I will walk a mile
I will run 5 kilometers
I will Race for the Cure
What will YOU do?

Register today at komenkansascity.org
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 23 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 walkers 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 two-plus 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,
Kristin Cargin | Race Chairman
David Armstrong | Special Events Director
Susan G. Komen ® Greater Kansas City
How does a 5K race move the needle 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 15,000 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</td>
<td>Includes Race t-shirt and Bib (while supplies last)</td>
<td>$20 (thru 03.31.16)</td>
</tr>
<tr>
<td>Untimed</td>
<td></td>
<td>$30 (04.01 thru 07.31)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$35 (08.01 thru Race)</td>
</tr>
<tr>
<td>5K Run/Walk or 1-Mile Family Fun Run</td>
<td>Includes Race t-shirt, Bib, and timing chip (while supplies last)</td>
<td>$25 (thru 03.31.16)</td>
</tr>
<tr>
<td>Timed</td>
<td></td>
<td>$30 (04.01 thru 07.31)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$35 (08.01 thru Race)</td>
</tr>
<tr>
<td>Child/Youth Kids for the Cure®</td>
<td>Includes t-shirt and Race Bib (while supplies last)</td>
<td>$10 (thru 03.31.16)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$15 (04.01 thru 07.31)</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’ll mail your Race t-shirt/bib afterwards (for an added fee)</td>
<td>$20 (thru 03.31.16)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$30 (04.01 thru 07.31)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$35 (08.01 thru Race)</td>
</tr>
</tbody>
</table>

### Breast Cancer Survivors Register for Free!

Any breast cancer survivor can participate in the 2016 Race for the Cure thanks to our generous sponsors and their support of this program. Call 816.842.0410 for more information.

### Buy 1 Give 1: Register for Race & Help a Survivor!

This year, we're offering two special registration categories with an added donation included. These funds will help underwrite the cost of 1 (one) breast cancer survivor to attend the Race for free.

### Race Day Schedule

**August 14, 2016 • Union Station Kansas City**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration Begins/Partner Expo &amp; Survivor Pavilion Opens</td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>Opening Ceremony (Main Stage)</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Survivor Parade &amp; Group Photo (Main Stage)</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>5K Timed Run Begins (22nd &amp; Grand Street)</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>5K Untimed Run/Walk Begins (22nd &amp; Grand Street)</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>1 Mile Family Fun Run/Walk Begins (24th &amp; Grand Street)</td>
</tr>
</tbody>
</table>

Register now at [komenKCrace.org](http://komenKCrace.org)
Team Captain Job Description

