



Susan G. Komen South Florida Race for the Cure®  
January 30, 2010

# TEAM CAPTAIN KIT

19th Annual Susan G. Komen  
South Florida Race for the Cure®

Saturday, January 30, 2010

Downtown West Palm Beach

Every 3 minutes  
a woman is diagnosed with breast cancer in the U.S.  
**Together we can outrace breast cancer!**



NATIONAL SERIES SPONSORS



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# INTRODUCTION

## THE POWER OF A PROMISE

**Moved by her sister Susan's compassion for others and committed to making a difference, Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever.**

That promise became **Susan G. Komen for the Cure®** and launched a global breast cancer movement investing more than \$1.3 billion to fulfill that promise. For more information about Susan G. Komen for the Cure® breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

## **Susan G. Komen South Florida Race for the Cure®: Your Dollars at Work**

The South Florida Affiliate of Susan G. Komen for the Cure® was established in 1991 and hosted its first Komen Race for the Cure in 1992. Today the Komen South Florida Affiliate has over 350 volunteers and has awarded grants totaling over \$10 million for community education, breast cancer screening, biopsies and cancer treatment as well as cutting-edge research. Up to 75% of the funds raised locally stay in our community serving uninsured and underinsured women and men in Palm Beach, Martin and St. Lucie counties. The Affiliate raises nearly \$2.5 million annually and is proud to have awarded \$1.1 million to support 29 local grantees for the current fiscal year, April 1, 2009 to March 31, 2010.

**The 2009 Komen South Florida Race for the Cure had 529 Teams totaling 50% of the 22,000 Race participants and generated approximately \$500,000 of the almost 1.7 million raised!**

## Thank You

**Congratulations!** You have generously taken on the task of leading your team in the 19<sup>th</sup> Annual Susan G. Komen South Florida Race for the Cure®. On behalf of the 2010 Race Planning Committee and the South Florida Affiliate of Susan G. Komen for the Cure® thank you for being a Team Captain! Your dedication truly helps make the Race a success. Every team, and every team member, helps us get closer to our goal.

This kit will provide you with the tools to create and manage your team. More information is also available at [www.komensouthflorida.org/2010TeamCorner](http://www.komensouthflorida.org/2010TeamCorner).

# WHAT-WHY-HOW

## What Is a Team?

A team is a group of 10 or more participants who register under a common team name. Any company, family, group of friends, club, community organization, school or faith group can form a team.

## Why Become a Team?

**Teamwork and Play!** - Teams offer a fun way for groups to volunteer their time, talent and dollars to support their community and take up the challenge of finding a cure by raising funds together!

**Education** - As a team you will inspire team members and others to learn about Breast Self Awareness and early detection and educate them about Komen and our mission - to end breast cancer forever!

**Support** - Rally behind a coworker, friend or family member who is a breast cancer survivor or co-survivor.

**Awards for Achievements** - Working together as a group you can make your fundraising goal reach even farther. Strive to create the largest team possible with everyone raising funds. Our generous sponsors continue to award our teams with incentives and rewards for your team's efforts.

## Team Captain Responsibilities

- **Start your Team online** at [www.komensouthflorida.org/2010RFTC](http://www.komensouthflorida.org/2010RFTC) and register yourself as Team Captain. *\*Even if team members register by paper, we ask that the Team Captain register the team name online. This prevents duplicate team names.*
- **Recruit** people to join your team. Email potential team members with instructions on how to join your team. (See step-by-step instructions in the TIPS & TOOLS section of this kit.)
- **Encourage** team member fundraising.
- **Communicate** information about the Race to your team and keep them motivated!
- **Distribute, collect and submit** paper registration forms, if any.
  - Verify they are complete, signed and accompanied by accurate fees.
  - All forms and fees must be delivered in the provided plastic packet by **DECEMBER 19** to the Komen Office or the nearest Evelyn & Arthur location.
  - Pickup and distribute team packets (shirts, bibs, etc.) to team members

## Registration and Payment Options for Team Members

**Online Registration (once a Team is established online) preferred and recommended SAVE \$5 over paper registration!**

- Members go to [www.komensouthflorida.org/2010RFTC](http://www.komensouthflorida.org/2010RFTC)
- Click on the "Register Here" button
- Accept Race Waiver/Agreement
- Click on "Join a Team" and follow instructions
- Pay all fees by credit card, PayPal or ACH on this secure site.
- All online registrations will have their Race packet (this includes t-shirt, bib and timing chip, if applicable) mailed to their indicated address.

