

# Team Captain Starter Guide



## susan g. Komen **MORE THAN PINK**

Philadelphia WALK.

Presented by:  
**Bank of America**



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American Airlines  

**Build your team. Fundraiser with all your heart.  
Join us where the end of breast cancer begins!**



Local Presenting Sponsors



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# Susan G. Komen Philadelphia MORE THAN PINK Walk™

*The Delaware Valley's new  
Mother's Day tradition!*

*May 12, 2019*

*It's one thing to be aware of breast cancer.*

*It's another to **do something** about it.*

*In 2019, we are mobilizing our community to demonstrate that  
pink is much more than a color.*

*We are rallying team leaders, like you,  
to make your biggest, **boldest impact** yet!*

**INTRODUCING...**



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Since 1991 the Susan G. Komen Philadelphia Race for the Cure® has served our community very well!

- Started the conversation about breast cancer
- Put the breast cancer cause on the map
- Drove critical awareness of early detection
- Mobilized millions of people in 15 counties
- Formed our network of community partners

*And the Komen Philadelphia Race for the Cure raised significant dollars empowering...*



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# 28 years of fundraising = MAJOR IMPACT

To date, Komen Philadelphia has...



## Funding Cutting Edge Research

Contributed \$27 million to breast cancer research, making us a significant contributor to Komen's ability to invest \$956 million in research worldwide.



## Supporting and Educating our Community

Invested millions of dollars in our own educational and outreach programs that target specific populations with focused support to address their unique challenges, concerns and lifestyles.



## Getting Patients the Care They Need

Distributed over \$62.5 million in community grants, funding early detection, diagnostic, treatment, navigation and other support services for women in need.



## Embracing Action to Drive Change

Pioneered multiple programs now implemented nationwide focused on reaching communities in the shadows, ending disparities, amplifying the voice of the metastatic breast cancer community, mobilizing influencers to help us build bridges, motivating a larger donor base and more.



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# The status quo for fundraising is no longer enough for us to finish this fight.

While fundraising from the Race for the Cure was significant, it has not been high enough in the past few years to support our growing scope and intensity of work.

- 15-county service area
- 7.9 million people
- 3.8 million women





## IT IS TIME FOR **BIG** CHANGE.

*Our community wants it. Our mission needs it.  
Komen Philadelphia—with the dedication of team  
captains—will lead it!*

- Bold goals
- Evolved mission
- New energy
- A more inspired community



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# OUR BOLD GOALS

Reduce the number of breast cancer deaths by 50% in the U.S. by 2026

Locally, Komen Philadelphia will also reduce the number of late-stage breast cancer diagnoses by 10 percent by 2021.

FIND BREAKTHROUGHS FOR THE BREAST CANCERS THAT KILL

## RESEARCH

- GRANTS / FUNDING
- CLINICAL TRIALS
- PARTNERSHIPS

## CARE

- SCREENING
- DIAGNOSTICS
- TREATMENT
- NAVIGATION

## COMMUNITY

- SUPPORT SERVICES
- LOCAL IMPACT
- VOLUNTEERING

## ACTION

- ADVOCACY
- EDUCATION
- EVENTS

STRATEGIC IMPERATIVES

HELP PEOPLE AND COMMUNITIES MOST AT RISK



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# Our MORE THAN PINK Walk Will...

- Provide **more power** for us to carry out the growing scope and intensity of work that defines victory in today's fight to against breast cancer.
- **Rally our community** to demonstrate that pink is more than just a color.
- Deliver a more personal, **mission-focused, impact-evident** experience for your team
- Allow you and every member of your team to see the direct connection between your efforts and your impact on **research, care, community, and action.**

**The big change you've been waiting for is here! The MORE THAN PINK Walk isn't just a fresh change, it is the start of a journey that will take us to the finish line.**



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# Teams: Where the End of Breast Cancer Begins.

