

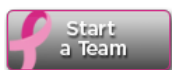
10 STEPS TO A SUCCESSFUL TEAM

1. Register as a Team Captain

This will establish your team. You will need to choose a team name when you register and set a goal for the number of people you will recruit. **Team members will not be able to register as a member of the team until this step is complete.** Once your team is registered, team members will need to register online or complete an offline Race application and mail it. A one-page paper registration form is available to download.

- To register go to www.komenswmichigan.org
- Click on **Register today** on the home page - this will take you to the Race Greeting Page

- Click **Start a Team Button**.



Start or Join an Existing Team

To find a team, enter the team name (or the first few letters), and then click Search. Select the team from the search results returned. If the team has a password, you will be prompted to enter that password.

Team Name:	<input type="text"/>
Select a Team Type:	<input type="text" value="any team type"/>
Company/Corporate Name:	<input type="text" value="Select one"/>

In the pink box on this page it will ask you to enter you Team Details

- Select a name that your team members will easily recognize. Do not start your team name with "The".
- If you are a Company Team please enter the company name. **All teams need to select the category of their team from the Team Division drop-down. THIS IS VERY IMPORTANT!**
- Set your team fundraising goal. We encourage all teams to set a goal of at least \$1,000. (That's a commitment of \$200 per team member if you only have 5 members on your team.)
- Enter the number of team members you hope to recruit.
- Click Next Step at the bottom of the page
- You will arrive at **Select a Participation Option Page**
 - Select your participation type.
 - Make your own donation. By making your own personal donation you are setting an example for your team and it will help set the tone for the success of your team.
 - Set your own personal fundraising goal. This will be recorded on your Personal Fundraising Page and a fundraising thermometer will show your progress towards meeting your goal.
- **Choose a Username and Password** that you can easily remember. Write it down. This will give you future access to your *Participant Center*.
- Click Next Step at the bottom of the page

- Fill out your personal information. In addition to your personal information you will be asked:
 - if you would like to run/walk in recognition of someone special and to provide their information
 - your t-shirt size
 - if you would like to be recognized as a breast cancer survivor
 - how you heard about the Race

*Please note: if you see an asterisk the information is required.

- Click Next Step at the bottom of the page
- A page with the **Race Waiver** will come up – click **I Agree** and then click Next Step
- Your **Registration Summary** will come up. You can register another family member at this point, otherwise click **Complete Registration**
- Continue the registration process by filling out the **billing information** requested.
- Click Next Step
- A page will come up with your name, email address, zip code, last 4 digits of your credit card number and the payment amount – your registration fee plus your donation.
- To complete your registration click the **Process button** in the lower right hand corner of the pink box



- Now that you are registered, click on Continue to your Participant Center and follow the directions to set up your **personal fundraising webpage** and your **team webpage**. You can customize the photos on your webpages by uploading your own pictures and by writing your own text. You can send emails to friends and family to ask for their support in your efforts to raise money to fight breast cancer. It's easy to do! If you have any questions, don't hesitate to contact us – we're here to help! Contact us at teams@komenswmichigan.org
- After you register you will receive an email confirming your team and individual registration and the amount of your donation along with other important information. Be sure to save this!

2. Find a Co-Captain

For large teams, signing on a co-captain will share the work and allow you to spend more time recruiting members and donations.

3. Strategies for Recruiting Members

Building a committed group of team members who are just as invested as you are, is an integral part of creating a successful and effective fundraising team. The individuals you recruit will come to trust your passion and leadership and will ultimately participate and raise money because they believe in you and the cause you are committed to. Friends, family and co-workers all make excellent team members. Don't hesitate to ask them. Sadly just about everyone knows someone who has been touched by breast cancer.

It's easy to recruit potential team members via email. Send personalized emails to potential team members from your online Participant Center. Encourage your team members to register for the Race through the online registration system. It's simple, quick and secure. Mail-in registration is available too. For mail-in registration forms go to our website www.komenswmichigan.org and click on Register in the left menu and download.

Talk, Talk, Talk! Tell everyone about what you are doing and why you are doing it. Communicate the importance of the cause with everyone. Share your passion!

1. Host a kick off meeting or event and invite a Susan G. Komen for the Cure representative to make a presentation. Contact the Komen office at 1-877-KOMENSW or info@komenswmichigan.org
2. Set up a recruitment table in the lobby of your office building to make it easy for team members to sign up. Have available:
 - Instructions on how to register online
 - Race Entry forms
 - Fundraising Forms/Envelopes
 - Donation Forms
 - Tips for successful fundraising
3. Display event material such as "Join Our Team Poster", Race Entry forms and Race posters around the office, campus, cafeterias, break rooms, gyms and other high traffic areas. Put your name and phone number and/or email address on the posters so people can contact you to get involved
4. If you can, get on the agenda of business meetings to discuss your team's fundraising efforts
5. Post information in your company's employee newsletters, on the company intranet, or create paycheck stuffers
6. Send reminders to people who have expressed interest and remind them to register – provide them with information on how to register online

4. Set a Fundraising Goal

Set a fundraising goal for how much money you want to try to raise and let your team members know. Encourage team members to set their own personal fundraising goals to help your team make its goal by collecting pledge/donations. Download *Fundraising Tool Kit* located on our website www.komenswmichigan.org on the Fundraise tab and get all the information you need to be a successful fundraiser. Remember, in addition to team awards, pledge/donation money raised counts toward individual prizes too.

