

2018 TEAM CAPTAIN TOOLKIT



20th Annual Susan G. Komen
Greater St. Louis Race for the Cure®
June 9, 2018 | Downtown St. Louis

www.komenmissouri.org

2018 Teams are proudly sponsored by:





CELEBRATING 20 YEARS

Susan G. Komen Missouri®

thanks the

St. Louis Cardinals

for their continued support as
the official Teams Sponsor
of the 20th Annual
Komen Greater St. Louis
Race for the Cure®



Welcome Team Captains...

Congratulations and Thank You for making the commitment to join the 20th Annual Komen Greater St. Louis Race for the Cure® as a Team Captain! Also, this will be the 20th anniversary of The Race... so get ready for a GRAND CELEBRATION!

Teams contribute a great sense of community spirit to the Race and Team Captains are vitally important and have proven to be incredible leaders, making the Race more successful in furthering our mission to save lives and end breast cancer.

Race teams help us inspire individuals battling breast cancer and ignite the inner strength they need to fight and overcome the disease. Team members make up over **75%** of the participants for the Race.

This Team Captain Toolkit is a resource to help you create and manage a successful team. It will serve as an excellent tool as you recruit team members and lead them in their fundraising efforts. Additional information and resources can be found on the Teams pages of the Race website: www.komenmissouri.org/STLRace

We look forward to working with you during the 2018 Race season and thank you for your support of the Komen Greater St. Louis Race for the Cure and the local fight against breast cancer!

Cynthia, Rhonda and Traci

2018 Teams Committee Co-Chairs

teams@komenmissouri.org | 314.569.3903 (voicemail)

Susan G. Komen® Missouri

MISSION | The mission of Komen Missouri is to **save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.** Komen Missouri is dedicated to meeting the breast health needs of the women, men and families in its 38-county Missouri/Illinois service area.

IMPACT | Through events like the **Susan G. Komen Greater St. Louis Race for the Cure®**, Komen Missouri and its supporters have invested \$40 million in the fight against breast cancer. Seventy-five percent of the net funds raised here stays in our region to fund breast cancer screening, breast health education and patient navigation and support programs. The remaining 25 percent funds cutting-edge, global breast cancer research. For more information, visit www.komenmissouri.org or call 314.569.3900.

TEAM CAPTAIN IN 5 EASY STEPS

YOUR 2018 KOMEN GREATER ST. LOUIS RACE FOR THE CURE BIB SERVES AS YOUR ADMISSION TO THE RACE COURSE AND SPONSORS' SQUARE ON JUNE 9th.

Please be sure you and your Team members are wearing your 2018 Komen Greater St. Louis Race Bibs on Race Day.



REGISTER

Register and Create the Team



RECRUIT

Recruit 10 or more participants



FUNDRAISE

Raise funds beyond Registration



EDUCATE

I AM KOMEN... Share the Mission



RACE

Team Captain Responsibilities...

As the Team Captain, you will be the primary point of contact for your team members for all things Race related. The Team Captain is also responsible for leading the Team's fundraising efforts as well as the coordination and organization of the Team's Race Day materials and activities.

REGISTER

CREATE | Register for the 2018 Komen Greater St. Louis Race for the Cure® at www.komenmissouri.org/STLRace. **The Team Captain must register first and create the team** before Team members can register and Join the Team during the registration process.

RECRUIT

BUILD | Potential team members are everywhere... Our community is full of people who would be happy to join you in the fight against breast cancer. Invite corporations, organizations, colleagues, neighbors, friends, family members to join your Team.

TIPS | The following are a few tips for recruiting new Team members:

- Create your team and have a friendly competition for participation between corporate departments, family members or schools. Promote your team in a company or organization newsletter.
- Customize your Race Participant Center with a personal story and photo. Email friends and family a link to your Team's web page, sharing your participation and ask them to consider joining your team.
- Host a Team Kick-Off Party where your guests can learn about the Race and join your team.
- Recruit Co-Captains to help spread the word about joining your team.
- Host a registration table at your job, school or place of worship.
- Include a link to your Participant Center on all of your social media networking sites.

