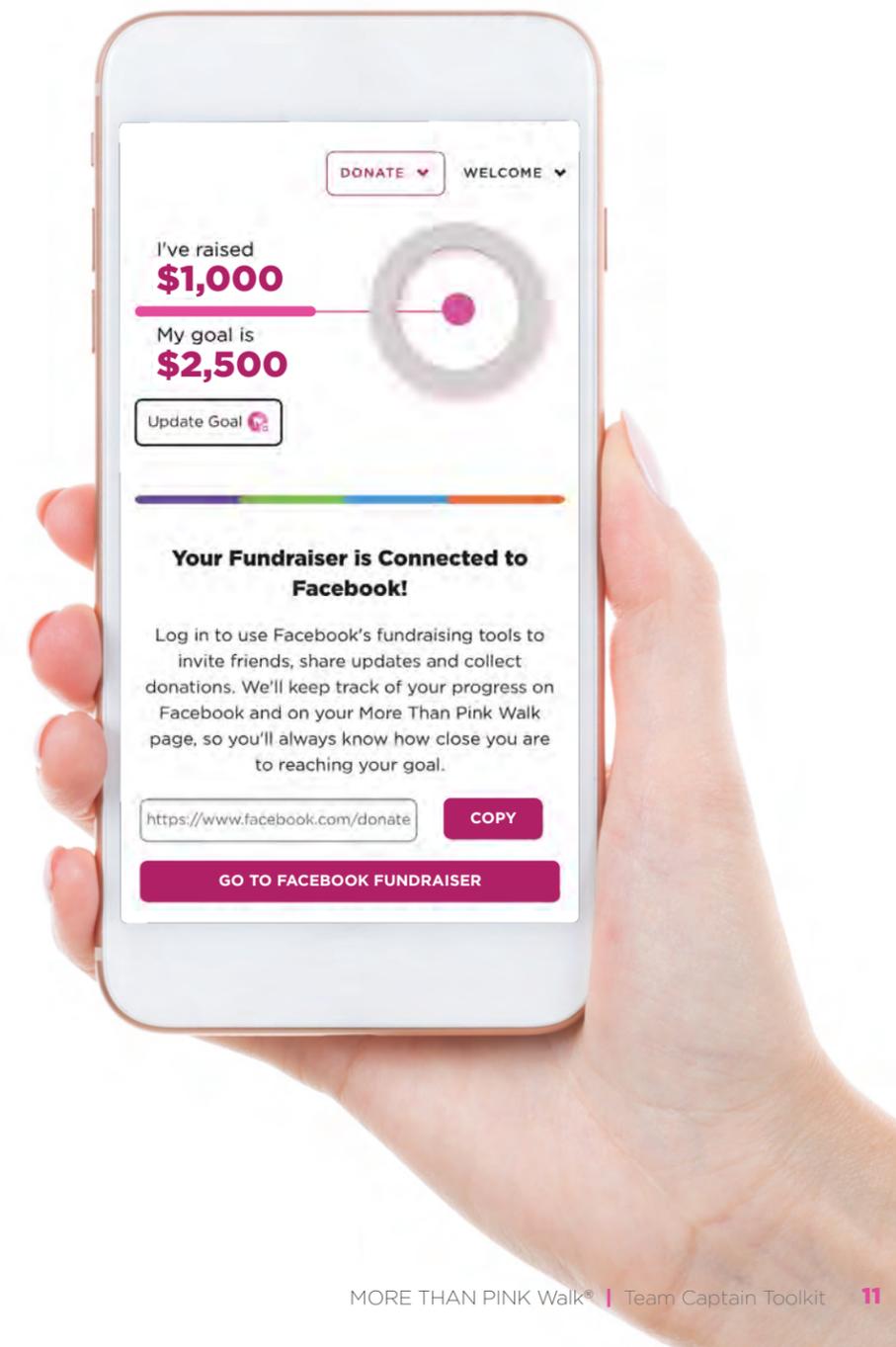
Reaching your fundraising goal is easier than ever! To connect your personal Fundraising Center to Facebook, you must be registered. From the Fundraising Center dashboard, you can "Connect Fundraiser to Facebook." If you don't see it, scroll down to the blue Facebook section and click the button to connect.

You'll be taken through a series of quick steps to connect your fundraiser and grant permission for Facebook to access your Fundraiser pages. Your Facebook Fundraiser will be created using the story, photo and goal from your fundraising page.

Once your Fundraiser has been created and shared on your timeline and friends on Facebook, click the "View on Facebook" button to see your Fundraiser in action. You can update the story and photo. The progress meter on your Facebook Fundraiser will stay in sync with the progress meter on your fundraising page.

## Fundraising — Go Mobile

**RAISE FUNDS WHILE ON THE GO USING YOUR SMART PHONE!** Download the MORE THAN PINK Walk mobile app using the iPhone App Store or Google Play.



