



2011 Susan G. Komen Iowa Race for the Cure – Des Moines

Team Captain Handbook

SATURDAY, OCTOBER 22, 2011
KOMEN IOWA RACE FOR THE CURE® - DES MOINES
STATE CAPITOL GROUNDS

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Welcome Team Captains!

Thank you for taking the initiative to become a Team Captain for the 2011 Susan G. Komen Iowa Race for the Cure® -Des Moines. By leading a team, including everyone you know in the fight against breast cancer and inspiring them to help support the life-saving Komen mission, you are playing a critical role in ending this disease forever.

In 2011, our goal is to raise \$1 million through the Komen Iowa Race for the Cure. Of those dollars, up to 75% will stay in Iowa to fund much-needed education, screening and treatment programs. The remaining 25% will be used to fund life-saving research on a national level through the Komen national Grants Program.

With your help as a Team Captain, we know we can meet our goal and move one step closer to a world without breast cancer. As a Team Captain, you will be coordinating team activities, managing your team roster, serving as a liaison between the Affiliate and your team, and perhaps most importantly, you will be helping generate necessary funds so that fewer men and women will suffer from this disease.

Forming a team takes us to the starting line. Fundraising gets us to the ultimate finish line, which is a world without breast cancer. This year, we have made changes to the Race Team process to make it even easier to register team members, take pledges and make a significant impact on fundraising. With team prizes and individual fundraising goals and incentives already in place, it's never been easier for you as a Captain to inspire your team to achieve incredible new levels!

Plus, new this year, every registration received before midnight on October 9, 2011 will include individual packet mailing directly to the individual. This means no team packet pick-up and no extra work for you to manage your team's registrations.

We hope to make your job as Team Captain as easy as possible and supply you with everything you need to organize your team, from forms and facts to guidelines, instructions and inspiration! Even if you have done this before, please read through the information carefully. If you have any questions or need more details, please email Teams@KomenIowa.org or call 515-309-0095.

Again, thank you for your time and generous support. We look forward to having you race with us on October 22, 2011. Together, we will all walk away winners!

Sincerely,

Dawn Hull
2011 Teams Committee Chair
Komen Iowa Affiliate

Liz Lee
2011 Fundraising Committee Chair
Komen Iowa Affiliate



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GETTING STARTED - WHO TO CONTACT

1. If you have already registered a team

Whenever you have a question about organizing your team, raising funds, your team Komen Iowa Race for the Cure participation, etc., start by visiting the Komen Iowa Race for the Cure website. The user-friendly and frequently-updated content should carry the keys to most of the information you'll need to have a successful team and incredible Race experience.

Need more information or can't find what you're looking for online? Never hesitate to contact us at Teams@KomenIowa.org or by phone at (515) 309-0095. Our success depends on you and we are here to help!

2. Need help registering a team?

Step-by-step team registration instructions can be found on page 7 of this guide or online at www.KomenIowa.org by clicking on the "Race for the Cure" tab at the top, and then the "Teams" tab on the left.

Need more support? Contact Teams@KomenIowa.org

3. Contact information

General Race inquiries	Race@KomenIowa.org
General Team information	Teams@KomenIowa.org
Komen Iowa Affiliate, phone	(515) 309-0095
Komen Iowa Affiliate, website	www.KomenIowa.org
Komen Iowa Affiliate, mailing address	P.O. Box 65664, West Des Moines, IA 50265
Volunteers	volunteers@KomenIowa.org

TEAM BASICS

WHAT IS A KOMEN DES MOINES RACE FOR THE CURE TEAM?

It is a group of 10 or more participants who join together for the Race season to have fun and raise funds to empower the breast cancer movement. Team members can come from your work, family, friends, or social networks – anyone who is interested in putting an end to breast cancer forever!

