Team Captain Toolkit

MAY 9, 2020
BERGFIELD PARK, TYLER

susan g. komen
MORE THAN PINK WALK®
Tyler/East Texas

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Ahoy, team captain!

Thank you for your leadership at this year’s MORE THAN PINK Walk. By gathering up your friends, family, and co-workers to form a team, you’re making a huge difference in the lives of the local breast cancer community.

This toolkit will help you make the most of your experience - and make the deepest impact.

What does it take to lead a team?

☐ Recruit other champions, such as co-captains, senior leaders at your company, family and friends. The Komen team can show you how!

☐ Set a fundraising goal. Registering is a good first step, but this Walk doesn’t end there! We will provide you with tools to help you meet those fundraising goals.

☐ Be your team’s biggest cheerleader!

☐ Celebrate your team’s success at the event.

How to get started

STEP 1 Select the team captain. The captain must register first and create the team before members can join.

STEP 2 Choose a team name and team division that best describes your group. During registration, designate whether you are a friends and family, corporate or school team.

STEP 3 Invite friends, coworkers, and family to join you! Email, Facebook, or Tweet everyone you know and invite them to walk and fundraise with you. (Please ask everyone on your team to register themselves so we can get each team member important information about the event and so your team members can fundraise.)

STEP 4 Set up your team web page. After you register, log in to your Fundraising Center to add a photo of your team, set a fundraising goal and tell everyone why you are MORE THAN PINK®. (Click on Welcome in the right hand corner of your page and then click on Fundraising Center.)

STEP 5 Set up your Facebook fundraiser! You can log on to your participant center and connect to Facebook right there.
Team captain checklist

After you register, it’s time to recruit your team and start fundraising. Here are some tips to get started:

- Make a donation of any size to show your commitment and kick off your fundraising efforts.
- Set a goal for the number of people you will recruit for your team.
- Display event materials, such as brochures and posters, around your office, campus, cafeterias, break rooms, gyms, and other high-traffic areas. Include your name and contact information so people can easily get involved.
- Host a kickoff meeting or event and invite the Komen staff to make a presentation.
- Send fundraising tips out to all your team members and highlight the team’s top fundraising member.
- Create fundraising incentives for your team members to encourage them to meet or exceed their fundraising goals.
- Remind team members to log on to their fundraising pages to record all offline donations and send thank-you notes.
- Post a progress chart with your fundraising and recruitment goals in a visible area and update totals regularly.

Team fundraising

Every dollar you raise brings us closer to a future without breast cancer. How much will your team add to the movement?

Once you have your team in place, there are several ways to raise funds:

- Each team member asks their friends, family and coworkers to donate. One of the simplest ways for your team members to fundraise is on their own Facebook pages. (See p. 7 of this document for more ideas.)
- Your team works together to host a fundraising event. We will work with you for fun and easy team fundraising events.

At last year’s Walk, you raised an amazing $56,000+. What does that fundraising make possible? In 2018 in East Texas, Komen funded:

- more than 1,200 screening mammograms that detected 6 cancers,
- 89 clinical breast exams,
- 338 patient navigation services,
- research projects to end breast cancer and improve treatments,
- prescription discount programs,
- advocacy to support better laws for breast cancer patients,
- breast cancer education and support, and much more.

Imagine what we can accomplish this year...
The event name has changed, but the mission is the same – to save lives and end breast cancer. We’ve set our sights high.

Komen’s Bold Goal, to reduce the number of breast cancer deaths by 50% in the U.S. by 2026, is within our grasp. But to get there, we need you!

Funding cutting-edge research

Since 1999, Komen Greater CETX has contributed nearly $8 million to Komen’s $1 billion in breast cancer research funding. This research focuses on both ending the disease and improving outcomes for those currently living with it.

Supporting our community

We conduct a local Community Profile which helps us listen to the community and identify the zip codes with the most vulnerable residents at higher risk for late-stage breast cancer and death.

Embracing action to drive change

Komen worked in the 2019 Texas Legislative Session to pass HB 170, which requires insurance companies to cover diagnostic mammograms with no out-of-pocket costs for patients, and HB 1584 which prohibits insurance companies from using step therapy protocols for advanced cancer patients.

Getting patients the care they need

Komen Greater CETX has provided more than $18 million in community grant funding to serve Central and East Texas patients with breast cancer services.
Why Komen?

Susan G. Komen Greater Central and East Texas is the only local breast cancer organization attacking the disease on all fronts:

- Education
- Screening
- Treatment
- Follow-up care
- Survivor support
- Advocacy
- Research

Komen Greater CETX serves 58 counties and nearly 5 million people. With headquarters in Austin, and offices in Tyler and Waco, Komen Greater CETX leverages the power of Komen’s history and international reach while still acting as a strong local presence in Central and East Texas.

