



SUNDAY, MARCH 17, 2019
IRVINE VALLEY COLLEGE
TEAM CAPTAIN TOOLKIT



Get started at ReachingfortheCure.org

WELCOME!

Whether this is your first year with us or you've been a Team Captain for the past 20 years, we are excited to have you join us for our 21st year. Teams are one of the most integral parts of our annual Reaching for the Cure event, and we can't thank you enough for your fundraising efforts and spreading awareness for pediatric cancer.

YOU ARE THE KEY TO KEEPING OUR MISSION MOVING FORWARD.

Last year **111 teams** with **over 2,000 team members raised over \$300,000** for pediatric cancer research. Ranging from corporations, to families, to local schools – all teams share our vision of a world without pediatric cancer.

In this Toolkit, you'll find helpful information that will serve to guide you through your role as Team Captain. Please don't hesitate to get in touch with myself or our Team if you have any questions as we move forward toward Race Day.

Thank you for joining us in the fight to end pediatric cancer forever.

Erin Arreola
Director of Special Events

GET STARTED

2 HANDY CHECKLISTS

7 POWER OF SOCIAL MEDIA

4 FUNDRAISING TIPS

8 PRIZES & NEW AWARDS

5 TOOLS & RESOURCES

9 RACE DAY TEAM FAQs

6 SPEAKING POINTS

Get started at ReachingfortheCure.org

TEAM CAPTAIN CHECKLIST



- Register yourself as a Team Captain.
- Set your fundraising goal, and **aim high!** For returning teams, **set a goal to beat your previous best.**
 - Raise \$1,500+ by February 26th and your team will earn **custom shirts!**
 - Hit the \$2,500+ mark by March 1st and your team will earn **a banner to be on display at Race Day for years to come.**
 - Hit the \$5,000+ mark by February 28th and your team will earn **100 custom wristbands with your team name!**
 - Hit the \$7,500+ mark by March 8th and your team will earn **40 custom team hats for race day!**
- Write a short summary of your story – your cancer story, your connection to the cause or why you're fundraising! Share it in your messaging to **help others relate.**
- Announce your participation on your social media with a **link to your Page.**
- Follow PCRF on your social media accounts for up-to-date race info!
- Spread the word by sending emails or handing out postcards to encourage others to be part of your team.
- Encourage friends & family who can't attend to **sign up as a Virtual Participant!**
- Share the importance of donating** - all monies raised will help fund cutting edge treatments dedicated to finding a cure for pediatric cancer.
- Post your progress** on your social media accounts to encourage more donations.
- Research your company's **matching gift** policy, and ask your donors to do the same to help double – or event triple – their gift.
- Thank each person** who helps you reach your goals and let them know that they are helping to make a difference!
- Packet Pickup – decide if your team will pick up as a Team or Individually.
 - Thursday, March 14th – 4:00-7:00pm – PCRF Office (Team Pickup Only)
 - Saturday, March 16th – 10:00-2:00pm – Irvine Valley College
 - Sunday, March 17th at 6:00am – Irvine Valley College
- Claim a space in Team Land at the Expo to give your team a meeting place.
 - Teams can setup their team space on Saturday, March 16th from 3pm – 6pm
- All Teams who have raised \$1,500+ will be invited to attend a Team Captain Appreciation event after the race.

Get started at ReachingfortheCure.org

CORPORATE CHECKLIST



- Register yourself as a Team Captain and assemble a core team! Serving as your company's captain is a big job, but it's also a job you can share:
 - Executive Champion – this can be your CEO or top-level exec who can [help set the tone for the company or department and lead by example](#).
 - Co-Captains – depending on the size of your company, you might want to recruit some co-captains to help share responsibilities. From recruiting team members, to keeping energy up, fostering friendly competition between departments, helping to send emails, organize fundraisers, etc.
- Team Ambassador – having a family or child to rally around can help motivate the team and make fundraising efforts personal. This can be someone in your company that has been directly affected or [PCRF can help pick a family or child for your company to rally around!](#)
- Step things up with a Corporate Sponsorship. [This shows your employees your company is dedicated to the cause](#). Benefits range from free race entries, exposure opportunities, expo booth space, and more!
- Announce your participation through your intranet and on your company's social media accounts with a link to your Page.
- Get your public relations or marketing team involved for help promoting the event and your company's philanthropic efforts.
- Hold a Reaching for the Cure kick off rally to educate employees and get them excited about being involved. [PCRF is happy to help present to your team!](#)
- Spread the word by sending emails, postcards, and placing posters in break rooms to encourage others to be part of your team. [Network by asking company suppliers and local business to support the team and walk with you](#).
- [Arrange incentives to motivate your team](#), like a free lunch, extra vacation day for top fundraisers, or front row parking.
- Decide on 3+ fundraising events or activities to do as a group – bake sale, restaurant fundraiser, cocktail hour, ice cream social, donation jars, etc.
 - Educate your employees about [matching gifts](#). Whether your company offers it or not, your donor's companies might! This helps double - or event triple - their gift
- Start planning your "tail gate" party at the Reaching for the Cure Team Expo!
 - Teams can setup their team space on Saturday, March 16th from 3pm – 6pm