TIPS FOR BUILDING YOUR TEAM

- Customize your Personal Page to share your stories, recruit team members and fundraise.
- Utilize your e-mail signature line to provide readers with a link to your Personal Page.
- Include a link to your Personal Page on all your social networking sites.
- Host a breast health awareness meeting, include Race video/Komen speaker.
- Host a registration table at your business, hospital, school, etc.
- Post flyers everywhere you go.
- Ask friends, family, colleagues and neighbors personally.
- Make your own pink ribbons and distribute to those who register.
- Publicize your team and the Race in newsletters.
- Insert flyers in payroll checks.
- Recruit team ambassadors to help spread the word.
- Challenge friends and colleagues to a “most-raised” competition.
- Ask each team member to sign up at least one other person.

WHERE TO FIND YOUR TEAM

Team members are EVERYWHERE, and you’ll most likely find team recruitment is easy—our community is filled with caring people looking for a way to help empower an end to breast cancer!

Here are just a few examples to get you started:

- Place of worship
- Coworkers, Clients or Vendors
- Friends and Neighbors
- Family
- Former classmates or fraternity/ sorority friends
- Bridge group
- Senior centers
- Your gym
- Sports team
- Book club
- Your hair/nail salon
- Staff at your favorite restaurant, coffee shop or pizza stop
- Your family doctor or dentist
- Bowling league, Golfing buddies, or Fishing buddies
- Summer vacation or Winter getaway friends
- Facebook friends

FUNDRAISING TIP #1:

Aim high for a team membership. It’s ELEMENTARY, Dear Captain! The more members on your team to help raise funds, the greater your fundraising total will be. Recruit team members from every aspect of your life—from work to your favorite manicurist, to your bowling buddy,

TEAM CAPTAIN RESPONSIBILITIES

- Go to www.KomenIowa.org, click the “Race for the Cure” tab at the top of the page, then click “Form a Team” to sign yourself up for the Race as the Team Captain
 - For complete registration instructions, see page 7
- **Recruit a team**
 - Invite at least 10 or more fellow employees, family members and/or friends to join you. The more the merrier!
 - Consider selecting a Co-Captain (or two!) to help you recruit and manage your team.
 - Set a goal for the number of people you will recruit.
 - Use the recruitment letter included in Appendix A to help you invite people to participate.
 - Use email, Facebook, Twitter, posters, flyers and anything you can think of to spread the word about your team and invite people to join you.
- **Invite team members to register online as part of the team.**
 - Give them all the info they need by copying and sharing page 8 of this brochure.
- **Display event brochures and posters in high traffic area to recruit team members.**
 - Put information out around your office, campus, cafeterias, break rooms, gyms, and other high traffic areas. Include your contact information so people can reach you to get involved.
 - Want more posters or brochures? Contact Teams@KomenIowa.org.
- **Host a kick-off event to get everyone inspired to join, recruit and fundraise!**
 - This is a GREAT opportunity to share fundraising tips and techniques that will excite your team about raising money to fight breast cancer.
 - Find FUN fundraising tips and tools on pages 10-11 of this guide that you can share with your team.
- **Send regular reminders to team members.**
 - Remind them to register and offer to help their fundraising efforts.
- **Stop by Team Packet Pick-Up to collect your team’s Race packets**
 - Get more info on the “Important Dates” section of this packet.
- **Attend Race for the Cure on October 22, 2011 and HAVE FUN!**
- **Celebrate your team’s success!**
 - Say thank you, share success stories and start gearing-up for the 2012 Komen Iowa Race for the Cure!

FOR TEAM CAPTAINS

CREATING YOUR TEAM

1. Go to www.KomenIowa.org and click on 'Komen Race for the Cure®' (top header menu), and then 'Register.'
2. Click the gray button titled 'Start a Team.'
3. Enter your team name, company (if applicable), fundraising goal and recruitment goal. Then click 'Next Step.'