- Register today at komenKCrace.org

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

- Instruct your team members to register online at komenKCrace.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 can set the tone. Besides your own family and friends, you should also contact 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 on 08.14.2016! 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 Fundraising deadlines (09.30.2016). This allows Komen some time to verify all incoming donation totals and distribute incentive prizes to participants who raised a minimum of $218.
<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>REGISTER Your Team</td>
<td>TODAY!</td>
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</tr>
<tr>
<td>• Log into your Participant Center at KomenKanasCity.org and</td>
<td></td>
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<tr>
<td>customize your Team Page.</td>
<td></td>
<td></td>
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<tr>
<td>RECRUIT – 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 join</td>
<td></td>
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<tr>
<td>your team.</td>
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<tr>
<td>RALLY &amp; PROMOTE</td>
<td>Ongoing</td>
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<tr>
<td>• Send emails from your Participant Center to potential donors.</td>
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</tr>
<tr>
<td>FUNDRAISE – Set a Goal</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>• Get your first donation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Raise your first $69 to earn your first fundraising reward</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHECK 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>
<td></td>
<td></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>
<td></td>
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<tr>
<td>(Facebook /KomenKansasCity &amp; Twitter @KomenKansasCity)</td>
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</tr>
<tr>
<td>ATTEND a Team Captain Kick – Off Party</td>
<td>June 29, 2016</td>
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<tr>
<td>REMIND Team about your Race Day meeting time/location</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td>RESERVE a Space in Teams For the Cure Park for Race Day</td>
<td>08.01.16</td>
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<tr>
<td>• Optional, available until space runs out.</td>
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<tr>
<td>DEADLINE for Teams Online Registrations (9P) … to be included in</td>
<td>08.05.16</td>
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<tr>
<td>large and small team sorts</td>
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</tr>
<tr>
<td>PICK UP Team materials and packets at Race Registration</td>
<td>08.09.16</td>
<td></td>
</tr>
<tr>
<td>• Dick’s Sporting Goods Leawood Town Center</td>
<td></td>
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<tr>
<td>(Note: Teams with 75+ members will have their t-shirts delivered)</td>
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</tr>
<tr>
<td>ENTER the Teams T-shirt Contest</td>
<td>08.09.16</td>
<td></td>
</tr>
<tr>
<td>Deadline to bring T-shirt into Komen Office/Packet Pick Up for entry</td>
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<tr>
<td>TAKE a professional Team photo (Schedule it in advance with an</td>
<td>08.14.16</td>
<td></td>
</tr>
<tr>
<td>email to <a href="mailto:teams@komenkansascity.org">teams@komenkansascity.org</a>)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Komen Kansas City Race for the Cure Race Day!</td>
<td>08.14.16</td>
<td></td>
</tr>
<tr>
<td>Fundraising deadline (for Team and Individual incentives)!</td>
<td>09.30.16</td>
<td></td>
</tr>
</tbody>
</table>
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.

Register the Team … As a new Team, the Team Captain must register first as the Team Captain before individuals can register and join 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 so successful. We encourage each and every Team to fundraise; because even small donations make significant contributions.

Register today at komenKCrace.org
2 RECRUIT Team Members
Spread the word. Create Awareness. Send e-mails, hang posters (available on komenKCrace.org), or decorate your office pink to encourage others to be a part of your Race Team!

Talk to your friends, family, neighbors, co-workers and colleagues about joining your Team for Komen Kansas City’s 23rd 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 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 cures, 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 should 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.

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 raising 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.komenKCrace.org.

Every single dollar raised makes a difference!
Never miss an opportunity ... There are countless ways to fundraise, so consider the ideas below to see what works for you and your Team. If even a first time captain, 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 by donating and/or joining your team.

2. Social Networking – rely on your social networks support. Post a message with a link to your 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 donate 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 Komen Race for the Cure experiences 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 10 fundraising teams in each division and Top 10 fundraising teams overall.  
*Go to komenKCrace.org*
Our local, regional and national impact!

Susan G. Komen® Greater Kansas City
2016 Facts & Figures

What do we fund?
Greater Kansas City benefits from donations made to the affiliate throughout the year as well as proceeds from Issues & Answers Conference, Race for the Cure & Rock the Ribbon. This year, Komen KC invested nearly $1 million in mission support, local services & research:

- **Mission Support**
  Oversight of grants program, community organizing, public policy work, outreach & breast health service referrals.

- **Education**
  Grantees sharing breast health knowledge in our service area, with an emphasis on early detection and healthy lifestyle choices.

- **Research**
  Our annual commitment to support cutting-edge breast cancer research projects around the planet. More than $7 million has come back to the Greater Kansas City service area.

- **Screening**
  Providing women with low or no-cost clinical breast exams or mammograms through our grantee network.

Nearly $1 million invested in our mission in 2016!

$20+ Million in support of our mission since 1995

- >>> $11.3 Million in local grants to community organizations
- >>> $3.8 Million in support of global research grants
- >>> $4.9 Million in educational events, outreach programs, referrals to services & public policy

Did You Know?
Susan G. Komen is one of the only organizations attacking breast cancer on all fronts including an unparalleled commitment to scientific research. There are more than 300 active Komen-funded grants totaling nearly $250 million worldwide. Susan G. Komen is the largest (non-government) funder of breast cancer research in the world having granted more than $889 million.

The statistics are 1:8 women will be diagnosed with breast cancer in their lifetime ...

