

# RACE FOR HOPE

Washington DC  
5K Run/Walk

Presented by Cassidy & Pinkard Colliers

Sunday, May 3<sup>rd</sup>, Washington, DC

## TEAM CAPTAIN KIT



[www.curebraintumors.org](http://www.curebraintumors.org)

Race for Hope – Washington DC 5K Run/Walk  
Presented by Cassidy & Pinkard Colliers  
To benefit National Brain Tumor Society and Accelerate Brain Cancer Cure

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## Welcome Team Captain!

Thank you for joining us as a Team Captain for the 2009 Race for Hope - DC! This kit is designed to provide you with the tools you need to make your team's experience fun, successful and rewarding.

The Team Captain's job is to motivate and encourage others to join your team, whether they are co-workers, friends or family. Once the team is in place, the Team Captain then acts as the key liaison between their team and the Race.

The Team Captain Kit will describe the following three steps to create a successful team:

### Step 1: Recruit & Register Team Members

Just ask. Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, ask them to invite their family, friends, co-workers and neighbors. You will be surprised how quickly your team grows!

### Step 2: Set Goals and Fundraise!

Set a dollar goal for your team to raise in the fight against brain tumors. Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Use this kit for ideas and tools to reach your goals.

### Step 3: Walk, Run, and Enjoy!

Walk, run, enjoy and reward your team members. You and your team are making a difference in the lives of people with brain tumors.

**Let's get ready!**



## STEP 1: RECRUIT & REGISTER TEAM MEMBERS

Here are a few easy recruiting ideas!

- **Make a list of possible team members** – Invite anyone and everyone to join your team. Once they have signed on, ask them to invite their friends, family, co-workers and neighbors. You can keep building your team right up until race day!
- **Spread the Word** – Talk about the event and your team to everyone you meet. You never know who you might encounter who has an interest in brain tumors. Even if there is no personal connection to brain tumors, your passion for finding a cure will be contagious. Ask your local newspaper to donate space to run our Race ad. Contact Nike Beddow for the ad files at [nicola.beddow@abc2.org](mailto:nicola.beddow@abc2.org).
- **Advertise** – Use company or neighborhood newsletters, event posters, brochures, e-mail and break-room bulletin boards to advertise your team recruitment efforts. Make sure to include your team name, captain's name, contact information and the Race for Hope website address where people can register.
- **Kick-Off Party!** Host a party or a family gathering to sign team members up! Register everyone who attends! The Race Coordinator can provide you with posters, Save the Date cards and brochures.
- **Enjoy!** Your excitement and enthusiasm is contagious.

As you build your team...

- Be sure you have all the information to register each team member.  
TIP – Provide copies of registration forms with the team name and captain already filled in. A registration form is included in this toolkit.
- Distribute copies of the Sample Fundraising Letter and email for team members (included in this kit) to copy and send. Encourage your team members to use our Race website to send email out to all their contacts. Email is a fast, inexpensive and easy way to get the word out and raise dollars!
- Motive and inspire your team by sending weekly email updates or making weekly phone calls with the latest Race information, fundraising ideas and any fundraising success stories from your team members.
- Challenge another team to see who can raise the most money.

### REGISTER:

Online: [www.curebraintumors.org](http://www.curebraintumors.org)

Mail: Race for Hope - DC, P.O. Box 95066, Newton, MA 02495-0066

## **STEP 2: SET GOALS AND FUNDRAISE!**

### **Make it personal.**

If your team is walking in honor or memory of someone affected by a brain tumor, share the story when asking for donations. Set up your personalized webpage

### **Make a goal.**

The Race for Hope – DC depends on participants to raise money from their friends, family, coworkers and companies. Set the bar high!

We encourage each team member to raise at least \$200. This is an easy goal if team members follow a few of our fundraising tips below. If you really want to challenge your team, set the fundraising goal even higher. Remember, the money raised is going to fight against brain tumors, and the more money you raise, the more people we can help.

### **Fundraise!**

Ask, ask and ask again. You are asking on behalf of others who may not be able to ask for themselves. Remember, you are asking for the National Brain Tumor Society and Accelerate Brain Cancer Cure – the co-beneficiaries of this event. People want to make the world a better place and you are providing them with an opportunity to contribute. The moment you limit who you ask, you limit the amount you can raise!

Create a buddy system. Ask someone who cannot participate on race day to help you collect donations.

