



TEAM CAPTAIN HANDBOOK

2010

susan G.
Komen
 FOR THE **cure**. NORTH
 JERSEY
 785 Springfield Avenue
 Summit, New Jersey 07901
 Telephone: 908-277-2904 x14

Our Vision

A world without breast cancer.

Third Annual Susan G. Komen North Jersey Race for the Cure®



**Run with us, walk with us
To the finish line...
To a world without breast cancer.**

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Race Facts

WHAT: The 3rd Annual Susan G. Komen North Jersey Race for the Cure®. This is the largest 5K race/walk series in the world.

WHEN: April 25, 2010

8:45am 5K Race

9:00am 5K Walk

9:15am 1.5K Fun Walk

WHERE: Essex County Branch Brook Park, Newark, NJ

WHY: Start a Team and support the Komen North Jersey Affiliate:

- Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer, a devastating disease that impacts the lives of women and their families in our communities.
- 1 in 7 women in NJ will be diagnosed with breast cancer in 2009
- 6,300 women will be diagnosed with breast cancer this year in New Jersey alone, and 1,400 will lose their battle
- Every 68 seconds, somewhere in the world, someone dies from breast cancer.
- For the past 25 years, Komen for the Cure® has played a leadership role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.
- Our mission remains the same: to save lives and to discover and deliver the cures.
- Susan G. Komen for the Cure®, for the third consecutive year, has received the coveted 4-star rating from Charity Navigator, America's largest independent evaluator of charities.

PLEASE DO NOT OPT OUT OF EMAIL NOTIFICATIONS-IT IS THE ONLY WAY YOU WILL RECEIVE ESSENTIAL RACE AND TEAM CAPTAIN INFORMATION

HOW does my team have an impact:

What does Susan G. Komen for the Cure® North Jersey Affiliate support with monies raised through the Komen Race for the Cure®?

75% of the net funds raised by the North Jersey Affiliate remains in the nine-county Northern New Jersey service area, i.e., Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren counties, to fund breast cancer research and breast health education, screening and treatment programs for uninsured and underinsured women. The remaining 25% of net funds raised is directed to the Susan G. Komen for the Cure® Grants Program.

In 2009, the Affiliate awarded nearly \$1 million in grants to twenty-three recipients in the local community.

Here are a few examples of how your dollars make a difference in the lives of medically underserved women:

- **The St. Barnabas Lymphedema Program** provides no-cost compression garments, a vitally important component of lymphedema care. The garments improve the quality of life and function for breast cancer patients living with lymphedema.
- **The Breast Health Awareness Project at Project Self Sufficiency of Sussex County** provides education and prevention efforts to colleges, high schools, social service agencies, women's organizations, and churches, as well as programs at Project Self Sufficiency. A one day, on-site mobile mammography van provides no cost or low cost mammograms.
- **The 2009 South Asian and Latino Community Outreach Program at Morristown Memorial Hospital** provides breast health and outreach education services to South Asian and Latino residents of Morris County, as well as breast cancer screenings.
- **The Breast Cancer Patient Treatment Assistance Program at St. Joseph's Regional Medical Center** offers financial assistance to breast cancer patients for medication and medical bills not covered by charity care. A Navigator helps patients move through the complex healthcare system.
- **The Bergen County Cancer Education and Early Detection Program** provides door-to-door transportation for breast cancer screening and follow-up appointments.
- **The Trinitas Hospital Made for Me Boutique** provides free or low-cost wigs, prosthetic forms, mastectomy bras and lymphedema products to breast cancer patients.
- **The Central NJ African American Breast Cancer Awareness and Education Project of Sisters Network of Central New Jersey, Inc.®** provides education, support and awareness programs to young African American Women.

To see the full listing of grants, visit www.komennorthjersey.org

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WHO can give me further information?

Komen North Jersey Affiliate
785 Springfield Avenue
Summit, NJ 07901
(908) 277-2904 ext. 14 or ext. 30 (Race Team Information)
(908) 277-2904 ext. 29 (High School Team Information)
Fax: (908) 277-6050

e-mail: teams@komennorthjersey.org

website: www.komennorthjersey.org/race



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Introduction for Team Captains

Thank you for volunteering to be a Team Captain for the Susan G. Komen North Jersey Race for the Cure® which will be held on Sunday, April 25, 2010 in Essex County Branch Brook Park, Newark, New Jersey. Teams make up 85% of the race participants, so your participation and actions make a world of difference in the fight against breast cancer.

For those of you who are returning Team Captains, we thank you for your past efforts and ask that you bring the same enthusiasm as you have in the past and to push your goals from previous years just a little bit higher. For those of you who are joining us for the first time, together we look forward to exceeding the milestones we have achieved in 2009:

- Net revenues of \$1.4 million dollars
- 330 teams
- 8,600 registrants

We consider the role of Teams, and most especially Team Captains, integral to our success. You will find that being a Team Captain takes dedication. It is also one of the most rewarding challenges you may choose. We thank you in advance, for stepping up to the **STARTING LINE**.