# Team Goal Setting Worksheet

**TEAM NAME:** \_\_\_\_\_

**TEAM CAPTAIN:** \_\_\_\_\_

**CO-CAPTAIN:** \_\_\_\_\_

**WHY WE WALK:** \_\_\_\_\_

It helps to know where you were in order to decide where you're going. If you're a returning team, take a look at your numbers from last year.

## NUMBER OF TEAM MEMBERS

Fundraising is better when you do it with friends! How many people will you recruit to join your team?

Last Year: \_\_\_\_\_ This Year's Goal: \_\_\_\_\_

## AVERAGE FUNDRAISING

How much did each team member raise last year? Will you push it up a little?

Last Year: \_\_\_\_\_ This Year's Goal: \_\_\_\_\_

## NUMBER OF \$100 FUNDRAISERS

These are your team leaders! The more people raising over \$100, the bigger the impact.

Last Year: \_\_\_\_\_ This Year's Goal: \_\_\_\_\_

## TEAM FUNDRAISING

The recommended team goal is at least \$100 per team member. How high will you go?

Last Year: \_\_\_\_\_ This Year's Goal: \_\_\_\_\_

## FUNDRAISING IDEAS

This is really where the action is! Check with the Komen team on some ideas on how you can raise more money through your own activities and events.

Last year's most successful initiatives: \_\_\_\_\_

\_\_\_\_\_

Ideas for this year: \_\_\_\_\_

\_\_\_\_\_

# Team Captain's Guide for Caring for Teammates

**YOUR STRONGEST TEAM MEMBERS ARE THE PEOPLE** who show up every day to work with you, live with you, create with you, and ultimately succeed with you. They are the most important part of your tribe. We hope these tips help you make the Walk a memorable experience that will bring you and your team closer together.

## 1. EMPOWER THE TEAM.

Love your team, believe in them with all your heart, and do everything in your power to set them up for success.

Give them a goal and work with them to set up their plan for how they're going to deliver their part. This gives them a feeling of ownership. Write it down. Share it wide.

## 2. RALLY AROUND THE CAUSE.

Rally them around a shared vision of how you are going to work together to achieve your team goals. Articulate the meaning and purpose behind the team's efforts, as well as acknowledge how every team member is a part of achieving overall success.

Send flowers, favorite drink, chocolate, or a simple note to the team lets them know that that you know they are working hard. Example: "Thank you for doing that this week! YOU ROCK."

You never know the difference a small gesture can make. Be kind. Care. And show it through actions and words. This culture creates a sense of empowerment and "I got this!" for the team.

## 3. TAKE CARE OF YOURSELF.

While the main thrust of this has been ensuring the well-being of the humans who work on your behalf as a team captain, don't forget to take care of yourself, as the leader. That means being self-aware enough to realize that you don't know everything, so that you can seek out people who can help you out.

Letting your teammates know they're not alone connects back to empowerment and creates a safe environment for people to have fun and be successful.

## 4. DEFINE WHAT TAKING ACTION LOOKS LIKE.

Recruit people who are passionate about the cause, survivors, co-survivors or advocates, who will be able to motivate other people to register and donate. A strong internal champion can make a big impact.

## 5. SAY THANK YOU.

Each person has their own preference for praise. Some people are okay with public recognition, like at an all-team meeting. For others, that could be embarrassing. When you're getting to know folks, learn which recognition style is right for each of them.

For people who are okay with public recognition, some things you can do:

- Verbal recognition in front of a group
- Call out in email or at all-hands meeting (for corporate teams)
- Given more responsibility

For those who prefer individual recognition, you can give them:

- Verbal one-on-one recognition
- Little notes
- Flowers or gift basket

Do what works for you – select activities that everyone is excited about doing and rely upon your team's variety of talents to engage and raise money.

And for everyone, regardless of preference, celebrate key milestones in meaningful ways. Find ways to celebrate with — and for — your team. Create a team tradition. Creating shared moments between the team members multiplies lasting effects!



## Walk Day

On event day, you may have team members across different neighborhoods, cities or even states. You may participate at one of our official MORE THAN PINK Walk events, or you may decide to walk in your own community.

### HERE ARE SOME TIPS FOR MAKING YOUR WALK EXPERIENCE MEMORABLE:

- Be sure your team members have all downloaded the mobile App. This will be a key part of tracking your steps and earning your finisher badges!
- Have a great time! Wear team t-shirts, dress in costume, wave team flags and carry team posters.
- Take lots of photos and post them on social media. Tag your teammates and tag the **#MORETHANPINKWalk**
- Let everyone know what you're doing and be sure to include the link to your Personal or Team Fundraising Page—event day is a great opportunity to ask for more donations!

## After the Walk

### TIME TO SAY THANK YOU!

Make sure you thank your team members and your donors for the impact they made. Report in on progress towards your fundraising goals and encourage your team members to do the same.

Make sure your team knows how much you appreciate their efforts and tell them you hope to see them all again next year!