Below are some team name tips:

- We recommend NOT starting your team name with the words 'Team,' 'A,' or 'The.'
- DO NOT use a comma or quotation marks in the title.
- Team names are case sensitive, so please DO NOT use all upper or lower case letters.

Please note that selecting a password for your team is OPTIONAL and only necessary if you wish to restrict team registrants to those who have the password.

4. You will need to register yourself in order to create your team. Select your participation type, make an additional donation if you choose, and decide your individual fundraising goal. Then click 'Next Step.'
5. Now you will be asked to log in. If you are a returning user (have registered for a past Komen Race online, and received an e-mail with a username and password), use your username and password. Then click 'Log In.' If you forgot your username and password, enter your e-mail address associated with your Komen Iowa account, into the box and click 'Send Username.' An e-mail will be sent with your username and password.
6. Enter your contact information, Participant Center access information and answer the additional information questions. (If you are a returning user you will need to verify all your information is current, and answer the additional information questions.) When finished, click 'Next Step.'
7. Next is the waiver. Please read the waiver carefully and check the 'I agree with the terms and conditions above' box. Then click 'Next Step.'
8. Please review your registration summary, and make any correction by clicking edit. If you have additional team members you would like to register with the same credit card, you may do so now by filling in their first and last names and clicking 'Register Another Person.' If not, please click 'Next Step.'
- **Please note that team captains signing up their entire team (or several team members) with one e-mail address will encounter problems if they are not all entered in the same transaction!**
9. You will be asked for billing and payment information. When finished, click 'Next Step.'
10. Please review your payment information and click 'Process.' To make corrections, click 'Previous Step.'
11. Congratulations! You have created a team and registered yourself as team captain. Team captains can modify both their personal fundraising page and their team page from their Race Participant Center.

ACCESSING YOUR TEAM CENTER

1. Go to www.KomenIowa.org
2. Click on Komen Race for the Cure® (top header menu), and then Participant Center. You will be taken to the log in page. Enter your username and password and click log in.
3. You will be taken to your participant home page. Here you can get an overview of your progress, get fundraising tips and activities, import contacts from your personal address book, get a team member report, view your team roster, and connect with Facebook for fundraising purposes. Team Captains can access and customize both their personal fundraising pages and their team page from this Participant Center. E-mail addresses imported or entered in your Participant Center are not available to the Komen Iowa Affiliate and will not be added to any mailing lists.
- Click on the e-mail tab to send e-mails. There are several suggested messages, but feel free to personalize the message and be sure to sign your name at the end.
- Click on the Progress tab to get a detailed view of your personal and team fundraising. Click on the Personal Page tab to personalize your fundraising page.
- Click on the Team Page tab to personalize your team fundraising page.
- If you would like to see your team page and your personal page, click on the links at the top of the page.

FOR TEAM MEMBERS

HOW TO REGISTER FOR A TEAM

1. Go to www.KomenIowa.org
2. Click on Komen Race for the Cure® (top header menu), and then Register.
3. Click the gray button titled, 'Join an Existing Team.'
4. Enter the name of the team you would like to join. Then click 'Search for a Team.'
5. Select the team you wish to join from the search results.
 - If you are having trouble finding your team, please enter a shortened version of the team name and search again. Team search criteria are case sensitive.
6. Now you need to register yourself. Select your participation type, make an additional donation if you choose, and decide your individual fundraising goal. Then click 'Next Step.'
 - **Remember, if you register before October 9, 2011, your t-shirt will be mailed to you individually at the address you use for your registration. You will receive your t-shirt at least one week prior to the Race.**
7. Now you will be asked to log in. If you are a returning user (have registered for a past Komen Race online, and received an e-mail with a username and password), use your username and password. Then click 'Log In.' If you've forgotten your username and password, enter your e-mail address associated with your Komen Iowa account, into the box and click 'Send Username.' An e-mail will be sent with your username and password.
8. Enter your contact information, Participant Center access information and answer the additional information questions. (If you are a returning user you will need to verify all your information is current, and answer the additional information questions.) When finished, click 'Next Step.'
9. Next is the waiver. Please read the waiver carefully and check the 'I agree with the terms and conditions above' box. Then click 'Next Step.'
10. Please review your registration summary, and make any correction by clicking edit. If you have additional team members you would like to register with the same credit card, you may do so now by filling in their first and last names and clicking 'Register Another Person.' If not, please click 'Next Step.'
 - **Please note that if you are signing up multiple people with one e-mail address, you will encounter problems if they are not all entered in the same transaction!**
11. You will be asked for billing and payment information. When finished, click 'Next Step.'
12. Please review your payment information and click 'Process.' To make corrections, click 'Previous Step.'
13. Congratulations! You have joined a team and registered yourself as a race participant. Team members can modify their personal fundraising page from their Participant Center.

