

Komen Dallas Race for the Cure®

2010



Team Captain Packet

Dear Team Captain,

Congratulations and thank you for becoming a Team Captain. Your commitment to organize a team for the Komen Dallas Race for the Cure® means so much to us. We would not be able to continue to do vital work without your valued support.

This year the Dallas County Affiliate will put over \$1,850,000 back in to the community by funding grants for education, support, and treatments. The majority of these funds come from the fundraising efforts of you, our valued teams.

Our goal this year is to have 1,200 teams participate and raise \$2.2 million in pledge funds. We hope that you will take the team challenge. Team Challenge: Sign up 10 or more people to be on your team and make a group goal to raise \$2,200.

Until the race is won, we remain relentless for the cures.

Teams Committee Co-Chairs: Chris Griffith and Tina Welch teams@komen-dallas.org

<p>Got questions? Contact us anytime! teams@komen-dallas.org 214-750-RACE x202 www.komen-dallas.org/race</p> <p>Komen Dallas Race for the Cure P.O. Box 678456 Dallas, TX 75267-8456</p>	<p>Monthly announcements will be sent to team captains via email and weekly during the month of October.</p> <p>As a team captain we hope that you will filter information to your teammates.</p>
--	--

Important Dates:

July 31, 2010 - Team Captain Fundraising Contest Deadline

Komen Dallas is awarding one goodie-bag to the team captain whose team raises the most amount of money during the month of July.

August 31, 2010 - Team Captain Fundraising Contest Deadline

Komen Dallas is awarding one goodie-bag to the team captain whose team raises the most amount of money during the month of August.

September 6, 2010 at 11:59 PM - EARLY BIRD Registration Ends: Labor Day, Monday 11:59 PM.

Early Bird Special Ends – Registration price goes up to \$32 on 9/7/10.

September 30, 2010 - Team Captain Fundraising Contest Deadline

Komen Dallas is awarding one goodie-bag to the team captain whose team raises the most amount of money during the month of September.

October 1, 2010 – Mail-in registration ends.

If someone on your team does not have access to the internet they can mail in their registration form to PO Box 678456, Dallas, TX 75267-8456 no later than 10/1/10. Registration forms can be picked up from metroplex Kroger stores.

October 11, 2010 – Online registration ends.

Online registration will close on Columbus Day Monday, 10/11/10 at 11:59 PM.

October 31, 2010 – Team Captain Fundraising Contest Deadline

Komen Dallas is awarding one goodie-bag to the team captain whose team raises the most amount of money during the month of October.

November 12, 2010 – Final Fundraising \$\$ Money Due: If you have collected donations that were not posted to your fundraising web page. They should be sent to: P.O. Box 678456, Dallas, TX 75267-8456 and must be post marked by Friday, 11/12/10.

November 30, 2010 - Pink Honor Roll & Winning Teams will be posted on the team's page of the website www.komen-dallas.org/teams.

January 2011 – Thank You Event: Winning Team Captains and Pink Honor Roll Individuals will be invited to join the staff, grantees and sponsors for an evening of fun and festivities.

Featured Team

Increase your exposure within the community. Beginning in July we will highlight a team on our website and in the newsletter. Interested in being a featured team? Download a team questionnaire from our website www.komen-dallas.org/FeaturedTeamDoc. Tell us about your team and why you walk. Then email or fax it to teams@komen-dallas.org or fax: 214-750-7266.

Contests

Incentives are offered to individual participants that raise \$500 or more. Please see the pledge page www.komen-dallas.org/pledge for levels. In addition to the individual incentives we also have registration and fundraising contests (see deadlines above). Watch your team captain emails for details and be sure to keep your teammates informed.

Be Ambitious

Set high fundraising goals (\$250/person).

Challenge your teammates to recruit at least two friends or family to join your team.

Start Now! Look for co-captains to help you organize smaller groups within your team.

Create your own team challenge within your team.

Tell everyone to set a goal to fund a mammogram for \$150.

Ask your company to match your fundraising efforts or get involved by hosting a kick-off event or team.

Talk it up! Build Team Spirit!

Set a date and invite others to review the team information & fundraising packets.

Develop your strategy early but keep in mind that some of our top fundraising teams did all of their fundraising in only 30 days!

Download, personalize and carry 'support me' cards with you everywhere you go. Use them to share your fundraising goal with everyone you come in contact with.

Encourage friendly competition within your team.

Personalize both your individual and team page on our website. Put a picture there and tell how you've been touched by this disease.

Be Visual!

Download and place posters in the most popular gathering places (cafeteria, lunchroom, reception area, break room, gym, cleaners, and hair dressers).

Arrange for your team to gather and take team photos to upload to your team page. Be creative!

Consider creating a team t-shirt. Many teams hold a design contest within their organization or team. Once your design is finalized be sure to enter it in the team t-shirt contest. Note: the Susan G. Komen **name or logo cannot be used** and the color of the t-shirt **should not be pink**, mandarin orange or Caribbean blue. We must receive your shirt by Wed, 10/13/10. Plan to drop off your t-shirt sample at Luke's Locker Dallas or mail to the Affiliate Office (call for directions 214-750-RACE.)