TRIED & TRUE FUNDRAISING TIPS

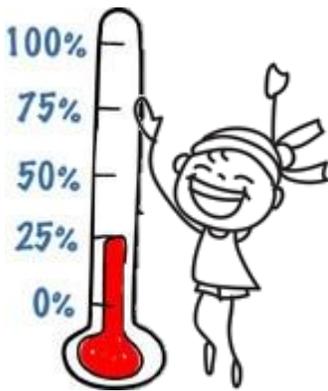
Power of 10 – Ask 10 friends for 10 dollars and you'll already be at \$100!

Throw a Party! – Host a potluck, barbecue, wine tasting, movie night or happy hour after work and ask your family and friends to donate \$10 per person to attend.

Restaurant Night Out – Ask local restaurants to contribute a percentage of the day's sales to help reach your goal. Restaurants in Orange County are often pleased to host a fundraising night out.

Involve Your Kids – Have your kids get involved in their own way with a bake sale or lemonade stand. Let them use their imagination!

10 STEPS TO RAISE \$500



- | | |
|--|-------|
| 1. Show your commitment and contribute to yourself | \$25 |
| 2. Ask your family members to match your donation | \$75 |
| 3. Ask your coworkers to donate (5 people give \$5) | \$25 |
| 4. Ask a vendor or supplier from your company | \$50 |
| 5. Ask 5 friends to sponsor you for \$5 each | \$25 |
| 6. Ask everyone in a club/group (10 people give \$10) | \$100 |
| 7. Send out a letter to your holiday card mailing list | \$100 |
| 8. Ask a business that you visit often for a donation | \$40 |
| 9. Ask someone who has asked you for a donation | \$10 |
| 10. Ask your boss for a company contribution | \$50 |

TOTAL **\$500**

More Ideas

- Car washes
- Bake sales
- **50/50 raffle**
- Dress down day
- Pot luck lunches at work
- Pancake breakfasts
- **Matching gifts or Employee giving**
- Sell company t-shirts or sweatshirts
- Sell unique team shirts in advance
- Candy grams for kids at school
- **Rummage sales or Garage Sales**
- **Donation jars at work or in classrooms**
- Host a tournament (golf, tennis, bowling)
- Game night, Bunco night or Poker night
- Jog-a-thon donations during your training for the race.
- **Host an Ice Cream social or Happy Hour at work or with friends**
- No-Coffee day, friends donate what they would have spent on coffee
- Envelopes, posters, postcards at restaurants and businesses

Get started at ReachingfortheCure.org

TOOLS & RESOURCES

GOAL!

The most successful fundraisers use a combination of the 6 channels below.

You can feel proud of the work you're doing by reminding your supporters that over 80% of every donation goes directly to research that is saving lives today.

Online

Join your team at reachingfortheCure.org and use the online tools to send emails, follow-up messages and thank-you notes. You can even keep track of your donations in real time through email notifications and your team page.

Social Media

Reach out to your friends on Facebook, Twitter, LinkedIn and Instagram for support and for help spreading the word. **Another smart strategy: thank donors by tagging them publicly on social media.** It's the right thing to do, and a great reminder to those who haven't yet donated.

In Person

Not everyone reads email. You may have more success asking for donations from local merchants and service providers in person. For family teams, get your children involved, too. Most people are happy to donate directly to kids.

Letters

A letter shows you've made an effort and also **serves as a physical reminder.** Ask for the check donation when reaching out to people who may not be comfortable making their donation online.

Supporters

Think of all the people you do business with and ask them to support your team. Include your dry cleaner, dentist, hair stylist and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal.