ONLINE FUNDRAISING AND THE PARTICIPANT CENTER

1. Go to www.KomenIowa.org
2. Click on Komen Race for the Cure® (top header menu), and then Participant Center. You will be taken to the log in page. Enter your username and password and click log in.
3. You will be taken to your participant home page. Here you can get an overview of your progress, get fundraising tips and activities, import contacts from your personal address book and connect with Facebook for fundraising purposes. E-mail addresses imported or entered in your Participant Center are not available to the Komen Iowa Affiliate and will not be added to any mailing lists.
 - a. Click on the e-mail tab to send e-mails. There are several suggested messages, but feel free to personalize these e-mails and be sure to sign your name at the bottom.
 - b. Click on the Progress tab to get a detailed view of your personal fundraising.
 - c. If you would like to see your team page and your personal page (to see what the public sees), click on the links at the top of the page. All team members are listed on the team page, along with their fundraising totals.

WHAT'S NEXT? START FUNDRAISING!

THE POWER OF FUNDRAISING

Every dollar you raise for the Komen Iowa Race for the Cure will empower the Iowa Affiliate to fund more programs to provide screening, education and treatment services for women and men in need. In 2010, the Iowa Affiliate funded more than \$700,000 in grants in our local 81-Iowa county service area, but we received more than \$1.2 million in eligible funding requests. We cannot meet the need without your help. **Your registration gets us to the starting line. Your fundraising will help us find a cure.**

FUNDRAISING TIPS AND IDEAS

You don't need to be a fundraising expert, you just need the desire to stand up to breast cancer and make a difference. **If each of last year's 23,000 participants raised just \$100, the Iowa Affiliate would be able to invest more than \$2 million in the fight against breast cancer.**

Some easy ways to do your part:

- **Register Today**
The sooner you get started, the easier it is to raise funds.
- **Set Your Personal Goal**
We encourage you and your team members to participate in the **Power of Ten Program**. Ask 10 of your friends for a \$10 donation. This is a quick way to increase your fundraising total without much effort. And don't stop there---once you've hit your fundraising goal, aim even higher! Remember, every extra dollar that you raise helps local women get access to breast health education, screening and treatment.
- **Compose Your Fundraising Letter/Email**
Start with one of the sample fundraising emails on our website, then personalize it with your story or mission. Remember to thank them and remind them of the Komen Mission, and where the money goes.
- **Log In to Your Participant Center and Send E-mails**
Log in at <http://www.komeniowa.org/komen-race-for-the-cure/> to access your Participant Center and create a personal fundraising web page. Emails sent from your Participant Center will include a link to that page, enabling people to easily donate directly to you.

FUNDRAISING TIP #2

K.I.S.S. KEEP IT SIMPLE SOMETIMES!

While elaborate fundraising events are great, keep in mind that every dollar counts. In between your team's larger fundraisers, present simple opportunities for others to contribute – sell pink ribbons to parents at athletic events, put a donation collection box with complimentary cookie jar in your office lunch room, etc.