Ask one person per day to donate to your team. Your friends, family, co-workers, neighbors, schoolmates and other acquaintances are all potential supporters. No gift is too small!

Use the Online Fundraising Tools ([www.curebraintumors.org](http://www.curebraintumors.org)) to design your personal fundraising web page. Send an email to everyone in your email address book. Explain why the Race is meaningful to you and why the support of your community is so important. The more personal your webpage, the more readers will be moved to support your cause – and to give!

Find out if your company has a matching gifts program. Matching gifts can double your team money!

Hold a fundraising event: a spaghetti dinner, car wash, bake sale or garage sale. Get your company involved and hold a company challenge – challenge each department to raise money to cure brain tumors. Have a Jeans Friday at the office – everyone who donates \$5 or more can wear jeans on Friday. Host a happy hour and donate the proceeds to your team. Business such as bars and restaurants are often willing to donate a portion of a night's proceeds to a charitable cause – all you have to do is ask.

## How to Raise \$200 in a WEEK

All you have to do is ASK

|       |                                      |       |
|-------|--------------------------------------|-------|
| Day 1 | Sponsor Yourself                     | \$25  |
| Day 2 | Ask 2 Relatives for \$20             | \$40  |
| Day 3 | Ask 3 Friends for \$15               | \$45  |
| Day 4 | Ask 4 Co-workers for \$10            | \$40  |
| Day 5 | Ask 5 Neighbors for \$5              | \$25  |
| Day 6 | Ask your spouse or significant other | \$25  |
| Day 7 | Celebrate your accomplishment!       | \$200 |

Plus: Use the online fundraising tools to double this amount!



### **Step 3: Run/Walk and Enjoy!**

Once Race day arrives, your job is almost finished! Below are steps and suggestions for completing the Race on a high note.

#### **Race Day**

- Ensure your team knows where to gather at the event site. A map of Freedom Plaza is included in this kit.
- The Team Captain should collect and turn in any donation checks to the Pledge Tent at the Race.
- Come to packet-pickup on Thursday, April 30<sup>th</sup> (2:00 - 6:30pm) at the Bindeman Center in Potomac, MD or on Friday, May 1<sup>st</sup> ( 4:00 - 7:30pm) and Saturday, May 2<sup>nd</sup> (10am - 2pm) at the Sport & Health – Crystal Park in Crystal City to pick up your team’s t-shirts and Race bibs. Then you can distribute them all on Race day.
- Take a team photo before the Race.
- Celebrate with your team because you are all making a difference!

#### **Follow Up**

- Collect and turn in all outstanding donations.
- Share the photo with your team members to highlight and enjoy your success.
- Submit the team photo to your company’s newsletter or to your local newspaper.
- Send a personal thank you note to every team member.
- Plan a post-walk event – picnic, party, breakfast – to share results, thank everyone and encourage further participation.

## Team Captain Planner

### 8 - 12 Weeks to go....

- Register team online
- Create a team and personal web page at [www.curebraintumors.org](http://www.curebraintumors.org)
- Set your team goals (fundraising goal and number of team members)
- Begin recruiting team members via email, phone calls and letters
- Find your company's matching gift policy
- Begin collecting donations

### 4 - 8 Weeks to go....

- Hold a team kickoff party
- Continue recruiting team members (ask them to ask their company about matching gifts)
- Email your team with important Race updates and information
- Use company email or school newsletters to spread the work about the Race
- Submit your Wall of Hope tribute to Jillian Roth, Urban Country, 7801 Woodmont Avenue, Bethesda, MD 20814.

### 2 - 4 Weeks to go...

- Ask team members to recruit a friend to join your team
- Host a team fundraiser – bake sale, garage sale, spaghetti dinner, car wash, etc.
- Request a Race day team meeting place by April 10<sup>th</sup>. Contact Lauren Bogart at [bogart351@comcast.net](mailto:bogart351@comcast.net) for more information.
- Send a team email update with a time and place for your team to meet at the event

### 1 week left

- Be sure you have all the Race details from the Race for Hope - DC
- Let your team know what time and where to meet at the Race
- Collect team donations and turn them in to the Race for Hope - DC
- Pickup your team's Race t-shirts, number bibs and timing devices at packet pickups on Thursday, April 30<sup>th</sup> (2-6:30pm) at the Bindeman Center in Potomac, MD or on Friday, May 1<sup>st</sup> (4-7:30pm) or Saturday, May 2<sup>nd</sup> (10am-2pm) at the Sport & Health Club – Crystal Park in Crystal City, VA.