More than 42,000 people in the U.S. will die from breast cancer this year alone – that is unacceptable.

We focus on discovering breakthroughs for the most deadly breast cancers, investing in research that will help us better understand metastatic breast cancer along with resources for people living with metastatic breast cancer and their families.

We’re also building on our commitment to ensure all people receive the care they need, regardless of who they are, where they live or how much money they have.
Walk timeline

January 5, 2020
Registration opens
$10 registration for adults until February 14

February 14, 2020
Early bird pricing ends
Adult registration increases from $10 to $20

March 5, 2020
Team Captain kickoff and appreciation party
6–7pm, El Charro on the Ridge, 6899 Oak Hill Blvd., Tyler
RSVP at bit.ly/tylerkickoff2020

April 4, 2020
Deadline to receive Top Team Captain hat by fundraising $1,000; individuals raising $100 by this date receive a gift to wear at the Walk

May 7, 2020
T-shirt pickup
11am–7pm, Broadway Square Mall, Tyler
Team captains have the opportunity to have their team shirts pre-packed. Watch your email to reserve a pick up time!

May 8, 2020
Fundraising deadline for VIP area
Individuals who fundraise $1,000 or more and teams who fundraise $5,000 or more can enter the VIP area.

May 9, 2020
Tyler/East Texas MORE THAN PINK Walk!
7–10:30am, Bergfeld Park, Tyler

June 9, 2020
Fundraising ends
Watch for an email prompting you to choose your fundraising recognition item, which will then be mailed to you within 30 days.
Fundraising ideas

**MATCHING GIFTS**  Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.

**TEAM T-SHIRTS**  Design a cool shirt for your team and give them to anyone who makes donates or fundraises at least $50 for your team.

**RESERVED PARKING SPACES**  Set aside a few spots at work near the entrance for employees who donate or fundraise a set amount by a set date. Mark the reserved parking spots with a sign.

**FUNDRAISING DINNER**  Ask your favorite restaurant to host your fundraising dinner.

**THEME PARTY/DINNER**  Hold a theme party for 10 or more friends. Donation: $50 per person. Spend no more than $20 per person on food and you’ll have $300 (or more) by the end of the night.

**OFFICE FUNDRAISING CHALLENGE**  Ask your co-workers to challenge each other to raise the highest amount. Give the “winner” a prize: movie passes or a restaurant gift certificate.

**AUCTION**  Ask a creative friend or local artist if they would donate a piece of art or jewelry you can auction.

**BOWLING NIGHT**  Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and count it towards your fundraising goal.

**GAME NIGHT**  Get out those board games and start playing! Break into teams and let the fun begin.

**DRESS DOWN DAY**  Ask your company to allow an official More Than Pink Dress Down Day. For the privilege of dressing down, employees donate $20.

**PINK RIBBONS**  Create small pink ribbons to promote awareness of our fight to end breast cancer. Sell them to your friends, family members, etc.

**BAKE SALE**  Become Julia Child (and ask your friends to do the same) and host a bake sale.
Team resources

Team planning materials

We’ve got materials ready for you to download, modify, and use to kickstart your team’s fundraising!

- Team poster
- Social media graphics
- Join our team flyer
- Presentation deck
- Goal-setting flyer
- Thank-you cards

Perfect for social media posts and emails!

What does it mean to be MORE THAN PINK™?

MORE THAN PINK™ is our commitment to take action in the fight against breast cancer by making every day a pink day. This campaign is rooted in the genuine passion of advocates, survivors and supporters who give light where there was once darkness. We come together to celebrate and share our stories.

Join us at the
2020 Tyler/East Texas MORE THAN PINK Walk™
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DOWNLOAD TEAM PLANNING MATERIALS
DOWNLOAD PHOTOS FROM LAST YEAR’S WALK

Register and start fundraising today komenwalk.org

Have questions?

Be sure to check out the Walk website for additional resources (komenwalk.org).

Our staff are here to help. Your best, first point-of-contact is:

Dawn Lindsey
Walk Campaign Manager
dlindsey@komengreatercetx.org
(512) 473-0900 x875

Perfect for social media posts and emails!
Recognition Program

Susan G. Komen MORE THAN PINK Walk® participants at the fundraising levels above will be eligible to redeem one item at or below the level achieved. Fundraising recognition items are not cumulative, limit one item per earner. Redemption certificates must be redeemed within 4 weeks of receipt.