FUNDRAISING 101

HOW TO SOLICIT DONATIONS

Used separately, these methods can transform your team members into successful fundraisers. Used together they can make everyone fundraising *superstars!*

ONLINE:

Encourage your team members to use the power of the internet to save time and effort. The steps are simple:

- Register online and set up a personal page.
- Direct supporters to the website and click on “**Support a Race Participant**” to make a donation to the team member.
- Add a link to your fundraising page to your e-mail signature line and social networking site.

IN PERSON:

Encourage your team members to also solicit donations in person and share stories to motivate giving. For those not able or willing to donate online, have your team members collect checks made payable to the Iowa Affiliate of Susan G. Komen for the Cure. Donations must be accompanied by a Pledge Form (see page 19 of this toolkit) and can be submitted:

- By mail to the Komen Iowa Affiliate, PO Box 65664, West Des Moines, Iowa, 50265
- In person at Packet Pick-Up or on Race day.

Cash and checks are considered offline donations. They will show on a participants pledge page once they have been received in the office and entered by a Komen employee or volunteer.

TIP: Save time in seeing your offline donations credited to your page by entering them yourself so all we have to do is confirm them and post them!

TIPS FOR A SUCCESSFUL FUNDRAISING CAMPAIGN

- Be the first donor on your list by personally donating \$25 or more when you register.
- Ask everyone you know (your partner, friends, relatives, neighbor, doctors, vendor, co-workers or employer) to sponsor you. **Most people will donate simply because they are asked.**
- Use the power of the internet and e-mail to contact friends and family for their support.
- Have a bake sale at your cafeteria, place of worship or school.
- Post the donation form on your office door so supporters can sign up anytime.
- Encourage all team members to raise donation dollars.
- Have your team members compete for the most amount of funds raised. Have a prize donated for the winner.
- Remind team members to check out all the great options on the website for sending e-mails to their supporters and watching the fundraising total grow on both their personal web page and the team web page.

FUNDRAISING 101 (CONTINUED)

Encourage your team members to raise money through the fundraising program. Show them the way by being a top fundraiser yourself and helping them set up their personal pages. On the website, we provide tools and tips to ensure fundraising success, including giving every team member:

- A personal fundraising page.
- E-mail capability to correspond with supporters.
- boundlessFundraising tools to allow team members to fundraise using the power of Facebook and other social media outlets.

ENSURE PROPER INDIVIDUAL AND TEAM CREDIT FOR FUNDRAISING

Educate each team member to make sure all their fundraising efforts and collections count toward your team total.

- Each participant must provide the correct team when he/she registers. All funds raised on his/her account will automatically be added to the team total as well.
- All funds must be submitted with the proper documentation.
- Online donations can be made by clicking on the link **support a participant** on the Race website.

Donations submitted in person or by mail must be accompanied by the pledge form on page 19 of this packet.

DOUBLE YOUR DONATIONS WITH MATCHING GIFT PROGRAMS

Ask your employer and supporters about a **matching gift** program. Forms are usually available through the Human Resources Department. Make sure that you or your supporters:

- Obtain a form, complete it and attach it to the donation check.
- Submit a separate donation form for each Matching Gift form.
- Online supporters can submit a Matching Gift form through you or directly to the Komen Iowa Affiliate

PINK HONOR ROLL TOP FUNDRAISER RECOGNITION

The top 100 fundraisers each year become members of the Pink Honor Roll. Each member of this exclusive club receives a commemorative t-shirt listing all of our fundraising superstars! Honorees are also invited to a special Pink Honor Roll tent on Race Day where they can share success stories and enjoy a complimentary breakfast. Plus, they receive free admission to the 2012 Race!

Click here for a [complete list of the 2011 Pink Honor Roll](#) and start fundraising TODAY so you can be part of this exclusive group in 2012!

FABULOUS FUNDRAISING INCENTIVES AND REWARDS!!!

