2015 Susan G. Komen Greater Kansas City

Race for the Cure®

Sunday, September 13, 2015
Worlds of Fun | Oceans of Fun
Kansas City, MO

Team Captain Toolkit
Same MISSION. Same RACE. New PLACE
Welcome Team Captains!

Teams are one of the most integral parts of our annual Race. Not only do Teams raise money, but they spread awareness throughout their communities and work together to find the cure.

We know that this year, in celebration of 22 years of having breast cancer on the run, Teams will make an even bigger impact as the Komen Race for the Cure attracts people of all ages and fitness levels, from walker to elite runners. We have a wide variety of Teams ranging from large corporations to families – all of whom share in our vision of a world without breast cancer. Starting a team is a great way to honor or celebrate a survivor, to remember those who have lost their fight, or to simply help make a difference in our community.

Whether you are a first-timer, have walked as an individual or Team Member, or have been a Team Captain over the past 2 decades, we are excited to have you be a part of our Race for the Cure.

In this Toolkit, you will find helpful information that will guide you through your role as a Team Captain, including:

- Information about Teams and Race Day
- Team Awards, Incentives and Contests
- The $218 Fundraising Challenge
- Important Dates
- Fundraising Tips

Please don’t hesitate to get in touch if you have any questions or need help with anything as we move forward toward Race Day.

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

Tickled Pink,

Patti Kangethe  
Chairman, Race for the Cure  
Susan G. Komen ® Greater Kansas City

David Armstrong  
Special Events Director  
Susan G. Komen ® Greater Kansas City
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How does a 5K race make a huge impact on the movement to end breast cancer forever?

Through the fundraising efforts of every participant!

You don’t need to be a fundraising expert in order to be successful at it – you just need the desire to stand up to breast cancer and make a difference.
We welcome Teams of all sizes however, a Team of 10 or more members is considered an “official” Team, making them eligible for Team awards and prizes.

**Reasons to Form a Team**

**Make a Difference** … Working together as a Team will increase your impact and make a difference here in our community.

**Celebrate or Honor Someone you Love** … Rally behind a co-worker, friend, family member or stranger who is a breast cancer survivor or co-survivor.

**Receive Awards for Making a Difference** … Working together, your Team can win fantastic prizes. We also have fun events and awards after the Race for our top fundraising Teams - strive to raise the most money possible with everyone on the Team raising funds.

**Gain exposure for your Company or Organization** … With nearly 20,000 attendees, the Race is a good way to attract visibility for Teams formed by businesses or organizations.

**Have Fun!** … The Race for the Cure is a terrific way to get exercise, spend time with friends and loved ones and have fun! Enjoy the expo, the course entertainment and all the great giveaways from our fabulous sponsors.

**Raise Awareness** … As a Team you will inspire each other and those around you. It is an opportunity to learn about breast cancer and breast self awareness, as well as teach others about Komen and its mission to end breast cancer forever.

**Let’s Keep Racing for a Cure!**
## Race Fees

<table>
<thead>
<tr>
<th>Participation Types</th>
<th>Description (Online or In-Person)</th>
<th>Entry Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>5K Run/Walk or 1-Mile Family Fun Run Untimed</td>
<td>Includes Race t-shirt and Bib (while supplies last)</td>
<td>$20 (thru 12.31.14) $25 (01.01.15 thru 05.30) $30 (06.01 thru 08.31) $35 (09.01 thru Race)</td>
</tr>
<tr>
<td>5K Run/Walk or 1-Mile Family Fun Run Timed</td>
<td>Includes Race t-shirt, Bib, and timing chip (while supplies last)</td>
<td>$25 (thru 12.31.14) $30 (01.01.15 thru 05.30) $35 (06.01 thru 08.31) $40 (09.01 thru Race)</td>
</tr>
<tr>
<td>Kids for the Cure</td>
<td>Includes t-shirt and Race Bib</td>
<td>$10 (thru 12.31.14) $15 (01.01 thru Race)</td>
</tr>
<tr>
<td>Sleep In for the Cure or Pink in the Pew</td>
<td>Can’t make it on Race Day? No problem! Register as a Sleep in for the Cure or Pink in the Pew participant! We can mail you a Race t-shirt and bib after the Race (Additional fee applies).</td>
<td>$20 (thru 12.31.14) $25 (01.01.15 thru 05.30) $30 (06.01 thru 08.31) $35 (09.01 thru Race)</td>
</tr>
</tbody>
</table>