JOIN | Instruct your team members to **REGISTER** online* by clicking the "Join a Team" button on the Race registration web page at www.komenmissouri.org/STLRace. Include a direct link to the Komen Greater St. Louis Race registration page, as well as **your Team number and name**.

* Paper registration forms are also available online once the REGISTER button is selected and should be mailed together by May 18th to: Komen Greater St. Louis Race for the Cure, PO Box 790129, Dept. SK, St. Louis, MO 63179-0129.

Sleep In for the Cure®



Out of town on Race Day or just want to "Sleep In" on a Saturday morning? You can still make a difference by registering as a Sleep In for the Cure® Team participant.

Kids for Komen



You don't have to be an adult to Race for the Cure! Kids ages 4-10 can join your team as Kids for Komen and on Race Day they will be able to run with the big kids.

FUNDRAISE

IMPACT | Fundraising is critical to the success of the Komen Greater St. Louis Race. As the leader of your team and in the fight to end breast cancer, it is important for you to know and share the impact of fundraising. Thanks to our 2017 Race Teams, Komen Missouri was able to grant more than \$1 million for breast cancer screening, breast health education and patient navigation and support services right here in the Greater St. Louis region. **That's a huge impact!** Team fundraising helps ensure that we will be able to make the biggest impact in the community.

**In celebration of the Race's 20th Anniversary,
St. Louisan, Diane Katzman has designed a 20-Year commemorative bracelet.**



For an additional gift of \$20-\$99, registrants will receive our 20-year commemorative bracelet.



For an additional gift of \$100 or more, receive a DELUXE bracelet with pink beveled jewel charm.

Make sure your Team Members know of this beautiful keepsake that can be theirs with an additional gift!

LEAD | The following are a few guidelines for a successful fundraiser campaign:



Make a little add up to a lot – ask
10 friends for \$10

- **Lead by Example:** As the Team Captain, you can take the lead in fundraising. Make a self-donation to show your commitment to the cause. Your example will help inspire your Team members. Encourage each of your Team members to raise \$100 or more beyond the Race registration fee.
- **Don't be afraid to Ask:** Ask anyone and everyone if they will donate. Send an email to everyone you know encouraging them to give *something*. Every dollar makes a difference.
- **Never miss an Opportunity:** Now is not the time to be shy! Let everyone know that you are participating in the Race and inform them of your fundraising goal... then EDUCATE and ask them to DONATE!

TIPS | The following are a few fundraising tips to achieve the greatest impact:

- Have a friendly contest to see who can raise \$100 first.
- Let your Team members know that all donations count toward their individual fundraising goal as well as your team's goal.
- Have a party when everyone on the Team raises \$100 each.
- Send fundraising tips to your Team members.
- Highlight the Team's top fundraising member.
- Don't forget to say THANK YOU! Send a thank you note to each individual for helping you reach your goal.

Additional fundraising resources and ideas are available on the Team Resources and Fundraising Resources pages at www.komenmissouri.org/STLRace.

EDUCATE

OWN | I Am Komen® is the mission engagement program of the Susan G. Komen Race for the Cure® Series that motivates people to take action steps that may reduce their risk of breast cancer. It speaks to the importance of early detection and healthy living while encouraging everyone to make a personal commitment to their breast health. I Am Komen® is a “Declaration” to join the Komen community as an ambassador in the fight against breast cancer. On Race Day, you can visit our interactive I Am Komen® booth to learn more about breast self-awareness and how to make a Declaration.

On Race Day, encourage your Team to visit the interactive I Am Komen® booth to learn more about breast self-awareness and how to make a Declaration. Spin the wheel for prizes and take home breast health education information. You’ll also see our Rovers in the bright green I Am Komen® shirts; they’ll be sharing the message of early detection, distributing EduCards and I Am Komen® stickers. All throughout the Race, you’ll see and hear our efforts to educate, empower, and engage our participants.