*Thank you for stepping up to be MORE THAN PINK® as a Team captain for the 2019 Komen Philadelphia MORE THAN PINK Walk.*

By far, teams possess the highest level of power to:

- Embrace more activists in our mission
- Inspire the *action* that can create a world without breast cancer
- Raise the funds that are vital to us saving more lives every day

***From research labs to women's clinics, in the most rural towns of Lancaster and everywhere in between, your team's achievements will make it possible for more people to survive breast cancer.***



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# Team Leadership

Team captains take 3 fundamental actions in leading their teams.

## Build it

- Aim to have at least 20 members.

## Inspire it

- Focus every member on fundraising.

## Push it

- Encourage the whole team to aim higher and achieve more than they originally thought possible.



# **BUILD an Impressive Team.**

The more members on your team, the higher your fundraising potential—and the greater you impact on the lives of your neighbors.

- **Recruit** people from all of your professional, family and social networks.
- **Encourage** every team member to recruit at least 4 more.
- **Select** 3-5 members to act as your team recruitment mini-committee.
- **Mobilize** members to register early online. This year there will be no in-person registration events except on May 10 and 11 at Philadelphia 201 Hotel (formerly the Sheraton Philadelphia Downtown) and May 12 at the Walk.

***Remind potential new members of these benefits for registering: entry to all the events on Mother's Day including the walk, commemorative rally wrap for the Parade of Hope celebration, one free entry in our Chapman Auto Stores new-car raffle, online fundraising center and tools.***



# INSPIRE

## Fundraising Excellence.

Successful team captains jump start and continually encourage fundraising from individual team members and the team as a whole.

- **Educate** your team on the impact they can make. On the website visit “Where the money goes” and “FAQs”.
- **Encourage** team members to share with each other their stories and personal reasons for getting involved.
- **Recognize** individual and team fundraising achievements. Send regular team update emails to give shout-outs and consider giving recognition gifts to stellar fundraisers and/or pizza parties when the team reaches a milestone.

***Making the MORE THAN PINK Walk a contained event will allow our participants to have a more personal experience and gain inspiration from people that share one passion for the cause.***



# INSPIRE

## Fundraising 101.

*Fundraising = events + asking for donations*

- Set a team goal to foster teamwork.
- Require that each member raises a minimum that is the same for everyone.
- Events don't need to be "epic." Consider office bake sales; neighborhood game nights work well, too!
- Ask everyone to support you with a donation—remember you're giving them an opportunity to make an impact.
- Encourage all team members to personalize and use the online fundraising center they have access to once they register.

***Remember to register children for your team, too.  
Youngsters are formidable fundraisers—sometimes one  
penny at a time—and our cause does  
matter to them.***



# INSPIRE

## Fundraising Recognitions

Komen Philadelphia has recognitions ready to roll to help inspire your team, too!

### *Individual achievements*

- \$100: Komen Philadelphia MORE THAN PINK Walk T-shirt
- \$100 (by April 7): illuminated badge to wear at the Walk
- \$100 and up: Gift from our new fundraising recognition program

### *Team captain and team achievements*

- \$1,000 (by April 7): MORE THAN PINK team captain hat
- \$5,000 or more (team total by April 30): entry into our VIP fundraiser area, presented by TruMark Financial® Credit Union, the official Sponsor of High-Impact Fundraising

***Set an example as team captain by making a donation to your team, then encourage every new member to do the same during the registration process.***



# **PUSH**

## **Your Team to Reach Even Higher.**

The best team captains drive their teams to not settle for what they *think* they can achieve. Going even a few hundred dollars beyond your original goals as individuals and a team will:

- Increase personal and team pride
- Motivate additional fundraising efforts
- Make the MORE THAN PINK Walk experience all the more meaningful and memorable
- Result in more power for researchers, Komen Philadelphia and our grantees

***Remember that most people donate not to the organization, but because a friend cares about the cause. Encourage all team members to make their requests personal.***



# Extra Support for Team Captains

- **Enhanced team captain support program:** Led by a hands-on committee dedicated to helping yours be the best fundraising team it can be.
- **T-shirt delivery:** If you have a team with 25 or more members who have raised \$100 by April 16, we'll bring you shirts to you instead of each member needing to pick up his or her shirt on Walk weekend.
- **Team bus parking**
- **On-site rally:** Upon request we may be able to help you host an onsite registration and fundraising rally for your team.