**REGISTER for our VIP Package - $75.00**

(Regular/timed registration PLUS a Race Day pass to Worlds of Fun ($55 value); Race Day Parking Pass ($10 value) & entry in to the VIP breakfast buffet ($15 value) / Valued at $110+)

Same **MISSION** . Same **RACE** . New **PLACE**

## Race Day Schedule

**September 13, 2015 • Worlds of Fun | Kansas City, MO**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00 a.m.</td>
<td>Registration Begins/Partner Expo Opens</td>
</tr>
<tr>
<td>7:30 a.m.</td>
<td>5K Competitive Run Start</td>
</tr>
<tr>
<td>7:45 a.m.</td>
<td>5K Non-Competitive Run/Walk Start</td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>1 Mile Family Fun Run/Walk Starts</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Survivor Recognition and Awards Ceremony</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Survivor Parade and Photo</td>
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</tbody>
</table>
Make a Difference!

Team Captain Job Description

• Register today at www.komenkansascity.org

• Recruit a team of at least 10 participants made up of your fellow employees, family members and/or friends. The more the merrier! The rule of the thumb is to recruit between 10 and 20 participants per team for the greatest impact.

• Instruct your team members to register online at www.komenkansascity.org. 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 $218 (but they don’t have to stop there). Several individuals will raise more than $1,000!

• Coach and motivate team members for success. Once your team members are registered, hold a rally in your conference room or living room 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.

• Don’t forget to solicit donations yourself. As the team captain you should set the tone. Besides your own family and friends, you should also contact your company vendors to support you and your team.

• For those not able or willing to donate online, have your team members collect checks made payable to Susan G. Komen Greater Kansas City. Cash and checks are considered offline donations and can still be entered on the website through a team member’s Participant Center. Note: it’s important to keep track of all donations you receive.

• Collect all of your team members’ donations and be sure to turn them in at Packet Pick up or on Race Day.

• Attend the Komen Kansas City Race for the Cure! Remember to wear shirts with your team name and highlight your company logo for extra exposure.

• Host a Race party to celebrate your team’s success.

• Prizes will be delivered/mailed to your company or home approximately one month after the Race. This allows Komen some time to verify all incoming donation totals and distribute incentive prizes to participants who raised a minimum of $218.
# Team Captain “TO DO” List & Important Dates to Remember!

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read your Team Captain Toolkit</td>
<td>TODAY!</td>
<td>✓</td>
</tr>
<tr>
<td><strong>REGISTER Your Team</strong></td>
<td>TODAY!</td>
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</tr>
<tr>
<td>• Log into your Participant Center at KomenKansascity.org and</td>
<td></td>
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<tr>
<td>customize your Team Page.</td>
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<td></td>
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<tr>
<td><strong>RECRUIT</strong> – Make sure your team members register</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td>• Send emails from your Participant Center to invite others to</td>
<td></td>
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<tr>
<td>join your team.</td>
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<tr>
<td><strong>RALLY &amp; PROMOTE</strong></td>
<td>Ongoing</td>
<td></td>
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<tr>
<td>• Send emails from your Participant Center to potential donors.</td>
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<tr>
<td><strong>FUNDRAISE</strong> – Set a Goal</td>
<td>Ongoing</td>
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<tr>
<td>• Get your first donation</td>
<td></td>
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<tr>
<td>• Raise your first $74 to earn your first fundraising reward</td>
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<tr>
<td><strong>CHECK</strong> your email, read monthly race newsletters and inform team</td>
<td>Monthly</td>
<td></td>
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<tr>
<td>members of new information.</td>
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<tr>
<td>• Updates, events and weekly incentives are posted on the Race</td>
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<tr>
<td>website, newsletters, and Komen KC social media sites</td>
<td></td>
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<tr>
<td>(Facebook /KomenKansascity &amp; Twitter @KomenKansascity)</td>
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<tr>
<td><strong>ATTEND</strong> a Team Captain Kick – Off Party</td>
<td>Spring 2015</td>
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<tr>
<td><strong>ENTER</strong> the Teams T-shirt Contest</td>
<td>08.31.15</td>
<td></td>
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<tr>
<td>• Deadline to bring T-shirt into Komen Office for entry</td>
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<tr>
<td><strong>RESERVE</strong> a Space in Teams For the Cure Park for Race Day</td>
<td>08.31.15</td>
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<tr>
<td>• Optional, available until space runs out.</td>
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<tr>
<td><strong>REMIND</strong> Team about your Race Day meeting time/location</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td><strong>DEADLINE</strong> for Teams Online Registrations (9P) … to be included in</td>
<td>09.04.15</td>
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<td>large and small team sorts</td>
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<tr>
<td><strong>PICK UP</strong> Team materials and packets at Race Registration</td>
<td>09.08.15</td>
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<tr>
<td>• Location TBD</td>
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<td>(Note: Teams with 75+ members will have their t-shirts delivered)</td>
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<tr>
<td><strong>TAKE</strong> a professional Team photo (Schedule it in advance with an</td>
<td>09.13.15</td>
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<tr>
<td>email to <a href="mailto:teams@komenkansascity.org">teams@komenkansascity.org</a>)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Komen Kansas City Race for the Cure Race Day!</strong></td>
<td>09.13.15</td>
<td></td>
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<tr>
<td><strong>Komen Kansas City Day at Worlds of Fun/Oceans of Fun!</strong></td>
<td>09.13.15</td>
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1 CREATE a Team
Are you motivated to make an impact? Creating a Race for the Cure Team is a great way to help our community, unite your friends and family and join Komen in the fight against breast cancer.