## Manual Paper Registration

- Completely fill out Registration form, including Team name, full address and race option.
- Fill out a separate form for each team member.
- Choose a T-shirt size
- Enclose a check made out to **Komen South Florida Race for the Cure**
- Submit completed form and fee to **Team Captain**

- **T-shirt and bib** will be delivered to team member by Team Captain

All forms and fees must be delivered in the provided plastic packet by DECEMBER 19 to the Komen Office or the nearest Evelyn & Arthur location.

### **Susan G. Komen South Florida Affiliate Office**

At Good Samaritan Medical Center  
1309 N. Flagler Drive, 5th Floor  
West Palm Beach, FL 33401  
888-470-6374

### **Evelyn & Arthur Locations**

#### **Palm Beach, Florida**

100 North County Road  
561.833.1551  
*At the corner of Royal Poinciana Way and North County Road 1 block North of The Breakers Hotel.*  
Monday - Saturday 9:30 - 5:30  
Sundays 12 - 5

#### **Manalapan, Florida**

277 S. Ocean Blvd  
561.585.1122  
*Located in the Plaza Del Mar Shopping Center at the corner of A1A and Ocean Ave. Across from the Ritz Carlton Hotel.*  
Monday - Saturday 10 - 6  
Sunday 12 - 5

#### **Boca Raton at Regency Court, Florida**

3011 Yamato Road  
561.988.1277  
*Located in Regency Court at Woodfield at the intersection of Yamato and Jog Roads.*  
Monday - Saturday 10 - 6  
Sunday 12 - 5

#### **Glades Plaza, Boca Raton, Florida**

2200 Glades Road, Suite 405  
561.391.5602  
*Located in Glades Plaza, just west of I-95 at the intersection of Glades Road and NW 19th Street*  
Monday - Saturday 10 - 6

#### **Sewall's Point, Stuart Florida**

3764 S.E. Ocean Blvd  
772.287.1787  
*Located in Harbour Bay Plaza on East Ocean Blvd. just east of the Evans Crary Bridge at the corner of Sewall's Road*  
Monday - Saturday 9:30 - 5:30  
Sunday 11 - 4

#### **Palm Beach Gardens, Florida**

10937 Military Trail  
561.630.6345  
*Located in the Garden Square Shoppes in the heart of Palm Beach Gardens, just west of Interstate 95 at the corner of PGA Blvd. & Military Trail.*  
Monday - Saturday 10 - 6  
Sunday 12 - 5

## Deadlines, Dates & Details

- **Wednesday, October 21:** Team Captain Kickoff Breakfast from 7:00 a.m. to 8:30 a.m. at Duffy's on the corner of PGA Blvd. and US 1 in Palm Beach Gardens
- **Saturday, December 19:** Paper registration applications and checks must be submitted to either the Komen office or an Evelyn and Arthur store.
- **Sunday, January 10, 2010:** Team online application deadline **\*\*After these deadlines people can continue to register as individuals and join up with your team on Race day, but they will not be included in your official count for Team Awards.**
- **Saturday, January 30, 2010: RACE DAY!!!**

Team packets can be picked up at the Team Captain Kickoff Breakfast. Join us Wednesday, October 21, 7:00 a.m. - 8:30 a.m. at Duffy's at the corner of PGA Blvd. and US 1 in Palm Beach Gardens. The official invitation was mailed September 25th. **YOU MUST RSVP TO HAVE A PERSONALIZED TEAM PACKET!**

Be certain to check the "TEAM CORNER" for updates on the following:

- Race Day Schedule
- Ideal Meeting Places
- Parking
- Team Tailgate Tents
- Survivor and Warrior Recognition
- Team T-shirt Contest

## Frequently Asked Questions

### What is the minimum team size?

Teams must have at least ten (10) team members. Of course, there is no maximum for the number of people on a team!

### What is the best way for team members to register?

**ONLINE!** It is easier for you, your team members, and us. Online registration also allows each team member to establish a personalized online fundraising page, set a goal and start fundraising early. Log on to [www.komensouthflorida.org/2010RFTC](http://www.komensouthflorida.org/2010RFTC) to start the online registration process. Step-by step-instructions are also included in this kit under the Tips & Tools section.

