



**2012 KOMEN SIOUXLAND
RACE FOR THE CURE®**

TEAM CAPTAIN INFORMATION PACKET



Questions???? Email info@komensiouxland.org

Team Basics

A team consists of a minimum of 5 people. You may have family, friends, co-workers – any combination of at least 5 people. One person must be designated as the Team Captain. The Captain will be the primary point of contact for the 2012 Komen Siouxland Race for the Cure®. When registering your team online, the Team Captain must register first. As part of their online registration process, the Team Captain will create and name the team. Once the team name is established, others can join.

Team Captain Duties

As a Team Captain, you will be required to do the following:

1. Register yourself and establish your team online.
2. Email your team name and a registration link to potential team members and donors.
3. Send out reminder emails prior to team registration closing on May 4st.
4. Have a wonderful day at the 2012 Komen Siouxland Race for the Cure®!
5. Send out a final "Thank You!" to all of your team members and donors.

Team Awards

For 2012, awards will be given to teams that accomplish the following:

- Most Funds Raised by a Team
- Largest Overall Team
- Spirit Award*
- Best Team T-Shirt (voted on by race participants)

* - The Spirit Award goes to the team that is the wildest and craziest on Race Day. The winner will be selected by the Race Committee.

All money must be received by May 31, 2012, to be eligible for the "Most Funds Raised by a Team" award. Fundraising money will be accepted after May 10th, but will not count towards the Team Award. Please make checks out to "Komen Siouxland Race for the Cure."

We are encouraging everyone to help us be fundraisers. If everyone participating in the Race raised \$100, our Race would generate nearly \$200,000, 75% of which stays right here in our seven-county tri-state service area. Please challenge your team members to help raise funds.

Team Captain Checklist

NOW! Distribute Materials to Team Members

Send email notices to potential team members and donors with all of the information needed to get them to your site and on your team. Continue to send reminders every week or two. Include information on how your team is doing or stories of special team members or survivors.

04/27/12 One Week Reminder!

One week until all online registration for teams is closed. Send an email reminder to those who have yet to sign up.

05/04/12 Online Team Registration Closed

Online Team Registration: After 05/04/12 no one can register to be on your team. Anyone can still register online as an individual. Continue to send emails to help your fundraising efforts!

05/07/12 and 05/08/12 Team Packet Pick-Up

Team packets may be picked up at **the Komen Office located at 700 4th St. Second Floor, Sioux City.** Check our website at www.komensiouxland.org for times and updates.

05/7/12 – 05/12/12 Team Captains Distribute Packets to Team Members

Distribute T-shirts, Race numbers and Race day programs to team members.

05/12/2012 Check www.komensiouxland.org

Check our website for updates or last minute changes and reminders

05/10/12 Reminders

Send reminders to your team members about where to meet on Race Day!

05/13/12 RACE DAY!

Good Luck and Have Fun! Revel in the day and be proud of your accomplishments!

If you haven't turned in your team shirt for judging be sure to do so at the team shirt voting booth.

05/18/12 Post-Race Wrap-Up

Send your appreciation to your team members and donors. Thank them for their efforts and support of our mission to eliminate breast cancer.

Team Participant Information

Entry Types:

Adult Competitive Runner

\$30.00

For individuals 13 and over who want to participate in the 5K run/walk and wish to be timed. Register online as a member of a Team (5 or more individuals).

Adult Participant

\$25.00

For individuals 13 and older participating in the 5K run/walk or the 1 mile run/walk.

Youth Participant

\$15.00

For individuals 12 and under participating in the 5K run/walk, 1 mile run/walk, and/or Kids For The Cure event.

Sleep In for the Cure®

\$35.00

Entrant will not be present on Race day, but will receive a Race shirt in the mail.

Proud in the Pew®

\$35.00

For those who are committed to the fight to eradicate breast cancer but are unable to attend the Race due to religious obligations. Participants will receive a Race shirt in the mail.

Survivor

Free

Member of a Team that is also a **Breast Cancer Survivor**, will receive a Survivor Package that includes a pink survivor shirt, hat, and pink bib number.



Registering Your Team

ONLINE REGISTRATION

Komen Siouland Race for the Cure® encourages online registration to save time and expenses. Utilizing this method will allow each team captain to contact, solicit, organize, and track their team entirely over the internet. It will also eliminate the need to collect entry fees and donations from team members that sign up online.