Be ready on Race Day!

Have a plan! Your day will be more enjoyable if you plan to arrive early.

Be sure to assess the parking maps prior to Race day www.komen-dallas.org/maps.

Remember to account for street closures.

Take the DART, bring everyone in a van or plan to carpool.

Have a predetermined location to meet on race day.

Communicate your plan with your team **early and often**.

Make a banner, flag or sign to carry on Race day.

Remember to bring a huge helping of patience on Race day as 25,000 people can be a bit overwhelming.

Thanks for the memories!

Make sure to thank each member of your team by note, email or a phone call.

Send notes to anyone that contributed in any way. Make it personal.

We thank you for making a difference in the fight against breast cancer!

Frequently Asked Questions:

Where and when is the Race?

Saturday, October, 16th 2010 at NorthPark Center

1k Walk starts at 7:30 AM on Boedeker Street heading north.

5k Walk/Run starts at 8:00 AM on Park Lane heading west.

What is the cost of registration?

- Prior to Labor Day (9/6/10), online registration is \$30/adult and \$20/child under 12.
- After September 6th online registration is \$32/adult and \$20/child under 12.
- Mail in paper registration \$35 (must be post marked by 10/1/10).
- Walk-up registration (Oct 13-15) is \$35/adult and \$20/child under 12.
- Race day registration (Oct 16) is \$40/adult and \$20/child under 12.

My company wants to write a check for all or a portion of the registration fee.

Have your accounting or HR Department fill out the corporate billing form found on our tools page www.komen-dallas.org/tools and fax it to the Komen Office 214-750-7266. Once received a “discount code” will be created for your teammates to use during registration.

How do I join or form a team?

Go to www.komen-dallas.org/race, select the join or form a team button on the right side of the page. Step by step instructions are available on our tools page www.komen-dallas.org/tools

Can I pay for some or all of my team members?

Yes. Our online process will allow you to use one credit card to register multiple individuals.

Do I have to register all of my team members at the same time?

No. Each of your team members can register themselves by clicking the *join a team* button at www.komen-dallas.org/race.

What do I do if I want to change the name of my team?

Simply send the old and new information to info@komen-dallas.org.

Can I have both on-line and paper registrants on my team?

Yes but the paper & walk-up registrants will probably not appear on your team web page before Race day.

If my friend registered as an individual how do I get them moved to my team?

Send an email with the individuals name and the team name to registration@komen-dallas.org

Do I have to pick up my team t-shirts and Race day packets?

No. All individual packets will be mailed to the address used during registration.

Have a story to tell?

Many people get involved with the Race because of a personal connection. If you are interested in sharing a story please let us know at info@komen-dallas.org or 214-750-RACE.

Our organization would like to compete within but still be counted as one company for recognition purposes. Can we do that?

Yes. Have a captain from each competing department create their team name with an identifier of your organization; for example, ABC Company-Accounting, ABC Company-HR, ABC Company-Sales. Be sure to let us know via email (pledge@komen-dallas.org) that you wish to be recognized as one team.

What if our company has a matching gifts program?

Attach your receipt to the appropriate paperwork provided by your company and mail it to the Affiliate Office. Matching funds will only be considered for prize determination if they are received by 11/12/10.

Does my team have to fundraise?

No absolutely not but your fundraising helps people right here in Dallas County and provides research grants to help find the cures.

Are donations tax-deductible?

Yes. Susan G. Komen for the Cure Dallas County Affiliate is a 501(c)(3) organization.

Will all donations get receipts?

No. In compliance with IRS requirements, receipts will be issued for individual contributions of \$250 and above. However, if you donor makes a donation on your fundraising webpage a receipt will automatically be emailed following their transaction. For all other donations a cancelled check will serve as a receipt.

What do I do with cash and check donations?

Donors that do not wish to donate online should make their checks out to Komen Dallas Race for the Cure. You can keep track your donations on a pledge form found on the tools page www.komen-dallas.org/tools. Once a month please mail your donations and pledge sheet or take them to the pledge tent at the Race on 10/16/10. If you receive cash, please convert it to a money order, check or an online credit card donation. All checks and money orders should be mailed no later than November 12, 2010 to P.O. Box 678456, Dallas, TX 75267-8456 or brought to the Race on 10/16 to be turned in to the pledge tent. Donations turned in with a pledge form will be posted to your online fundraising page.

How do we fundraise?

That is up to you and your team. Just be sure to let people know that you are raising money for your team that is participating in the Komen Dallas Race for the Cure. For ideas and fundraising tips we recommend that you download the fundraising toolkit found on our tools page www.komen-dallas.org/tools. If you have questions please don't hesitate to call our office at 214-750-RACE.

Have a new fundraising idea?

We would love to hear about it at teams@komen-dallas.org.