### RACE DAY

- Meet your team at the assigned location
- Turn in additional donations at the Race day Pledge Tent
- Take a team picture
- Enjoy the day and celebrate with your team

### After the Race

- Collect and turn in additional donations
- Congratulate and thank team members for their hard work
- Hold a thank you/wrap up party and recognize top team members



## **SAMPLE TEAM MEMBER RECRUITMENT LETTER**

Dear \_\_\_\_\_

I am participating in the 2009 Race for Hope – DC 5k Run/Walk presented by Cassidy & Pinkard Colliers to benefit National Brain Tumor Society and Accelerate Brain Cancer Cure. It's great exercise for a great cause – I hope you'll join me!

Within the next 12 months, more than 200,000 people in the United States will be diagnosed with a primary or metastatic brain tumor. Brain tumors are a leading cause of cancer deaths in children and young adults. Research for this disease is under-funded, and greater public awareness of the problem is needed.

I have decided to start a team and will walk with more than 6,000 other people committed to help cure brain tumors. Will you join my team? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

**When:** Sunday, May 3<sup>rd</sup>, 9 am

**Where:** Washington, DC – Freedom Plaza on Pennsylvania Avenue, NW between 12<sup>th</sup> and 13<sup>th</sup> Streets.

**How:** If you're interested, sign up on my team website at [www.curebraintumors.org](http://www.curebraintumors.org).  
Team Name \_\_\_\_\_. My goal is for each team member to raise \$200!

Spread the word to your family and friends so together we can build a powerful team. Proceeds from the Race support brain tumor research and support services of the National Brain Tumor Society and Accelerate Brain Cancer Cure, two national nonprofit organizations devoted to the brain tumor community.

Thanks for joining my team! For more information, visit [www.curebraintumors.org](http://www.curebraintumors.org) or contact me at (insert your phone number).

Sincerely,

## **SAMPLE FUNDRAISING LETTER**

Dear \_\_\_\_\_,

I am participating in the 2009 Race for Hope – DC 5k Run/Walk presented by Cassidy & Pinkard Colliers to help find a cure for brain tumors. Proceeds from the Race for Hope - DC support brain tumor research and support services of the National Brain Tumor Society and Accelerate Brain Cancer Cure.

Within the next 12 months, more than 200,000 people in the United States will be diagnosed with a primary or metastatic brain tumor. Brain tumors are a leading cause of cancer deaths in children and young adults. Research for this disease is under-funded, and greater public awareness of the problem is needed.

My personal goal is to raise \$\_\_\_\_\_ to help fight brain tumors. Will you help me reach my goal by making a donation? Any support you can provide will be greatly appreciated!

Checks should be made payable to Race for Hope – DC. All donations for the Race are tax deductible.

Please send donations and donation form to: Race for Hope – DC, P.O. Box 95066, Newton, MA 02495-0066. You can also go to [www.curebraintumors.org](http://www.curebraintumors.org) to donate online.

Thank you for your support! Your gift will make a difference.

Sincerely,

## Sample In-Kind solicitation letter

Business Name  
Bus. Address  
City, State, Zip

Dear \_\_\_\_\_,

Thank you for supporting our team fundraiser!

Your in-kind donation of \_\_\_\_\_ will enable us to raise important funds to support the Race for Hope – DC and the programs and activities of the National Brain Tumor Society and Accelerate Brain Cancer Cure. We thank you for your generosity and support of brain tumor research and those affected by brain tumors.

National Brain Tumor Society and Accelerate Brain Cancer Cure are nonprofit 501c3 organizations helping to fund critical research and patient support services. To learn more about the Race for Hope – DC and the two beneficiary organizations visit [www.curebraintumors.org](http://www.curebraintumors.org). For questions contact [racedc@curebraintumors.org](mailto:racedc@curebraintumors.org).

Tax ID: 04-3068130

Sincerely,

[Organizer's Name]

This fundraiser is organized by a third party and is not sponsored by the National Brain Tumor Society or Accelerate Brain Cancer Cure. The Event Organizer agrees to indemnify and hold harmless NBTS and ABC2 against loss or threatened loss or expense by reason of the liability or potential liability of the NBTS or ABC2 for or arising out of any claims for damages.