In addition to online fundraising, paper Fundraising Forms can be used for collecting cash and checks. A copy of the form is available to be downloaded from the Team Page and Fundraise Page on the website.

Be sure to check to see if your company:

- Has a matching gift program
- Will sponsor your team
- Will donate a prize to the team member who raises the most money

5. Inspire your Team to Fundraise!

The most important thing that you can do as a team captain is to CREATE PERSONAL RELATIONSHIPS with EVERY team member. You will be surprised at just how much this seemingly small touch will add to your team's success. You have to make it fun! Make your communications fun and engaging.

1. Encourage your team members to use the online fundraising feature available on the website to create an email list, send it out and follow up
2. Provide fundraising tips – make teammates aware of the Power of 10 - If every race participant raised at least \$100, we'd have \$300,000 to put to work finding the cures! Just ask 10 people to donate \$10 each – that's all it takes to make a difference.
3. Make team members aware of individual Prize/Rewards they can win.

INDIVIDUAL FUNDRAISING PRIZE/REWARDS New for 2012!

We are introducing our New On-line Fundraising Reward Program where you can earn some great prizes that you get to choose when you raise funds for Komen Southwest Michigan. Check out the prizes at each level and start fundraising to enjoy a great reward! If you've never tried it before - don't hesitate - it's

easy! Rewards start at the \$250 level and get better and better the more money that you raise. Rewards include Komen merchandise, Apple I-pod Nano, Portable DVD player, Cuisinart Appliances, and many more. Log on to <http://komen.summitmg.com/komen/link.asp?chapter=SWM> to find an item you might like to earn.

4. Make teammates aware of the Team Awards

TEAM AWARDS GIVEN ON RACE DAY

Determined by Team Statistics at close of Team Registration (see dates below)

Top Team Award Categories

- Highest donation total from an organization with:
 - More than 500 employees
 - 200-499 employees
 - Less than 200 employees
- Highest donation total from a Elementary, Middle School or Church team
- Highest donation total from a High School team
- Highest donation total from a Friends and Family generated team
- Highest donation total from a new team
- Team with highest percentage increase in donations

Overall Winner: The team with the most donations overall receives a “Team of the Year” plaque engraved with the Team name to proudly display at home or in the office. The team will also have their name engraved on the Perpetual Plaque.

Rewards: Winning Team Captains will receive a Race for the Cure® logo gift, a certificate for a new pair of New Balance shoes, and a \$25 gift certificate.

Deadlines to be eligible for Team Awards

Mail-in registrations and donations must be postmarked by Monday, May 7, 2012

Online registrations and donations must be completed by 10 p.m. on Thursday May 17, 2012.

Please note: Your team members are encouraged to continue to raise money and you can still recruit team members but the above deadlines will determine our winning teams.

5. Explore other ways to raise additional funds like bake sales, used book and DVD sales
6. Hold a team party
7. Pick a theme or a person to walk/run for. Make it personal. Ask a survivor or co-survivor to share their story in an email, newsletter, or personal appearance. Putting a face on breast cancer makes the commitment a personal one.
8. Design your own team t-shirt. Contact Casey or Jennie at midwestce@hotmail.com or phone 269-381-7660 to make arrangements to order discounted custom team t-shirts with your team name and official Race for the Cure insignia and any other art work you may wish to include.
9. Post your *Join Our Team Poster* with your fundraising goals in a visible area and update regularly

6. Communicate with your Team

1. Encourage your teammates in their fundraising. Offer them fundraising tips. Stay in touch with them to monitor their progress towards their personal fundraising goal. Cheer them on! Excitement is contagious. It's crucial that your team members and sponsors see and feel your dedication and enthusiasm!
2. Coach your team members for success. Once your team members are registered, hold a rally in your conference room, community center or your living room to generate success.
3. Send regular emails to keep everyone inspired and aware of your team's progress towards your team's fundraising goal.