Matching Gifts

Many companies will match donations given by employees. Check with your donors to see if their company offers matching gifts that will help double or triple their impact.

WE ARE HERE TO HELP

If you ever need assistance: website questions, recruitment support or fundraising tips, we are here for you. Just give us a call in the office, (949) 859-6312.

Download guides, posters and other resources from the team captain toolkit are available on the race website. You will also find team customizable posters, and flyers to help tell your unique story to your donors.

Get started at ReachingfortheCure.org

SPEAKING POINTS



WHAT DOES THE REACHING FOR THE CURE MEAN TO YOU?

For many of us, asking for donations is something new and it helps to be prepared. Telling a short story about

- why you are participating,
- why funding pediatric cancer research is important to you,
- or why this race is your way to give back to the community

The more personal you make your asks, the more people will relate. Everyone has been touched by cancer.

ABOUT PEDIATRIC CANCER RESEARCH & PCRF

Worldwide, a child is diagnosed with cancer every 2 minutes. With over 270,000 survivors alive in the U.S. today, two-thirds will have long lasting chronic conditions as a result of their treatment. Our team at PCRF is inspired by all of these children and families affected by cancer, and they are what drives our urgent mission:

*To improve the **care, quality of life, and survival rate** of children with malignant diseases.*

As a top rated charity we are wholly dedicated to transparency and good governance of the precious dollars received by our organization. More than 80% of funds raised goes directly to research and we operate in the top 14% of charities across the country.

MESSAGING ABOUT THE REACHING FOR THE CURE EVENT

At the Reaching for the Cure, your race becomes a cause greater than the miles ahead of you. Take the first step and let's work together to make a difference!

Need a reason to walk with us? How about the 270,000 reasons: that's how many survivors are alive in the U.S. today because of research.

Walking in the Reaching for the Cure races is a great way to raise awareness about the thousands of children diagnosed with cancer each year. But to make a real impact on saving lives, we need to first raise money.

Right now less than 4% of government funding is directed to pediatrics. Thanks to you, we're helping support research to find answers and develop better treatments so more families can have hope for a cancer-free future.

Get started at ReachingfortheCure.org

POWER OF SOCIAL MEDIA



Facebook and Twitter are powerful fundraising tools at your fingertips. You can spread awareness, share links to your Fundraising page and in just one click – your friends and family can support your efforts!

FACEBOOK

I'm walking in the #ReachingfortheCure 5K to raise money for kids with cancer. I can't do it without you. You can help by making a donation to help me reach my goals! [link]

#ReachingfortheCure #PCRFKids

I'm Reaching for the Cure with PCRF! Join me and together we can kick cancer's butt!

www.reachingfortheCure.org #ReachingfortheCure #PCRFKids

Let the countdown begin! I'm training for a half marathon in support of little kids fighting cancer! Want to be my training buddy? Let's do this!! www.reachingfortheCure.org

#ReachingfortheCure #PCRFKids

TWITTER

I'm #ReachingfortheCure for @PCRF_Kids! Join me at the starting line, Register now reachingfortheCure.org #HalfMarathon #10K #5K #KidsRun

Join me in #ReachingfortheCure and put an end to pediatric cancer. I'm in for the 10k! ReachingfortheCure.org #GetRegistered!

I'm training for the #ReachingfortheCure #HalfMarathon! Help support me by making a donation to my page: [link]

INSTAGRAM

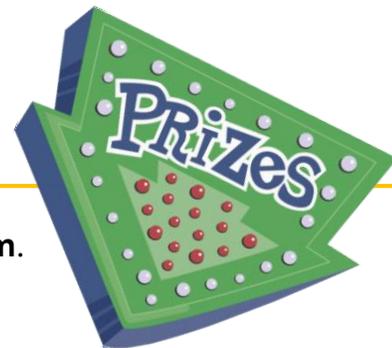
Post a photo of your fundraising event supplies. In your caption, share that every 2 minutes a child is diagnosed with cancer and let friends know they can make a difference by visiting the link in your profile.

After receiving a donation, share a screenshot of your progress bar on your fundraising page. In your caption explain why you are walking and tag your friends and family who have already donated.

When someone donates to your page or joins your team, tag them in the comments to give them a shout out! It's the right thing to do, and a great reminder to those who haven't yet donated.