As if fundraising for a great cause isn't enough incentive, your efforts can earn you limited-edition items you can't get anywhere else! From electronics to work-out equipment, home goods to exclusive Komen merchandise, your efforts will be thoroughly rewarded! Click here for a [complete list of all the great prizes and rewards](#) you can earn - just for raising money to help end breast cancer forever!

In addition to our incentive program, each of the top two individual fundraisers will win roundtrip air transportation on American Airlines or American Eagle to any destination in the contiguous US, courtesy of American Airlines, the exclusive airline partner for the Komen Race for the Cure series. (Limit 1 ticket per household.)

TEAM CONTESTS, PRIZES & INCENTIVES

TEAM CHALLENGE AWARDS

An award will be given to the largest team in each of the following team categories:

- Largest Survivor Team
- Largest Company Team (500+ Employees)
- Largest Company Team (Less than 500 Employees)
- Largest School Team
- Largest Friends and Family Team

TEAM FUNDRAISING AWARDS

An award will be given to the largest FUNDRAISING teams in each of the following categories:

- 10-25 team members
- 26-50 team members
- 51-100 team members
- 101-300 team members
- 300+ team members

Team fundraising awards will be based on pledges received by Wednesday, October 19, 2011.

INDIVIDUAL FUNDRAISING REWARDS

As if fundraising for a great cause isn't enough incentive, visit KomenIowa.org and click "Race for the Cure" to learn how your efforts will be rewarded with limited-edition items you can't get anywhere else! From electronics to work-out equipment, home goods to exclusive Komen merchandise, your efforts will be thoroughly rewarded!

In addition to our incentive program, each of the top two individual fundraisers will win roundtrip air transportation on American Airlines or American Eagle to any destination in the contiguous US, courtesy of American Airlines, the exclusive airline partner for the Komen Race for the Cure series. (Limit 1 ticket per household.)

Individual fundraising awards will be based on individual pledges received by November 18, 2011.

IMPORTANT DATES TO REMEMBER

RACE DATES/DEADLINES

Don't miss out by missing deadlines! Send out friendly reminders as Team Registration Deadlines approach.

Tuesday, October 04	Last day to postmark paper entry forms to include packet mailing
Sunday, October 09	Last day to register online and have packet mailed to you
Monday, October 10	Race registration price stays the same but packets can no longer be mailed - must be picked-up at packet pick up days or on Race day
Thursday, October 13	Last day to postmark paper entry forms to be registered before Race. All other non-online registrations must be done onsite at packet pick-up or on Race day at late registration fees.
Tuesday, October 18	Last day to register online - all other registrations have to be onsite at packet pick-up or Race Day at late registration prices
Tuesday, October 18	Last day for team registrations to count towards Largest Team Awards
Wednesday, October 19	Race registration prices increase \$5 (Timed Runner - \$39, Untimed 5K/1M - \$35, Kids - \$15)
Wednesday, October 19	Last day for individual donations to be received and/or confirmed in order to count towards Team Fundraising Awards
Thursday, October 20	Packet pick up at Southridge Mall, 10 AM - 7 PM
Friday, October 21	Packet pick up at Southridge Mall, 10 AM - 7 PM
Saturday, October 22	RACE DAY - STATE OF IOWA CAPITOL GROUNDS

FUNDRAISING TIP #3

BE DIRECT AND SPECIFIC.

When asking for donations, request a specific amount you'd like – and don't be afraid to aim high! Also connect a result with the dollar amount you request. For example, "I'm asking every house in our neighborhood to contribute the equivalent of one mammogram for a woman without insurance."

FREQUENTLY ASKED QUESTIONS

Do I need to pick-up and distribute all my team member's race packets, shirts, etc?

NO! New this year, all registrations received before October 9 will include mailing to the address provided by the individual registrant. No more team packet pick-up, and no more responsibility for you as the Captain to ensure everyone's materials are correct and distributed. For registrations received after October 9, each individual will have to pick up their own packets at Southridge Mall on October 20 or 21, or on Race day at the late registration tent.