Team Captain ... The Team Captain is responsible for all Team communications and organization – handling everything from picking up materials (t-shirts, bibs, etc.) to coordinating where the Team will meet on Race Day. Many of our Team Captains choose co-captains to help them keep the Team organized and Team members enthusiastic.

Team Name ... Pick a name that best fits your group. Make it humorous, serious, or straightforward.

Team Category ... Each Team must register under one of the categories listed below. Please choose the one that best fits your Team. Note Team categories make fundraising competitions more fair.

- Friends and Family: This is our largest category making up over half of all the Race Teams.
- Small Corporate Groups (50 employees or less): This category is for companies and businesses with 50 employees or less.
- Large Corporate Groups (100+ employees): Companies and businesses with more than 100 employees
- Medical

Register the Team ... The Team Captain must register the Team and themselves as Captain before individuals can register as Team members.

Be an Official Team ... Recruit team members! Ask your co-workers, friends and family to join your team

Team Fundraising Goal ... Fundraising is one of the primary reasons that our Race is able to be such a success. We encourage each and every Team to fundraise, because even small donations make significant contributions.
Talk to your friends, family, neighbors, co-workers and colleagues about joining your Team for Komen Kansas City's 22nd Race for the Cure!

Encourage more people to participate. Schedule meetings with those interested to come up with a plan and think of ideas for marketing and growing your team.

Use online tools to spread the word about your Race Team. Maximize your Team’s webpage by creating a link to your personal social media sites.

Keep your team updated! Share the information that Komen Kansas City gives you – let potential Team members know about incentives, prizes and all the fun Race activities.

Don’t forget to share the importance of this Race with others. It is not just a one day race – it is a fundraising event which will help fund community programs that support breast health treatment and screening for the underserved and uninsured in our local communities, as well as provide funds to research programs dedicated to finding the cure, for an entire year.

Team Registration Information

Register Team Members... Team members can register using the “Join a Team” link on the registration website webpage found at www.komenkansascity.org. Step-by-step registration instructions are also available for your Team members.

Corporate Team Payments... Captains, companies or organizations who wish to pay the registration fees for their Team members need to contact David Armstrong at darmstrong@komenkansascity.org to request the required paperwork. Once processed, a code will be provided to enable your Team members to register online without having to pay the full registration fee.

This code is only available for those who register online. After the Race, an invoice will be e-mailed for the total number of registration used.
As a leader of your team, and therefore a leader in the fight to end breast cancer, it’s important for you to know and share with your team members the importance of fundraising. Simply registering and showing up on Race Day will raise awareness, but it’s the fundraising dollars that will help find the cures. Those dollars will fund education, screening and treatment programs for women in need in our community and fund research to find the cures.

We need your team’s help to make the biggest impact possible in fighting breast cancer. This year, take the challenge. The 218 Fundraising Challenge is a call-to-action for Race participants to raise at least $218, the average cost of a clinical breast exam and digital mammogram. Our goal is to raise $1 million for vital breast health services and research. To help us succeed we encourage your participation in the $218 Fundraising Challenge as well.