*To learn more about the above, contact Sue at:  
215-238-8900 or [Sue@KomenPhiladelphia.org](mailto:Sue@KomenPhiladelphia.org)*



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# Still Need to Register Your Team?

- Go to [KomenPhiladelphia.org/Walk](http://KomenPhiladelphia.org/Walk).
- Select “Sign up” then register yourself and your team in in the same process.
- Choose the team category that best fits your group. Remember: if there’s some cross-over, that’s okay—the more people the more fun, and the greater your impact!
- If you already signed up as an individual and need help registering your team, call Sue at 215-238-8900.



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# Resources to Keep Handy

## Team Captain Mentor Program

Sue: 215-238-8900 or Sue@KomenPhiladelphia.org

## General Walk inquiries

Walk@KomenPhiladelphia.org

## Year-round involvement and breast health resources

KomenPhiladelphia.org

## Basic Walk information and important updates

- Website: [KomenPhiladelphia.org/Walk](http://KomenPhiladelphia.org/Walk)
- Social media



[Facebook.com/KomenPhilly](https://www.facebook.com/KomenPhilly)



[Twitter.com/KomenPhilly](https://twitter.com/KomenPhilly)



[Instagram.com/KomenPhilly](https://www.instagram.com/KomenPhilly)



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# Team Captain Support Leadership Committee

CALL ON US!

215-238-8900 • Sue@KomenPhiladelphia.org



*Elaine I. Grobman  
Chief Executive Officer*



*Sue Levy Polikoff  
Event Logistic and  
Community Manager*



*Jodi Krawitz    Melissa Landay  
Co-Chairpersons  
Komen Philadelphia MORE THAN PINK Walk*



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# Things to Know for Mother's Day

- All individuals who want to walk with your team and enjoy other activities must be registered to gain entry to the Walk site.
- New start time: Opening ceremonies and our Parade of Hope will be at 8:00 a.m.
- A more meaningful community walk from Eakins Oval to Logan Circle and back will replace the 5K run/walk.
- The community walk will start at 8:20 a.m., immediately following the Parade of Hope, from the Art Museum steps.
- Walk your way! Participants are welcome to complete the walk route more than once. Any team member who is physically unable to complete a full route may join the walk at one of multiple entry points.
- Allow extra time to explore our new pillars of the mission, where your team learn about the direct connection between your action and your impact.



# TRUMARK FINANCIAL CREDIT UNION

## Official Sponsor of High-Impact Fundraising

We thank TruMark Financial for coming through for our community in a BIG way as the **official Sponsor of High-Impact Fundraising** and **Community Pillar Partner in the Mission** for the 2019 Komen Philadelphia MORE THAN PINK Walk.

With their generosity, we will be able to **recognize** and **celebrate** stellar teams and support team efforts throughout the Walk season.

Moreover, thanks to TruMark Financial's monetary contributions, we will be able to **do more in the year ahead** to fund research, support our community grantees and provide the services that increase the number of survivors and improve quality of life after breast cancer!

*TruMark*  
*Financial*<sup>®</sup> Credit Union



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# Thank You!

Komen Philadelphia thanks you for:

Making a **bigger, bolder impact** with us.

For becoming a **team captain**.

For being **MORE THAN PINK®**

*Let us help you reach—and exceed—your team goals!  
Call Sue, 215-238-8900 • Sue@KomenPhiladelphia.org  
KomenPhiladelphia.org/Walk*

*susan g. komen*  
**MORE  
THAN PINK**  
Philadelphia WALK.

The logo features a stylized pink ribbon that forms a shape resembling a person walking, with a small circle at the top representing a head.

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