### Can you guarantee my team shirt sizes?

We do our best to order sufficient t-shirts in a variety of sizes. Despite our best efforts, sometimes we do run out of sizes and, unfortunately, shirts. This is yet another reason why we encourage online and early registration.

### What are the registration fees for team members?

The registration fees are as follows:

- Competitive 5k timed run - \$25.00 online; \$30.00 paper (Wheelchair division starts 5 minutes prior)
- Co-ed 5K Walk or 1 – Mile Fun walk - \$25.00 online; \$30.00 paper
- Proud in the Crowd - \$25.00 online; \$30.00 paper
- Sleep In for the Cure® - \$40.00 online; \$45.00 paper
- Kids for the Cure® (ages 6 – 12) - \$10.00 online and paper
- Tots for the Cure (ages 5 and under) - \$5.00 online and paper

**Do all team members have to participate in the same event?**

No. Team members can choose any event they wish. Often, competitive runners join their other team members for the 5K walk as well.

**What is the best way for team members to register?**

ONLINE! When a team member registers online their race packet is mailed to them, which means less paperwork and running around for the team captain. Online registrants also have easier accessibility to fundraising through email. Online applicants save \$5.00 over paper registrants.

**Does it matter who gets which race bib?**

Every participant needs a bib (race number,) including children. Bibs show that you have registered and are permitted to participate in the Race. Survivors get pink bibs. The numbers on the bibs assure that the competitive racer's time is officially recorded under his/her name.

**How can team members register after the team registration deadline?**

Deadlines are called deadlines for a reason. Anyone who missed the team registration deadline may register to participate as an individual online, by mail or at an on-site registration site. These people can still walk or run with your team but they will not be counted as a team member for awards consideration.

**Can I bring my dog? Use a skateboard? Ride my bike?**

There were over 22,000 registered participants at the 2009 Race. For the safety of all participants, rollerblades and pets are discouraged from participating. We urge participants with baby strollers/joggers to join the 1-mile Fun walk rather than the 5k event. We appreciate your cooperation! Wheelchairs and service animals are always welcome.

**What if I have difficulty using the online system?**

Every year we work to improve the online registration system. If you have questions please contact your Team Chairs Courtney Celeste Brown and Sarajane Marell at [teams@komensouthflorida.org](mailto:teams@komensouthflorida.org)

# CULTIVATE YOUR TEAM

## **Set a Goal and Communicate**

Setting a team size and fundraising goal is important when getting your team started. Having a goal gives team members a specific number to reach for. Send regular emails to keep the team inspired and informed.

## **Recruit Co-Captains**

Get more friends and co-workers involved in managing your team. Recruiting leads to winning teams!

## **Have a Kickoff Rally**

Get everyone excited!

## **Brainstorm**

Gather team members to develop innovative, fun ways to recruit and fundraise.

## **Personalize**

Ask a survivor or co-survivor to share his/her story in an e-mail, newsletter or on your Team Web site. Share inspiring stories with the entire team. Put a face on breast cancer and make the Race personal. It will add to everyone's commitment to participate and fundraise.

## **Advertise/Publicize**

Use newsletters, payroll stuffers, flyers, emails, etc. to recruit. Posters will be available as well. Please ask your Komen Coach for tools available from the Affiliate office.

## **Compete**

Start a friendly competition among departments or buildings with a prize in mind. Perhaps offers a pizza party for the department with the greatest number of participants or that generates the most dollars.

## **Offer Incentives**

Make people want to join the team. Perhaps offer all team registrants the afternoon off the day before the race. Or pink ribbon pins.

## **Go Online**

Encourage team members to register online. It is fast, easy and saves time for you, them and us!

## **Commit to Team Fundraising**

Times are tough. So is breast cancer. Fundraising is key. With the online fundraising link on the Race Web site fundraising is fun and easy. Most importantly, your team will make a real impact on breast cancer.

## **Deadlines**

Send out friendly reminders as team registration deadlines approach.

## **Continue fundraising after Saturday, January 30**

Teams have until the end of February to continue raising funds. Team captain will receive follow up emails close to the deadline date for fundraising. Better yet, after the 2010 race wraps up, start working on 2011!

## TIPS & TOOLS

### Instructions for recruiting team members online:

Once your team has been created, you can ask others to register and join.

- Go to [www.komensouthflorida.org](http://www.komensouthflorida.org) and click on the Race logo
- Log in to your Participant HQ using the user id and password you created during your registration.
- Click on the email tab
- Import your email address book or add email addresses manually
- Invite your coworkers, friends and family to join your team by using our templates or create your own!

