



Prevent Cancer Foundation 5K Walk



Team Captain Guide 2012
5K FUNdraising Walk, Nationals Park
September 30, 2012 – 9:00 a.m. to Noon



Dear Team Captain;

Thank you for starting a team in support of the Prevent Cancer Foundation's FUNdraising Walk. Working together, we are hopeful that we can ***Stop Cancer Before it Starts!*** and reach our projected goal of \$110,000 for our 2012 walk! We know asking for money can seem like a daunting task. Therefore, we have compiled this simple guide to assist you in your team captain role and fundraising efforts.

If you have questions, suggestions or concerns please feel free to reach out to us for any assistance you may need in fundraising or team recruitment. We take personal pride in our fundraisers and will do what it takes to help you reach your goal, because when you succeed, we succeed!

By registering as a team captain, you have taken on the challenge to encourage your teammates to lead a healthier lifestyle and help to raise vital dollars for cancer prevention. Thank you for making this commitment! The staff of the Prevent Cancer Foundation applauds your efforts!

For more information regarding your dollars at work please refer to our Fundraising Guide or visit our website at www.preventcancer.org. Want to see your goal update as it is happening? Please visit the event website at www.preventcancer5K.org and click on the registration page which will take you to the most up to date team and fundraising information.

Thanks again for your support of cancer prevention...Working together we can ***Stop Cancer Before it Starts!***

Sincerely,

Dorothy Abernathy
Development & Special Event Coordinator
dorothy.abernathy@preventcancer.org
(703) 519-2119



How do I register my walk team?

- It is easy, go to our webpage www.preventcancer5K.org and click on register. That will take you to our *Friends Asking Friends* page. Click on *Participant Registration* and choose *Start a Team*.
- Fill out all the required information and edit your new team fundraising page! If you have any issues registering please feel free to call, Dorothy Abernathy (DJ) at (703) 519-2119 or email her at dorothy.abernathy@preventcancer.org.

You Have Registered, Now What?

- As a team captain, your responsibilities will include recruiting, organizing and inspiring team members to fundraising success. Staying active and engaged in your recruitment process is important, as a team captain you need to lead by example!

Who should I recruit for my walk team?

- Anyone and everyone! Friends and family are an easy “recruit”, but don’t limit yourself. You never know who will want to help you ...and us, ***Stop Cancer Before it Starts!*** Ask your neighbors, coworkers, family doctors – almost everyone has a connection to cancer, it is your job to tap into that and get them excited to save lives through cancer prevention and early detection by participating in the 5K walk.
- **Don’t forget the Prevent Cancer Foundation’s walk is dog friendly**, so if you have a friend whose pooch never leaves their side, this is the walk for them!



How many people should be on my walk team?

- As many as you want! There should be at least 8 people on a team (it is okay if you can't get 8 members, but remember, the more the merrier). Make a goal for the amount of team members as well as a fundraising goal.

I have my walk team – Now what do I do?

- Set a team goal! Determine the minimum amount you would like each team member to raise and base your team goal off of that. For example: If you have 8 team members raising \$125 each, your team goal will be \$1,000. Perhaps you can get your employer to match all or a percentage of your fundraising goal.

How do I lead by example?

- Make a donation to your fundraising efforts (if you won't give to your team who will?). Set a personal goal of at least \$1,000 if it is your first year, or \$500 over your goal from last year!

It is 3 months from the walk! How do I keep my team members active, engaged and excited about raising funds?

- Use your *Friends Asking Friends* team page to your advantage! Send out emails to team members and keep them updated on your team's progress.
- Have fun with it! Instead of just going door to door, host a mini fundraising event for your team. Not only will it get everyone together it could recruit more members for your team!
- Recognize hard work! Keep your team updated on team member's personal victories. For example: John reached his goal; Suzy raised 50% of her goal; Mark is hosting a happy hour for our team!



Team Captain Time Line

8-12 Weeks(or more) before the walk

- Register your team on Prevent Cancer Foundation 5K website at www.preventcancer5K.org.
- Personalize your team page by adding pictures and share your own personal story.
- Contact and recruit team members. Utilize the email option on your team page within the *Friends Asking Friends* (FAF) software.
- Set a team and personal fundraising goal. We recommend about \$1,000 per team member, but if you are comfortable setting a lower or higher goal, go for it.
- Make a contribution to your team and check your company's matching gift policy. Even if your company doesn't have a matching gift policy, they may consider matching all or a percentage of your gift. Ask your Human Resources Department or your supervisor. It can't hurt to ask!
- Begin soliciting donations! It is never too early to send out emails/letters and make some phone calls asking for support of your cause.

4-8 weeks before the walk

- Keep your team motivated with updated communication regarding collective fundraising efforts!
- Have a team building fundraiser. Not only will it bring you and your teammates closer it will raise funds for your team.
- Don't forget to use social media! **Tweet the 5k at #PCF5kWalk** and make Facebook posts encouraging people to give and/or become a team member.



2-4 weeks before the walk

- Stay in touch with your team. Send out weekly reminders about the walk.
- Follow up with potential donors and don't forget to send out thank you notes to all those who helped support your team and cancer prevention!
- Develop your team's race day fashion! **Check out our 5K Walk fashion page.**

Week of the walk

- Send out an email with all the event information to your team. The Foundation will be sending information out to walkers, but it is good for you to communicate directly with your team, since you are their team captain.
- Set up a meeting place with your team and go over the event day schedule.
- Remind your team to follow up with all potential donors and thank anyone who has already given.

After the walk

- Send out a reminder letting people know how much was raised and that they can still join in and support your team by making a donation.
- Thank all your team members and donors.
- Host an event wrap up party and discuss how you would like to participate next year.