SHARE | [BREAST SELF-AWARENESS MESSAGES](#)



1. Know your risk

- Talk to both sides of your family to learn about your family health history
- Talk to your provider about your personal risk of breast cancer

2. Get screened

- Talk with your doctor about which screening tests are right for you if you are at a higher risk
- Have a mammogram every year starting at age 40 if you are at average risk
- Have a clinical breast exam at least every 3 years starting at age 20, and every year starting at age 40
- Sign up for your screening reminder at www.komen.org/reminder

3. Know what is normal for you

- See your health care provider if you notice any of these breast changes:
- Lump, hard knot or thickening inside the breast or underarm area
- Swelling, warmth, redness or darkening of the breast
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of your nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that doesn't go away

4. Make healthy lifestyle choices

- Maintain a healthy weight
- Add exercise into your routine
- Limit alcohol intake
- Limit menopausal hormone use
- Breastfeed, if you can

For more information about the I Am Komen® program, breast health information, and ways that you can personally get involved, please visit www.iamkomen.org.

MOTIVATE...

INSPIRE | Together, we can do anything. Except stand idly by...

Set Goals. Establish the fundraising goal as a Team. If the team participates in setting the goal, there is a stronger commitment to achieving the goal. Encourage each team member to set their own individual goals and share the tools to help them succeed.

Fundraise. Inform the team of the importance of fundraising and the impact.

Educate. Provide your Team with a background on Komen Missouri and our mission. They will be motivated knowing their dollars make a difference.

Organize. As the Team Captain, keep track of each member's progress.

Have Fun. Host activities that bring your Team together for bonding opportunities. Throw a potluck or picnic; have a bowling competition, wine tasting, bike ride or team walk. And as an added bonus turn it into a fundraising opportunity.

Stay Focused. If team members are short on ideas or motivation, plan a Team event to benefit the entire team and be prepared with advice, support, understanding and information.

Theme the Team. Come up with a meaningful Team name so team members can speak passionately about it to donors. Design Team t-shirts to wear with pride!

TOOLS...

PARTICIPANT CENTER | The Participant Center houses your Team page and personal fundraising website. The Participant Center can be accessed online at www.komenmissouri.org/STLRace at the upper-right corner of the page. From the Participant Center you are able to set up your personal web page (*customizing your story and personal photo*), send emails to supporters with easy to use templates and connect with friends on Facebook. Be sure to check your Participant Center often for new donations and messages.

SOCIAL MEDIA | Follow, Like, Share and #KomenSTLRace



Susan G. Komen Missouri



@KomenMissouri



PREPARE...

PEN & PAPER | Paper Registrations and Cash/Check Donations

We encourage all participants to register online through their Team page. Team members may submit photocopied registration forms, however, please remember only one registrant per form and the waiver MUST be signed.

We recommend Team Captains deposit all cash payments into a single account and write one check, individual registration checks are acceptable. Checks should be made payable to Komen Greater St. Louis Rave for the Cure.

Please mail a list of all Team Participants, any paper registration forms received, registration payments and donations to address below, postmarked NO LATER than May, 18, 2018. DO NOT mail cash, checks and money orders only.

Komen Greater St. Louis Race for the Cure
PO Box 790129, Dept. SK, St. Louis, MO 63179-0129

Keep a copy of all items mailed for your records. All paper registration forms and registration fees from your Team members must be turned in before you can receive your Team's Race Bibs and T-shirts.

YOUR 2018 KOMEN GREATER ST. LOUIS RACE FOR THE CURE BIB SERVES AS YOUR ADMISSION TO THE RACE COURSE AND SPONSORS' SQUARE ON JUNE 9th.

PACKETS | Team Captains are responsible for picking up your Team's Race Bibs and T-shirts.