If a team member misses the online registration deadline, can they still register as part of the team?

Yes! Anyone can register for your team at any time. However, only registrations and individual donations received by October 19, 2011 will be included in consideration for team awards.

How can I view my Team Roster?

Go to www.komeniowa.org and Login to your Participant Center.

What is the schedule for Race Day?

- 7:00 am – Survivor Café Tent and sponsor village opens
- 8:15 am – Survivor Photo
- 8:30 am – Aerobic Warm-up
- 9:00 am – 5K Run/Walk
- 9:30 am – 1Mile Walk
- 10:30 am – Kids for the Cure Race
- 10:30 am – Top 25 Medal winners announced from stage
- 10:45 am – Kids for the Cure race winners announced from stage
- 11:30 am – Site closes to the public

More details including a map and locations for each activity will be sent as Race day approaches so please be certain to include your email address when you register so we can send you the latest information.

Where and what time should I meet my team?

Pick a location familiar to everyone and designate that as a meeting place in advance. As the Team Captain, you will need to communicate this location and a meeting time to your team. Maps of the Race course and site will be posted online at www.komeniowa.org prior to the Race.



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FREQUENTLY ASKED QUESTIONS (CONTINUED)

Do we have a Kids Race?

Yes, the Junior League of Des Moines Kids for the Cure event includes a Youth Komen Race for the Cure short sleeve t-shirt for every child who registers. The Kids' Race will start at 10:30 am and is for children ages 2-10. The cost is \$10.00 per child.

What are the Registration Fees?

\$30.00 if registered by October 9 – registration fee includes individual packet mailing!
\$30.00 when registering October 10 - 18 - individuals will have to pick-up their packets before the Race
\$35.00 when registering October 18-22
\$4.00 for Timing Chip (required for timed runners)
\$10.00 for the Kids Race ages 2-10

What if my company wants to pay for all the members of our team to register and participate? Is there a way we can register but be invoiced all at once?

We love the idea of company support for team participation in our event and can set you up with a discount code that is unique to your group and can be shared with those who are eligible. For more information, please email pdavis@komeniowa.org.

Do all Team members have to participate in the same event on Race day?

No! You can have team members participate in the timed 5K, the untimed 5K, the 1 mile walk-and-talk and/or the kids fun run. Even people who prefer not to walk or run can still support your team and have all the fun without the run as a Sleep in for the Cure participant!



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APPENDIX A: SAMPLE TEAM RECRUITING LETTER

JOIN THE (NAME OF YOUR TEAM) TEAM!

I am forming a team for the Komen Iowa Race for the Cure® - Des Moines! More than 20,000 participants from all over Iowa are expected to join in this exciting event to raise money and awareness for breast cancer. Since one woman is diagnosed with breast cancer every three minutes, each of us will be affected in some way by this life-threatening disease.

The Komen Iowa Race for the Cure will be held Saturday, October 22, 2011 on the State of Iowa Capitol Grounds in Des Moines and I invite you to join me as part of my team, (NAME OF YOUR TEAM.)

Don't delay! Although you can join the team anytime, the deadline for joining and having your packet mailed directly to you as part of your registration is **October 9, 2011**. **The deadline for team fundraising to be considered for team awards is October 19, 2011.**

It's easy to register online at www.komeniowa.org or by completing and returning a registration form. If registering online, be sure to click on "Join Team," or if using the paper form, be sure to write the team name on the form. It takes just a few minutes!

Grab your family, friends, and colleagues and sign up with our team! Up to 75% of the money raised stays right here in the Iowa Affiliate area of Iowa for breast cancer screening and education. In 2010, more than \$700,000 in grants were funded in the 81-Iowa county service area of the Affiliate. The remaining 25% raised last year helped fund the Komen National Research Grants Program.