Register now and start to raise money toward your goal of $218.

One of the best ways to inspire your team members to fundraise is to lead by example and start fundraising yourself.

Get Started NOW!
The earlier you start fundraising, the easier it will be for you to reach your goal of $218. Perhaps you can support the cost of two or three mammograms or more.

Fundraising Tips and Ideas
To find out how others have exceeded their goal check out our Top Komen fundraising ideas. For a complete list of 101 ways to fundraising visit the website at www.komenkansascity.org.

Every single dollar raised makes a difference!

Same MISSION . Same RACE . New PLACE
Never miss an opportunity ... There are countless ways to fundraise, so take a look at the ideas below to see what works for you and your Team. Even if this is your first time, you have the capacity to be an incredible fundraiser! Just ask. People will be happy to support the mission of a world without breast cancer. Share these ideas with your Team members so that you can figure out the best fundraising methods for your Team and get started right away!

TOP 20 FUNDRAISING IDEAS....ASK! ASK! ASK!

1. **Email Campaign** – send emails from your participant center. Customize your personal webpage with a picture and your personal story. Email your fundraising letter to friends, family and co-workers and ask them to support you and then join your team.

2. **Social Networking** – rely on your social networks support. Post a message with a link to our team page.

3. **Team Incentive** – offer your own incentives to your highest fundraising Team member

4. **Go “Pink”** – instead of the normal jeans day, staff can pay a small amount to wear pink in support of breast cancer.

5. **Office Auction** – ask local businesses to support you with in-kind gifts and host an office wide silent auction for the items and services donated.

6. **Power of 10** – ask 10 friends for $10 and you’ll already be at $100.

7. **Donation Day** – ask your team members to make a commitment to donate a dollar amount each day leading up to the raise.

8. **Matching Gifts** – take advantage of corporate matching gift programs. Many of your donors may work for companies that have a program like this; their donation could be doubled simply by filling out a form from their Human Resources department.

9. **Spare Change** – collect spare change in the office or visit a local business to collect patrons loose change. Decorate the jar with pink ribbons, pictures, or quotes.

10. **50/50 Raffle** – the only material you really need to get the fundraiser going is a roll of raffle tickets. Sell the 50/50 raffle tickets (participants can buy as many as they’d like). The winner will receive 50% of the money and the other half will be donated to the Teams Komen Kansas City Race Team.
Set Goals . . . . Start Early . . . . Ask everyone

11. **Team Spirit Day** - for a donation, employees wear a jersey, t-shirt, sweatshirt, or cap of their favorite sports team.

12. **Corporate Sponsor Shirt** - design corporate Race day shirts with your company logo. Ask company vendors or other partners to make a donation to add their logo for advertising.

13. **Pledges** - ask people to donate an amount per mile of your 5K (3.1 miles).

14. **Benefit Night at a local restaurant** - check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishments.

15. **Bowling Party** - ask your local bowling alley to donate some lanes for a fundraising party. Invite your office-mates as a team-building experience, your neighbors, your family or a group of old friends. Charge at the door.

16. **Speak at a place of worship** - ask your local place of worship if you can speak to the congregation about the Komen Race for the Cure and your commitment. Set up a table to register and collect donations for Pink in the Pew.

17. **Fitness** - ask your local yoga, Zumba, or personal trainer to invite your friends to attend a special class donated by the trainer. Their admission fee payable to Komen Race for the Cure becomes a donation and the trainer gets a chance to build their client base.

18. **Delegate** - give your friends, family, and co-workers donation forms and ask them to collect donations.

19. **Check out Donations** - make up Race donation cards for your desk at work. Co-workers can sign their name or purchase a card in someone else’s honor. Hang the donation cards around the office in recognition to those that have donated.

20. **House Party** - host a fundraising party at your home for friends, family, co-workers, or neighbors. Share your experience of the Komen Race for the Cure and your reasons for participating; then ask them to support you.

Keep your eye on the competition! See where your team ranks in the list of the Top 100 fundraising teams in each division and Top 10 fundraising teams overall.

**Go to komenkansascity.org**
What’s in it for you and your team?

Team Captains -

All Team Captains will receive a $10 Race-Day Pass to Worlds of Fun … stay and play all day!