Missouri Teams – Pick up your Team's Race Bibs and T-shirts (*including Sleep In for the Cure participants*) on **Thursday, May 31, at the Lafayette Park United Methodist Church in St. Louis, MO or Saturday, June 2 or Sunday, June 3, at West County Center in Des Peres, MO.**

Illinois Teams – Pick up your Team's Race Bibs and T-shirts (*including Sleep In for the Cure participants*) on **Saturday, June 2 or Sunday, June 3, at St. Clair Square in Fairview Heights, IL.**

If you are unable to pick up your Team's Bibs and T-shirts, you may send one of your Team members in your place. He/she will need your Team name and number. If you miss your Team Bib and T-shirt pick-up date we cannot guarantee your T-shirt sizes will be available.

Any Team Race Bibs and T-shirts not picked up by Sunday, June 3, at 6PM may be forfeited and will become available for walk-up registrants.

T-SHIRTS | Does your team have spirit? Use one of the five Official Team Logos below to create team t-shirts and use in fundraising promotions (*at the Team's expense*).



Please email teams@komenmissouri.org to request an Official Race Team logo.

Remember, pink is the T-shirt color designated for breast cancer survivors.

RACE...

KEY DATES | Mark Your Calendars with these Important Dates

May 25, 9 am-6 pm - Team Reconciliation at Susan G. Komen Missouri office
- 9288 Dielman Industrial Dr., St. Louis, MO 63132

May 26, 9am-1 pm - Team Reconciliation at Susan G. Komen Missouri office
- 9288 Dielman Industrial Dr., St. Louis, MO 63132)

May 26 - All Team member paper registration forms are due to the Komen Missouri office

May 29 at 1 pm - Deadline to form or join a Team **online**

May 31, 8 am-7 pm - Team Race Bib and T-shirt pick-up
- **Missouri** at Lafayette Park United Methodist Church, 2300 Lafayette Ave, St. Louis, MO 63104

June 2, 8 am-6 pm - Team Race Bib and T-shirt pick-up
- **Missouri** at West County Center, 80 W County Center Dr., Des Peres, MO 63131
- **Illinois** at St. Clair Square, 134 St. Clair Drive, Fairview Heights, IL 62208

June 3, 11 am-5 pm - Team Race Bib and T-shirt pick-up
- **Missouri** at West County Center, 80 W County Center Dr., Des Peres, MO 63131
- **Illinois** at St. Clair Square, 134 St. Clair Drive, Fairview Heights, IL 62208

TEAM CAPTAIN CHECKLIST |



- Register for the 2018 Komen Greater St. Louis Race and create your Race Team.
- Make a self-donation in any denomination to show your commitment.
- Set a Team Participant & Fundraising goal.
- Talk to your friends, family, neighbors, colleagues about joining your Team.
- Display posters around the office, campus, cafeterias, break rooms, gyms, and other high traffic areas. Put your name and contact information on the materials so people can contact you to get involved. Request posters
- Use online tools to spread the word about your Race Team. Maximize your Team's web page by creating a link to your personal social media sites.
- Set up a Team Facebook page where you can post pictures, generate excitement and spread the word.
- Send fundraising tips to all your team members and highlight the Team's top fundraising member.
- Create fundraising incentives for your Team members encouraging them to meet or exceed their fundraising goals.
- Remind Team members to log on to their Participant Center to track donations and send thank-you notes.
- Post a progress chart with your fundraising and recruitment goals in a visible area and update totals regularly.
- Share the importance of the Komen Greater St. Louis Race with others. It's not just one day. It's a fundraising event with a year-round impact. The funds raised through the Race help fund local, lifesaving breast health services for underserved and uninsured individuals in our community, plus cutting-edge, global breast cancer research.

THANK YOU

TO OUR 2018 SUSAN G. KOMEN NATIONAL AND
GREATER ST. LOUIS RACE FOR THE CURE® PARTNERS

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