For more information, or if you have any questions, please contact **(name of team captain or co-captains)** at **(phone numbers)** or **(e-mail address)**.

DO YOUR PART! JOIN OUR TEAM TODAY!



Iowa Affiliate
PO Box 65664
West Des Moines, Iowa 50265
(515) 309-0095, National Helpline 1-877 GO KOMEN
www.komeniowa.org

APPENDIX B: SAMPLE FUNDRAISING SUPPORT LETTER

Dear Friends and Family,

As the world's leading breast cancer organization, Susan G. Komen for the Cure is committed to ending breast cancer forever. On Saturday Oct 22, 2011, I will join thousands of others to help by being a part of the annual Komen Iowa Race for the Cure. By making a donation on my behalf, you are supporting local breast cancer screening, treatment, education and outreach that will get us closer to a world without breast cancer.

It is likely you know someone who has been diagnosed with breast cancer – perhaps you or your spouse, a relative, coworker, neighbor or friend – someone in your life's circle who has heard the words, "You have breast cancer."

A diagnosis of breast cancer doesn't affect only the patient. When someone we love is diagnosed, we all are affected. Families work doubly hard to keep homes running smoothly while the patient travels the road of breast cancer treatment. Businesses struggle, not only to support their co-worker, but also to fill gaps in productivity.

You see, breast cancer doesn't care – so we have to!

My goal is to raise \$XXXXXX this year. Please help me reach that goal with your financial support. Online donations are simple and the site is secure. Please go to my Pledge Page and make a tax-deductible donation online at www.komeniowa.org

If you prefer, mail your Donation. Please make your check payable to: Susan G. Komen for the Cure, add my name in the memo line and mail to:

Komen Iowa
PO Box 65664
Des Moines, IA 50265

Please note, if you choose to mail your donation directly to the Affiliate, it must be accompanied with the attached/enclosed donation form.

The deadline to have my donations collected is November 18, 2011.

Thank you in advance for your support. Please call me if you have any questions about the Komen Iowa Race for the Cure. I can be reached at (*insert phone number or email address*).

Sincerely,

(insert your name)



Iowa Affiliate
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West Des Moines, Iowa 50265
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www.komeniowa.org

APPENDIX C: DONATION TRACKING FORM

OFFLINE FUNDRAISING FORM (Checks & Cash)

All checks and cash must be submitted with this form in order for your account to be credited, your fundraising thermometer updated, and to be eligible for prizes and awards. Checks and cash received without this form will be noted as General Donations.

Team Name (if applicable) _____
 Participant Name _____
 Address _____
 City, State, Zip _____
 Email Address _____ Phone _____

Credit donations to: Individual listed above Team listed above

Have you already registered for the Race? Yes No
 If no, please attached completed Race Registration Form

Completed forms may be dropped off at
 Packet Pickup at Southridge Mall:
 10/20 – 10:00am – 7:00pm
 10/21 - 10:00am – 7:00pm

Forms can also be dropped off at the
 Donation Tent on Race Day, or mailed to:
 Komen Iowa Race for the Cure
 P.O. Box 65664
 West Des Moines, Iowa 50265

Many companies have a "Matching Gift" program for their employees. Check with your HR Department to see if you qualify!

FUNDRAISING WILL REMAIN OPEN UNTIL NOVEMBER 18, 2011

Please note: The full address of each donor, including zip code, must be listed below or the donor will not receive acknowledgement of his or her contribution. Donations of \$50 or more will be acknowledged by the Komen Iowa office in writing.

<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
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Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip
<input type="checkbox"/> Cash <input type="checkbox"/> Check #		
Donor Name	Donation Amount	Address, City, State & Zip

**PLEASE ATTACH ADDITIONAL FORMS AS NECESSARY – AVAILABLE ONLINE AT
www.komeniowa.org/komen-race-for-the-cure/fundraise/**