Our mission is to continue the fight to save lives and end breast cancer forever ... until that is accomplished we are not done battling!

For more information on getting involved with Susan G. Komen Greater Kansas City please visit KomenKansasCity.org or call 816.842.0410 #UnitedWeFight

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* Diagnosis, Treatment, Education & Screening figures based on grantee projections for 2016.

Rolling in to Kansas City summer 2016

3D Mobile Mammography
In 2016, Diagnostic Imaging Centers, P.A. and Komen Kansas City have partnered to bring mobile mammography back to the Greater Kansas City metro. This is the first time a mobile mammography unit will be based in Kansas City since 2012 and the first time 3D mammography will be used in the mobile format throughout the community. DIC and Komen KC will work together to spread breast health messaging, education & screening opportunities throughout service area for those with or without the resources to cover such life-saving services.
Captains: You have many opportunities to recruit, fundraise & win!

1. Register at least **10 (ten) Team Members** and/or collectively raise more than **$1,000** (by May 15, 2016) and you’ll win:
   - **Two (2) Hy-Vee View Level Seats** for the Komen KC Night at The K on September 15, 2016

2. Register **25 Team Members** and/or Team collectively fundraises more than **$1,500** (by 08.14.2016):
   - Receive **FREE** Race registration in 2017
   - Enter into a drawing for **two (2) pairs of VIP tickets to Rock the Ribbon** in late fall/winter (The Midland & Date TBD)

3. The first 30 teams to register **60 Team Members** and/or Team collectively fundraises more than **$3000** (by 08.14.2016)
   - Automatically receives **two (2) tickets** to an upcoming Kansas City Royals game* (Section 210, Row BB) *Subject to game availability

Your recruitment and fundraising help Komen Kansas City create tremendous local Impact in our 17-county service area.

Register today at **komenKCrace.org**
Thank You: KANSAS CITY

LOCAL PRESENTING SPONSOR

DIAGNOSTIC IMAGING CENTERS, P.A.

OFFICIAL MEDIA PARTNERS

PLATINUM RACE PARTNERS

Cancer Treatment Centers of America
Survivor Pavilion Sponsor

GOLD RACE PARTNERS

DICK’S SPORTING GOODS
Promise Dollar Sponsor
Timed Runner Award Sponsor

SILVER RACE PARTNERS

ULTRAMAX SPORTS

BELFONTE Ice Cream & Dairying Foods Company
Finish Line Sponsor

THE UNIVERSITY OF KANSAS CANCER CENTER

BRONZE RACE PARTNERS

American Waste Systems | BKD, LLP | Blue Cross Blue Shield of Kansas City | Burns & McDonnell
Edelman & Thompson | Hallmark Cards, Inc. | Hinckley Springs | Oak Park Mall | Parisi Artisan Coffee
Pinstripes | Smithfield Foods | The Westin Kansas City at Crown Center

It's not THEIR fight; it's OUR fight! Use #UnitedWeFight on social media today!

See your impact on Kansas City at komenkansascity.org

Kansas City's Biggest Race Against Breast Cancer

Komen for the Cure®
Greater Kansas City

100% of the money raised stays in our area to fight breast cancer

One Park. One Price.
Worlds of Fun
Oceans of Fun

KANSAS CITY STAR MEDIA COMPANY
Questions? Need More Information?
Email us at teams@komenkansascity.org
Call us at 816.842.4444

2016 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>Kristin Cargin</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>Sandy Yeatman</td>
<td>Teams Chairman</td>
<td>816.842.4444</td>
<td><a href="mailto:teams@komenkansascity.org">teams@komenkansascity.org</a></td>
</tr>
</tbody>
</table>

Contact Us ... Susan G. Komen Greater Kansas City Affiliate

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

17 COUNTIES . 2 STATES . 1 MISSION
#UnitedWeFight | komeKCrace.org

Addendums (Attached):
1) PCT (Paid Corporate Teams) Application Form

www.komenKCrace.org