### POST EVENT CHECKLIST:

- Send thank you notes to all donors to let them know how the event went and how much money you raised
- Encourage team members to send thank you notes to their donors
- Ensure that all team members have submitted any outstanding donations
- Include a team photo from the event in your thank you notes and emails
- Schedule a wrap-up meeting with your team to celebrate your success and share ideas for next year
- Invite team members to join your team again next year and challenge them to recruit one new person to join team



## Corporate Teams Guide

- **COMPANIES OF EVERY SIZE ARE FORMING TEAMS TO WALK AND RAISE MONEY TO END BREAST CANCER FOREVER:** Corporate teams have the power to help Susan G. Komen achieve our mission to build company spirit among your team members and to encourage teamwork within your organization. Corporate teams also bring value to your organization.
- **TEAMWORK:** Whether your corporate team is large or small, Komen Walk events are a great way to build team spirit and a sense of camaraderie among employees. Employees are proud to say they work for companies that support important causes.
- **CAN BE LOW COST TO YOUR COMPANY:** Because funds are raised when team members ask their family, friends and neighbors for support, a large corporate donation isn't required.
- **PUBLIC AND COMMUNITY RELATIONS:** Participating in a Walk sends a strong signal that you and your team members care about your community.
- **FAMILY-FRIENDLY:** The MORE THAN PINK Walk draws people together in a healthy activity for a worthy cause. It's an event that your team members and their families can participate in.

## Corporate Teams Guide (continued)

### RECRUIT

Your main job as a team captain is to recruit team members to raise funds for Susan G. Komen's mission.

- Think about all of the different divisions, departments and areas of the company you can recruit from.
- Assign a co-captain from each department, to help you recruit and rally team members.
- Ask the CEO or another high-level executive who cares about ending breast cancer, to draft an all-company message, challenging them to build their teams and register.
- Plan an internal kickoff to sign up walkers and get them excited.
- Ask for time to talk about the MORE THAN PINK Walk on department meeting agendas, and for any all-company meetings.
- Ask a few passionate team members to share their connection to breast cancer.

### FUNDRAISING

- Create Excitement! Think about meaningful ways to recognize awesome fundraising, like the top individual fundraiser or top fundraising team. Think about company team t-shirts, a one-on-one mentoring session with a member of the executive team or even an extra day off!
- Seek out matching gifts. Does your company match donations? What about your team's fundraising?
- Ask your company's vendors to support your team efforts! Compile a list of all company vendors and ask them to support your team's fundraising efforts for the MORE THAN PINK Walk.
- Talk to local businesses about sponsoring your team with a donation. Offer them space on a team t-shirt in exchange for their generosity.

### CORPORATE TEAM FUNDRAISING IDEAS

Now, more than ever, women and men from across the country that are affected by breast cancer, depend on the funds raised by the Susan G. Komen community of supporters.

Your company has the great opportunity to come together as a team and a community to fight against breast cancer. Support and participation from companies like yours helps Susan G. Komen to further our mission to end breast cancer. We thank you, and your team, for your support and commitment. To help you in your fundraising efforts, we've created a list of fun and creative activities for your company to try!

Remember, the #1 reason people give is because somebody asked them to and the #1 reason people don't donate is that nobody asked them to. Encourage your team members to ask friends, family and colleagues to donate to your company team.



## Ten Ideas for Inspiration

01

### STEPS CHALLENGE!

Ask friends, family or different departments to "sponsor" your team by making a dollar amount donation for each step your team takes on event day.

02

### GOT TALENT?

Have your team members show off their unique skills with a talent show! Invite co-workers to attend for a donation.

03

### GAME NIGHT!

Host a Bingo or Trivia night for your team members' friends & families. Entrance to the game is a donation.

04

### TEACH A SKILL!

Is a team member a good cook? A DIY guru? Hold a live class for friends, family or your company in return for a donation.

05

### SPREAD THE SUPPORT!

Find a creative way to invite your vendors or clients to join the movement to fight breast cancer. Your team can make a fun video to send out explaining why your company supports Susan G. Komen and why vendors and clients should too!

06

### RECRUIT LEADERSHIP!

Do you want to watch your CEO sing karaoke? Dress up in a pink wig? Do some other crazy thing? Ask leadership to loan their influence to a good cause by taking on dares in return for team fundraising.

07

### REMEMBER LOVED ONES!

We all know people affected by breast cancer or who have lost a loved one. Provide your colleagues an opportunity to honor and remember loved ones. Ask a team member to create a graphic or social media frame stating that your company supports Komen for donors and team members to access.

08

### INCENTIVIZE DONATIONS!

Make your team a community – anyone that donates to the team receives a little something in return (i.e. a branded bracelet, pink ribbon pins, a virtual graphic, something to hang in their window that says "I am a supporter").

09

### FRIENDLY COMPETITION!

Send weekly team emails with team member fundraising rankings to celebrate top fundraisers.

10

### EMAIL/CALL BLITZ!

Host a 30-minute email/phone blitz on the week of or day of your event. Have each team member devote 30 minutes to send last minute donation requests, follow up and send thank yous.



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# Thank you!