### Fundraising:



This year we're encouraging all our participants to get involved in "The Power of 10" initiative for the **2010 Susan G. Komen South Florida Race for the Cure®**.

If each participant asks 10 people to donate at least \$10 each, each Race participant will raise \$100. If each of the expected 23,000 Race participants raised \$100, we would have \$2.3 million to fight breast cancer in our community!

There are lots of ways to fundraise. The easiest way is to use your Participant HQ to send emails, print forms and update your Facebook status or send a Tweet.

### How to log in to your personal fundraising page:

- Go to [www.komensouthflorida.org](http://www.komensouthflorida.org) and click on the Race logo
- Log in to your Participant HQ using the user id and password you created during registration.
- Click on the email tab
- Import your email address book or add email addresses manually
- Ask your coworkers, friends and family to donate!

### How to customize your personal fundraising page:

- Once you're logged in, click on the "My Webpage" tab.
- Then select the "Edit Personal Page" option
  - Add text to personalize your page
  - Add an Image or Video
    - Upload a photo or use an image from the gallery provided
    - Link to a YouTube video or use one from our gallery
  - Choose a Theme to customize the page background from our gallery of options
  - Add a caption for the video or photo
  - Add text to help your donors understand why the Race is important to you.
  - After making these changes, click "Submit" to Finish your page.

### What else can you do?

- Print a paper donation form for folks who prefer not to donate online
- Track your donations and follow up with your donors to send a "thank you" email.
- Run reports on your fundraising, your team's membership and team's donations.

**Other fundraising ideas:**

- Ask friends for a donation to the Race in lieu of a birthday/anniversary/holiday gift.
- Bake sale.
- Car wash.
- Competing squads within a team.
- “Do nothing... but donate”- encourage those who cannot participate January 30 to make a donation instead.
- Jeans/Casual Day- for a donation of \$5.00 or more employees dress casually on a designated day.
- Employer/company match - talk to your HR department.
- Garage sale.
- Home parties with portion of sales to the Race. Jewelry, makeup, clothing, handbags, etc.
- Pancake breakfast.
- Plant/flower sale.
- Put out jars to collect change in common areas.
- Do a personal letter writing campaign.
- Share you skill (knitting, yoga, cooking, etc.) Offer classes in exchange for donations.
- Break a Balloon Contest- buy a dart for a donation and throw it at wall of balloons to collect the prize inside.
- Kiss the Pig Contest or Pie in the Face Contest - money is dropped on jars on co-workers or teachers desks for a month. The person who has assumed the most money must do the deed!
- Manager job switch sale - donate for the right to switch jobs for an hour, day or afternoon.
- Used book, CD, VHS or DVD sale.

# TEAM T-SHIRT DESIGN CONTEST

## Team T-Shirt Design Contest

**Be inspired by designing your own Team T-Shirt!** Join the fun by submitting your Team's unique design to the Team T-Shirt Design Contest. **Team T-Shirts get us all motivated!**

All t-shirts entered will be displayed at the Team Tailgate area on Race Day. Voting will take place until 9:30 am. Everyone can vote for their favorite design by placing money into that team's voting jar. (Pledge money cannot count toward votes.) The shirt design that raises the most money will win a "booby" prize and the winner will be announced from the stage.

Just send 1 team t-shirt to:

Team T-shirt Contest - Komen South Florida

At Good Samaritan Medical Center

1309 N. Flagler Drive, 5th Floor

West Palm Beach, FL 33401

Deadline for submission is Friday, January 22, 2010, and we'll display them on Race Day.

***So brainstorm with your Team for the BEST T-shirt design ever!***

### **Please Note:**

- Use of the Susan G. Komen Race for the Cure® logo is not permitted.
- **No Pink Shirts, we reserve these for Survivors only.**
- Phrases like "Racing for the Cure" or other variations are **not** acceptable.
- **"Your company name supports the Susan G. Komen South Florida Race for the Cure®" is acceptable**

For more information about the  
Susan G. Komen South Florida Race for the Cure®, contact:  
[teams@komensouthflorida.org](mailto:teams@komensouthflorida.org)  
Or  
[race@komensouthflorida.org](mailto:race@komensouthflorida.org)

Or Call our Race Hotline at: 888-470-6374

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