This handbook is intended to guide you in your role as Team Captain – but *you* must bring it to life. We are prepared to assist you in just about any way you need. We offer state-of-the-art tools which will enable you to register and track your team's progress online, generate emails to help in your fundraising efforts, and an online community where you can celebrate the success stories among your fellow team captains – or share ideas. We will also provide you with personal attention to help you and your team meet – better yet – **EXCEED** your goals.

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Registration Facts

WHO CAN PARTICIPATE in the Race?

Anyone can participate in the Race as long as they sign up online or mail in a signed registration form. If someone is not in the financial position to support the Race, encourage him or her to volunteer by calling (908) 277-2904 ext. 31 or email cmiller@komentnorthjersey.org

WAYS TO REGISTER:

Online: Once you have started your team, you can send e-mails out to ask others to join your efforts.

Participation is \$25.00 through January 31st, 2010

February 1st-April 23rd - \$30.00

April 24th and April 25- \$35.00

Online registration to join a team is open till 5:00, April 23rd, 2010

Online registration to form a team is open through April 16th, 2010

By Mail: Mail in registration is only available to join a team and NOT to form a team. All teams must first be formed online

A printable version of the registration form can be obtained at www.komentnorthjersey.org/race. Click the grey button on the left that says register, then click on the grey button on the right that says Printable Registration.

A registrant must fill out the form, include the team name, sign the waiver and enclose a check or credit card information. All forms should be mailed to: Komen North Jersey, 785 Springfield Avenue, Summit, NJ 07901

To join a team by mail- Registrations must be postmarked by April 16th, 2010

As A Sleepwalker on a Team- Sleep in for the Cure®

Why not Sleep in for the Cure if you don't want to wake up early on Sunday morning for the walk, or if you have another business or personal obligation?

Sleep in for the Cure is a perfect option to include supporters on your team who are unable to join you in person on Race Day. All Sleep in for the Cure participants will receive a Race t-shirt after the Race is finished. Registration is \$40.00 and includes shipping of the t-shirt.

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Team Captain Responsibilities

A team captain's role is to recruit and motivate people to register and fundraise for the Susan G. Komen North Jersey Race for the Cure

Start your team today at www.komennorthjersey.org/race

- Recruit team members (10 or more is the suggested goal) made up of your fellow employees, family members and/or friends. The more the merrier! Set your participation goal based upon your company or group size.
- Instruct your team members to register online at www.komennorthjersey.org/race. Make sure your team members register under your team name. Provide them with instructions on how to get to the proper place on the website.
- Encourage each team member to raise a minimum of \$250, but they don't have to stop there. Some individuals have raised over \$1,000! There are awards for individuals who raise over \$250.00
- Coach and motivate team members for success. Once your team members are registered, hold a rally in your conference room, living room or classroom to help generate excitement and educate them on their responsibilities (i.e. asking for donations, recruiting more participants). Have your team members provide you with weekly reports on their progress.
- Do not forget to solicit for donations yourself. As the team captain you should set the tone. Besides your own family and friends, you should also contact your company vendors, community stores and teacher to support you and your team.
- For those not able to donate online, have your team members collect checks made payable to Susan G. Komen North Jersey Affiliate. Cash and checks are considered offline donations and checks only (no cash) can be mailed to Komen NJA, 785 Springfield Avenue, Summit, NJ 07901. Be sure that the participant who should receive the credit for the donation is noted in the memo section of the check.
- Attend the Komen Race for the Cure! Remember to wear shirts with your team name and highlight your company logo for extra exposure.

Contact David Stern at Wolfhead Athletic, david@wolfheadathletic.com or 973-376-1112 x 212 for someone to print your t-shirts. The company donates a portion of their sales to the Race for the Cure.

- Host a post Race party to celebrate your team's success.
- Pledge Prizes will be delivered/mailed to your participants home in June, 2010.

Are there employees at your company who may not be in a financial position to participate in the Race or fundraise? Encourage them to be a part of the team as a **volunteer**. Over 500 people volunteer on Race Day and they are crucial to the event's success. Volunteer opportunities are listed at www.komennorthjersey.org/race and just click the volunteer button on the left hand side

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PLEDGE and FUNDRAISING INFORMATION

HOW TO RAISE \$300.00 in 7 DAYS

Start by sponsoring yourself for \$30.00
Ask two family members to sponsor you for \$25.00 each
Ask five friends to contribute \$10.00 each
Ask five neighbors to contribute \$10.00 each
Ask you boss for a company contribution of \$50.00
Ask one business you frequent a lot for \$25.00