4. Make sure your teammates have information about Susan G. Komen for the Cure (located at the end of this tool kit) and know where the money goes.
5. Make sure your Team members are aware of the following important dates:
 - **Online registration for team members closes at 10:00 pm on May 17, 2012.** Please note: If the team deadline is missed, an individual can still register on Race Day, but they will not be registered with the team or count towards the team totals. They can, of course, walk with the team and be a part of the team on Race Day.
 - **Mail-in registrations must be postmarked by May 7, 2012**
 - **May 7th is the deadline to register if you wish to have your Race Packets mailed to you.** (\$5 charge) After that Race packets can be picked up at a Packet Pick-up or on Race Day.
 - Participants that did not choose to have their packets mailed can pick them up at one of the Packet Pickup sites the week before the Race. Team captains can pick up team members' packets for non-timed runners at all Packet Pick-ups, timed runners packets can ONLY be picked up at the Gazelle Packet Pick-up on Saturday, May 19, 2012 or on Race Day. **If you are planning to pick up your team members packets, you must make sure that your team members know you are going to pick them up.** Team Captains are encouraged to pick up their teams' packets before Race Day. **Please contact teams@komenswmichigan.org by May 10th to request pre-packed team packets.**

Packet Pickup Schedule:

St. Joseph	Monday, May 14 th 5-8 p.m. Panera Bread, 3269 Niles Road St., St. Joseph, MI
Portage	Tuesday, May 15 th 5-8 p.m. Panera Bread, 5970 S. Westnedge, Portage, MI
Battle Creek	Wednesday, May 16 th 5-8 p.m. Panera Bread, 2810 Capital Avenue SW, Battle Creek, MI
Kalamazoo	Thursday, May 17 th 5 – 8 p.m. Panera Bread, 5119 West Main St. Kalamazoo, MI
Kalamazoo	Saturday May 19th 10-4 p.m. Gazelle Sports 214 South Kalamazoo Mall, Kalamazoo, MI <i>* This is the only Packet Pick-up for timing chips</i>

7. Plan for Race Day and Make it Fun! Sunday May 20, 2012

1. To save time on Race Day, pick up your team members' race packets at a Packet Pick-up the week before the Race or make sure that individual team members pick up their own race packets prior to Race Day.
2. Show up early on Race day!
3. Communicate with your team members about what time and where to meet to gather for your team picture. Team Pictures will be taken in the United Parking Lot east of Edwards Street from 12:00 – 1:30.
4. Check-in at the Team Captain's Tent located in the parking lot east of Edwards Street before 1:00 to pick up your Team Sign and Team Captain gift, if your team has raised \$500 or more.

8. Be Sure To Thank Your Team Members!

It's amazing how far those two little words –THANK YOU - can go. So be creative in coming up with ideas to make your team members feel important and appreciated for their contribution and their effort.

9. Ask Questions!

We're here to help. Feel free to email the Team Recruitment Co-Chairs, Tracy Sienko or Denise Stewart at teams@komenswmichigan.org. For urgent matters call Tracy at 269-207-8022.

10. CELEBRATE YOUR SUCCESS!



WHY SUPPORT THE SOUTHWEST MICHIGAN KOMEN RACE FOR THE CURE?

About Susan G. Komen for the Cure – The Power of a Promise

Susan G. Komen for the Cure was founded on a promise made between two sisters – Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease, and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing Susan G. Komen for the Cure in 1982.

For the past 29 years, Susan G. Komen for the Cure has played a critical role in every major advance in the fight against breast cancer, transforming how the world talks about and treats this disease, and we are helping to turn millions of breast cancer patients into breast cancer survivors.

Susan G. Komen for the Cure has been named a top-rated charity by Charity Navigator, America's largest independent evaluator of charities.

The Southwest Michigan Affiliate – Our History

The Southwest Michigan Affiliate of Susan G. Komen for the Cure was founded in 1996. Our affiliate area includes Allegan, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph and Van Buren counties. The Komen Southwest Michigan Affiliate has donated over \$1,000,000 to community-based breast health programs and provided over \$250,000 for cutting edge national research to find the cures. We are able to do this with the help of the Southwest Michigan Komen Race for the Cure, which raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship, and honors those who have lost their battle with the disease. Visit www.komenswmichigan.org for more information.

Where does the money go?

Seventy-five percent of the net funds raised at the Race stays in our Southwest Michigan communities and goes toward, education, screening and treatment, and above all assisting medically uninsured and those in need. The remaining 25% of the net funds raised supports the National Susan G. Komen for the Cure Grants Research Program to find the cures. This program funds groundbreaking research around the world. All donations are tax deductible.

Some things you should know about breast cancer

- 1 in 8 women in the U.S. will be diagnosed with breast cancer, a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime or end a life.
- An estimated 5 million American will be diagnosed with breast cancer and more than 1 million will die over the next 25 years
- One person is diagnosed with breast cancer every 3 minutes and 1 death every 13 minutes in the U.S.
- The five year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98%, compared with 74% in 1982.
- Early detection is the best defense!

Our Promise – to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find a cure.