Register 25 Team Members and/or Team collectively fundraises $1000+ (by September 13th, 2015):
  • Receive FREE Race registration and in 2016
  • Enter into drawing for (2) pairs of VIP Imagine tickets
  • Enter into a drawing for (10) 4-packs of Worlds of Fun Any-Day tickets (2015 season only; no SAT’s in OCT)

Register 60 Team Members and/or Team collectively fundraises $2500+ (by September 13th, 2015):
  • Automatically receive a 2-pack of Worlds of Fun Any-Day tickets (2015 season only; no SAT’s in OCT)

Tremendous Local Impact in our 17-county service area
Questions? Need More Information?  
Email us at teams@komenkansascity.org  
Call us at 816.842.4444

2014 Race for the Cure Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patti Kangethe</td>
<td>Race Chairman</td>
<td>816.842.4444</td>
<td><a href="mailto:racechair@komenkansascity.org">racechair@komenkansascity.org</a></td>
</tr>
<tr>
<td>Teri Seck</td>
<td>Teams Chairman</td>
<td>816.842.4444</td>
<td><a href="mailto:teams@komenkansascity.org">teams@komenkansascity.org</a></td>
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</tbody>
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Contact Us ... Susan G. Komen Greater Kansas City Affiliate

David Armstrong
Special Events Director
darmstrong@komenkansascity.org
816.842.0410

Same MISSION . Same RACE . New PLACE

Addendums (Attached):
1) PCT (Paid Corporate Teams) Application Form
2) Race for the Cure Race Route Map

www.komenkansascity.org
Please take a moment to review the required information below for PCT codes:

- **DISCOUNT OFFERED TO USER** (Circle/fill in all that apply):
  - _____Full price (Starting at $20/$25 & up)
  - _____Partial price ($___ off the registration fee or ___% off the registration)

- **START DATE:** TODAY or other: ____________________________

- **EXPIRATION DATE:** September 13, 2015 or other: ____________________________

- **LIMIT OF PARTICIPANTS:**
  - (i.e. Company X will pay for up to 25 participants to register, etc.)

- **LIMIT OF DOLLAR AMOUNT:**
  - (i.e. Company X will commit $5,000 for race participants to register, etc.)

- **EVENT(s):** Komen Kansas City Race for the Cure, Sunday, September 13, 2015

- **CATEGORIES CODE NEEDS TO BE AUTHORIZED FOR** (Select all that apply):
  - o VIP Package ($75) Untimed
  - o VIP Package ($75) Timed
  - o 5K/1 Mile Walker/Runner ($20+) Untimed
  - o 5K/1 Mile Walker/Runner ($20+) Timed
  - o 5K/1 Mile Walker/Runner ($30+) Untimed + Worlds of Fun Race Day Pass
  - o 5K/1 Mile Walker/Runner ($35+) Timed + Worlds of Fun Race Day Pass
  - o Kids for the Cure ($10+)
  - o Kids for the Cure + Worlds of Fun Race Day Pass ($10+)
  - o Sleep in for the Cure / Pink in the Pew or ($20+)

- **COMPANY NAME:** ____________________________

- **TEAM CAPTAIN:** ____________________________

- **TEAM CAPTAIN EMAIL:** ____________________________

- **TEAM CAPTAIN’S PHONE NUMBER:** ____________________________

- **BILLING ADDRESS & BILLING CONTACT:** ____________________________

Once we have received your information we will create your Paid Corporate Team (PCT) code and you can begin to recruit and register team members. Please note: All race registration fees will be invoiced approximately 30 days post-race.

Please let me know if you have any questions. Thank you again for your support,

David

David Armstrong | Special Events Director | 816.842.0410 | darmstrong@komenkansascity.org

Susan G. Komen Greater Kansas City | 2015 Race for the Cure
1111 Main Street #450 | KCMO 64105 | 816.842.0410 | 816.842.1554 (Fax)

ALL PAID CORPORATE TEAM PAYMENTS ARE DUE NO LATER THAN 10.31.2015.
2015 Susan G. Komen Greater Kansas City Race for the Cure | Worlds of Fun | 09.13.2015 | KomenKansasCity.org

600A - Registration & Expo Open | 730A - 5K Start | 800A - Family Fun Walk Start | 900A - Program & Awards

Join us for the Survivor Parade at 900A | Stay & play in the park all day after Race for only $10