Tips on Raising Pledge Donations

1. Be the first one on your list and personally pledge MORE than the cost of the registration
2. Ask everyone you know (partner, spouse, friend, relative, neighbor, doctor, dentist or local merchant) to sponsor (65% of people donate their time and money simply because they were asked)
3. Use our new Facebook application to ask your FB friends for donations
4. Write an inspirational letter to family and friends and tell them why you are participating. Be sure to let them know that 75% of the net funds raised stay in the northern New Jersey community. [Learn more](#) about breast cancer facts in New Jersey. If you feel it would be more effective, send them this inspirational video clip *Impact Make One*.
5. Ask your Human Resource department if they have a matching program
6. Ask your Human Resource department if you can put a story in the company newsletter and ask fellow employees to join you in the fight.
7. Speak to your manager to implement a “Pink Sneaker Day” or “Jean Day” and collect donations to support you and the event.
8. Ask your Human Resource Department if they can implement a company wide challenge by having departments or floors compete against each other.
9. Coins for Change- Put out a pink can at your desk, office lobby, kitchen and put loose change in every day.
10. Hold a potluck wine and cheese tasting, set a small fee to attend and charge for food and refreshments you provide.
11. Clean out your garage and closets. You will be surprised what you can sell. Even try [ebay](#) and donate your proceeds to your efforts.
12. Call all of your most loyal and past donors and ask if they can help this year by increasing their usual gift, just by a bit! Often, supporters will contribute a little more, if you ask!

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High School Students can:

1. Challenge sports teams to a game-teachers against students or a scheduled varsity game against another team. Make it a Pink Game and ask for a donation.
2. Hold a Dance and charge admission to support your team. See if you can get Goody Bags donated from local merchants
3. Design and sell a team T-shirt and have the proceeds go directly to the team effort.
4. Ask the science department to compete against the math department.
5. Ask the athletic director to engage other schools to a challenge on Race Day.
6. Offer a reserved parking spot- Ask your principal if you can have a parking spot for a month to the student who raises the most funds

Do you have a fundraising idea you'd like to share? Email race@komennorthjersey.org and we will add your idea.

Pledge and Awards

Team Captains and individuals are encouraged to increase funds through a Pledge and Awards Program.

For Team Captains Only-

There will be incentives announced each month to the top team captains for increasing the team size or raising the most funds. Each month a different program will be announced with different prizes so check your e-mails and don't OPT OUT.

Win Great Prizes

Team Prizes will be awarded to:

- The Corporate Team that raises the most pledges
- The Corporate Team that has the most participants
- The Community Team that raises the most pledges
- The Community Team that has the most participants
- The High School Team that raises the most pledges
- The High School Team that has the most participants
- The Team with the best team T-Shirt on Race Day
- The Team with the best Team Banner on Race Day

Individual Prizes

Individuals wanting to participate in the Pledge and Awards program should check out www.komennorthjersey.org/race and click on the Fundraising button on the left. Then click the Pledge and Awards link to see the great prizes you can win for raising pledge money.

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General Team and Financial Questions

New this year- Team t-shirts will be shipped for an additional \$10.00 to the individual participant. Those not selecting t-shirt and bib shipping can pick them up on April 22nd, 23rd and 24th at Westy's Storage and on Race Day. Specific times will be posted on the web site in April

Each month, there will be a Team Captain reception to gather all team captains to share in an exchange of questions and answers. Look for an e-mail announcing team captain reception times and locations.

Monthly competitions for teams to compete will be offered with grand prizes for reaching certain goals.

Show your team's creativity by designing your own, creative, unique T-Shirt. Our branding standards require that there be NO use of the Komen logos and any variation of Susan G. Komen for the Cure® and Komen North Jersey Race for the Cure®. All shirts must be submitted for pre-approval. Send PDF design to teams@komennorthjersey.org or mail to Komen North Jersey, Team T-Shirt Contest, 785 Springfield Avenue, Summit, NJ 07901

Please submit your actual T-shirt for display on Race Day no later than April 20, 2010.

The top 20 T-shirt finalists will be displayed at Race Day. All Race attendees will be able to vote on their favorite T-Shirt by making a donation on Race Day. Voting will be from 9:00am- noon. The winner will be posted on our web site the week following the Race.

Race Day Schedule

- 7:00 am** Same Day Registration & T-shirt Pick Up
Merchandise Tent Opens
- 8:00 am** Stretch and Aerobic Warm Up (Start Stage)
- 8:30 am** Race Start Line Presentation
- 8:45 am** 5K Run Start Time
- 9:00 am** 5K Walk Start Time/ Exposition Opens
- 9:15 am** 1.5 Mile Fun Walk Start Time
- 10:00 am** Survivor Recognition and Procession Ceremony and Photograph

If you have additional questions regarding your Race Center, Setting up your page and Sending out E-Mail letters, go to the FAQ and FORMS buttons on our web site and download the FAQ's.

Financial Questions

Can my Company Pay the Registration Fees for my Corporate Team?

Yes, your company or an individual can pay the registration fee for the team. Simply call 908-277-2904 x 19 or x14 or e-mail race@komennorthjersey.org and indicate how many people you want to register. Your credit card number will be taken and a code given to you. If you pay for 25 people, then that code is valid for 25 registrations. If you need additional registrations, you will need to call again and pay for the additional registrants. Each participant will need to register independently. You will have to give those 25 people the code. When registering online, there is a question asking you if you have a discount code. Please enter that code in the box.

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