The process is quite simple. From our website at www.komensiouland.org, the team captain follows the links to register as a team member. This includes registering the captain for the Race, naming the team, and setting up the team website. The setup process only takes about 10 minutes, and you are prompted every step of the way. Even a person with minimal computer or internet experience can complete the setup quickly and easily. From there, the captain simply enters or imports the email addresses of potential team members. The system takes over from there and contacts all of your potential team members via email with information to sign up for your team, or donation money in support of your team. As people join your team or donate money, your own web page is updated with all of their information. **You won't have to collect any money or registration forms, or fill out lengthy spreadsheets and paperwork, as we download all of your team's information and use it to assemble your team packet.**

As an added bonus, each team member that registers online has the ability to create their own website which allows them to add their own pictures and send emails to their family and friends asking them to join your team or donate. Again, everything is continually updated and totaled on your team website. Imagine how quickly your team and your donations can grow! And, as a team captain, all you had to do was enter or import a few email addresses. If you need to communicate updates or revisions to your team, you simply go to your site, type the message, and it is sent via email to all of your team members.

The online registration process has many advantages for both team captains and for us as organizers. We encourage everyone to investigate this option, and offer support to get your online team up and running.

If you know people that do not want to donate to you or your team online, they can send their donation to:

Komen Siouland
P.O. Box 1116
Sioux City, IA 51102

To have these donations attributed to you, have the donor write your name on the memo line of their check. Please note that it is difficult for us to match individual donations sent through the mail to your team due to the large volume of items we receive. We will make every attempt to do so, but cannot make any guarantee. If you are collecting donations, you can send them to us using the Pledge Form found on the website or by calling the Komen office at 712-277-1553 and requesting a form be sent to you.

Thank You!

It's amazing how far those two little words can go. So, from the bottom of our hearts, we say thank you for organizing a team. And here are some ideas to thank your team members for participating. Be creative in coming up with other ways to make your team members feel important about their contribution and build that team spirit.

Participation Incentives

Create fun incentives to motivate participation. Have prizes for the departments with the highest percentage of participants or most donations. Prizes could be as simple as a gift certificate to a local restaurant or an extra paid day off!

Tokens of Appreciation

Give tokens of appreciation to each person who participates. Everyone likes to feel his or her contribution has been noticed. Below are some suggestions for what your team might use:

- Wearable Items: Bright neon shoelaces, jackets, ball caps, T-shirts (consider putting a photo of the person you may be running/walking in celebration/memory of), buttons, arm bands
- Office Door Decorations
- Certificates of Appreciation
- Post recognition names of team members in company/organization newsletter or emails

Breakfast of Champions

The day before or the day of the Race, serve a breakfast (or lunch) for everyone who champions the cause by participating on your team. Serve muffins, doughnuts, fruit or bagels. For lunch, host a pizza or chili party or a "make your own taco bar".

Honor a Survivor

If someone in your office is a breast cancer survivor, hold a day in his or her name.

Team Photo

Don't forget to capture the moment on Race day and have a group photo taken at the Komen photo booth. Set a meeting time and location to meet with your team before the Race. At this meeting you can distribute any packets not picked up and the "in Memory Of" and "In Celebration of Signs". Since not everyone will be participating in the same events, this is a great time to take a group photo. After the Race, submit the photo for placement in your employee newsletter and/or send copies to all participants with a token of thanks.

Be sure to thank all employees who participate in the Race. A simple Certificate of Appreciation with the team photo or a signed thank you letter from the BIG boss.

Team T-Shirt Competition

Team T-shirts get us all motivated! Join the fun by signing up for the Team T-shirt Competition.

Be inspired by designing your own T-shirt!

Fast Facts:

Team T-shirts will be on display for voting Race Day May 13, 2012.

Everyone can vote their favorite design by dropping loose change in a T-shirt voting jar. The team with the largest amount of contributions wins a prize and our heartfelt thanks for participating. The winning team will be notified on Race Day. Please note that the T-shirts will not be returned unless requested by the Team Captain.

So brainstorm for the BEST T-shirt design ever!

Please Note:

- Use of the Komen Race for the Cure® logo is not permitted. However, you may use one of the following insignias:



- No Pink Shirts, we reserve these for Survivors only.
- Teams can use the phrase “Komen Siouxland Race for the Cure®” as long as it appears exactly as written here including the ®.
- Phrases like “Racing for the Cure” or other variations are not acceptable.
- “Your company name supports Komen Siouxland Race for the Cure®” is acceptable.

TEAM T-SHIRT COMPETITION ENTRY FORM

Team Name:

Team Captain:

Address:

City: _____ State: _____ Zip: _____

Telephone Number: _____ Email: _____

Please submit entry form and a sample T-shirt no later than 7:30 AM on Race day. Entries will be accepted at the Komen office anytime or can be mailed to:
Komen Siouxland Race For The Cure; T-shirt Competition; PO Box 1116; Sioux City, IA 51102