Get started at ReachingfortheCure.org

RAISE FUNDS & EARN PRIZES



TEAM PRIZES When you participate as a team, **you win as a team.**
Active fundraising teams are eligible for Team Perks:

Custom Team Shirts

Raise \$1,500 by February 26th

Team Banners

Raise \$2,500 by March 1st

Custom Team Wristbands (100)

Raise \$5,000 by February 28th

Custom Team Hats

Raise \$7,500 by March 6th

Fenced-off Team Area with Restrooms!

Top 3 Family Teams & Top 3 Corporate Teams

INDIVIDUAL PRIZES PCRF recognizes individual Reaching for the Cure fundraisers at the following fundraising levels. Be sure to pick up your individual prizes at the race!

\$150 Level

Gold Ribbon Reception
Entrance & PCRF Rally Towel

\$1,000 Level

High-end PCRF Tumbler
or PCRF Sweater

\$250 Level

2019 Edition HOPE
Lifestyle Shirt

\$2,500 Level

Pair of Running Shoes
or Race Night Hotel Stay

\$500 Level

2018 Edition Running hat
or Insulated Tote Bag

Top 3, \$5,000+

Jabra Elite Wireless Earbuds
or 2 Disneyland Park Hopper Tickets

FUNDRAISING AWARDS To be recognized at start of 5K Walk!

Elite Teams

Top 3 Family & 3 Corporate teams
receive the **Gift of Hope award.**

Elite Three

Top 3 individual fundraisers earn
the **Power of One award.**

Largest Team

Team with most members
earns **Race with Heart award.**

Rookie of the Year

New team that raises the most money
earns the **Gold Ribbon award.**

Most Team Fanfare

Team with the most spirit at their
team spot earns **Hope Spirit award.**

Most Fundraisers on a Team

Team with the most individual fundraisers
earns the **Team Hope award.**

Get started at ReachingfortheCure.org

FREQUENTLY ASKED QUESTIONS

Q. How many members do I need on my team?

A. The more the merrier! You can have a team of 1 or 1,000. But we encourage you to aim for 10 to start off with.

Q. Is there a required fundraising amount?

A. No. We encourage all teams to set an ambitious fundraising goal. \$150 per participant is a great starting point, and \$1,500 per team is encouraged to earn team shirts.

Q. How do participants raise money?

A. Participants are supported with donations by co-workers, friends, family, neighbors or local businesses. Most participants get about 20 donors. Many companies also sponsor their participants or provide matching gifts.

Q. Do I get a T-Shirt?

A. Yes. All participants and team members will receive a Reaching for the Cure shirt. The custom shirts are only given to teams who hit their fundraising goal.

Q. Why urge participants to fundraise online?

A. It's easy and most effective! Participants who use their online tools raise nearly three times as much as those who don't. It's safe, secure, and eliminates the need to handle cash and checks. Plus all the record-keeping is done for you through the web.

Q. Can friends and family walk too?

A. Of course! Be sure they register on your team through www.reachingfortheCure.org or by calling the office. When they sign up, they can help collect donations too!

Q. What do I do with my money?

A. To be eligible for incentives, donations must be turned in by race day. You are welcome to drop off or mail donations to the PCRF office as you receive them to keep your online goals up to date.

Q. Should I register my infant or toddler?

A. Not necessary to register the little ones – unless they will want a shirt or a medal on race day! Good news is we keep our child prices at the lowest rates all season long.

Q. If I can't walk, how can I help?

A. Even if you can't walk the route, you can still help fundraise. Sign up as a virtual participant for just \$25 and still earn prizes and enjoy race day at the festival!

Q. Do all of our team members have to run/walk the same event?

A. Not at all! Team members often run a mix of all the different race lengths. The Finish Line Festival and Team Land are great spaces to meet up, congregate, cheer each other on as your team members cross the finish line, and enjoy the day!

Q. How does packet pickup work with teams?

A. When you pick up as a team all your shirts, bibs and goodie bags will be grouped together. The Captain will have to distribute them to your team. Alternatively, you can have everyone pick up their own shirts, bags, and bibs.

The only caveat to this, is custom shirts! Team Captains will have to pass out their own custom shirts even if you choose to pick up individually.

Q. How do I reserve space in Team Land?

A. On Saturday, March 16th from 3pm – 6pm teams are invited to IVC to mark off their space. With close to 100 teams, space must be courteously reserved in respect to the size of your team.

Q. Is there child care?

A. Although this is a family friendly event, we do not provide child care and ask that you follow normal precautions in caring and monitoring your children.