TEAM CAPTAIN GUIDE

10-21-17

World's Fair Park

susan g. komen
race
FOR THE cure®
KNOXVILLE

Register Online: **www.KomenEastTN.org**

MARK YOUR CALENDAR

www.KomenEastTN.org

Thursday, August 22
TEAM CAPTAIN KICK-OFF
11:00 AM - 12 Noon
Affiliate Office
318 Nancy Lynn Ln #13,
Knoxville, TN 37919

Wednesday, October 4
POSTMARKED DEADLINE
Mail forms to: Knoxville Race for the Cure
c/o Hermes Sports & Events
2425 W. 11th Street, Suite 2
Cleveland, OH 44113
Registration forms can be found online at www.KomenEastTN.org

Saturday, October 21
RACE DAY
5k Walk/Run starts at 8:30 AM
Family Fun Run/Walk starts at 9:00 AM

Friday, October 6
TEAM T-SHIRT CONTEST DEADLINE
Mail or drop off t-shirt to:
Knoxville Race for the Cure
Attn: Team T-Shirt
318 Nancy Lynn Ln #13
Knoxville, TN 37919
Teams@KomenEastTN.org

Sunday, October 8
ONLINE DEADLINE TO HAVE
RACE PACKETS MAILED
Register: www.KomenEastTN.org

Friday, November 17
FUNDRAISING DEADLINE
Any collected donations not posted to your fundraising web page should be sent to:
Knoxville Race for the Cure
318 Nancy Lynn Ln #13
Knoxville, TN 37919
Postmarked by November 13

Remember to stay in touch with your Knoxville Race for the Cure® team contact for advice and organizing tips. teams@KomenEastTN.org

CONTACT US
teams@KomenEastTN.org • (865) 588.0902
318 Nancy Lynn Ln #13 • Knoxville, TN 37919

WELCOME TEAM CAPTAINS

Thank you so much for your support and leadership by stepping up as a team captain for our 2017 Komen Knoxville Race for the Cure®! Whether you are a returning team captain or participating for the first time this year, Susan G. Komen East Tennessee is thrilled to have you be a part of our Race against breast cancer!

This guide is designed to give you all the information you need to build a team and exceed your fundraising goals for the 2017 Komen Knoxville Race for the Cure®! As you work through the Race fundraising season, please remember that we are a valuable resource and here to help you every step of the way. But, most of all, have fun!

Quick References

Team Concierge: teams@KomenEastTN.org
Registration Inquiries: racechair@KomenEastTN.org
Donation Inquiries: info@KomenEastTN.org

Visit www.KomenEastTN.org to learn about Komen East TN, including where your money goes and year-round events and opportunities.

CONTACT US
Komen Race for the Cure
318 Nancy Lynn Ln #13
Knoxville, TN 37919

Main: (865) 588.0902
Fax: (865) 588.0921

Our Vision

Komen East TN - Knoxville Region plays a special role in the promise of creating a world without breast cancer. Our vision is for every person in our 16 county service area to have access to breast health education, breast cancer screening, and treatment support. We believe that where you live shouldn't determine whether you live!

Since 1997, Susan G. Komen East TN - Knoxville Region has funded more than $7.28 million in breast cancer screening, diagnostic procedures, treatment support and educational programs for East TN's under and uninsured women and men. With unemployment rates at their highest in decades and the increase of uninsured individuals, our mission and our efforts have never been more critical.

TEAM CAPTAIN CHECKLIST

Remove this list and post it somewhere you will see every day. Be sure to check off your accomplishments!

_____ **Set a recruitment goal.** We recommend having at least 10 members to a team, or if you're a corporate team, 20% of your workforce.

_____ **Host a team kickoff meeting.** Ask us about Knoxville Race for the Cure Team Rally Packages to help energize your team's fundraising efforts!

_____ **Personalize your Participant Center.** Don't believe it makes a difference? Think again! Last year, 75% of the funds raised were raised by people who updated their personal pages!

_____ **Send emails from your Participant Center.** Log in to recruit and manage team members, request donations and download fundraising resources. Use our prepared email templates or create your own!

_____ **Set a team fundraising goal.** Aim high and have each team member commit to fundraising! Last year the average team fundraised $626.26. Are you up for that challenge? We know you can do it!

_____ **Fundraise from your Facebook page.** Download the Boundless Fundraising application for Facebook to get your friends and fans in on the action! Social media is a great tool in recruiting team members, donors and sharing your successes for Race.

_____ **Display event materials.** Raise awareness in your office, neighborhood, campus and other high traffic areas to generate new team members or donations! Stop by our office and pick up Race posters, yard signs, save the date bookmarks, etc.

_____ **Attend the Team Captain Kickoff.** Mark your calendars for August 22, 11 AM - 12 Noon, and join us at the Knoxville East TN Office for a fun and helpful event that will surely get you motivated to lead your team to success!

_____ **Ask your human resources department about your company's Matching Gift Program.** Be sure and have each of your team members do the same. This is an easy way to double your donations at no cost to you or your donor.

_____ **Share communications from our Affiliate.** As a team captain we rely on you to share all communications you receive from us with your team.

_____ **Invite Komen East TN to do a lunch and learn at your place of work.** Use this opportunity to educate your co-workers about the impact your team is making by fundraising to support breast health in Knox County and its 15 surrounding counties.

CONTACT US

teams@KomenEastTN.org • (865) 588.0902
318 Nancy Lynn Ln #13 • Knoxville, TN 37919

WHERE DO I START

Fundraising Tips

Fundraising should be fun not feared! Share these tips with your team members to empower them to achieve their individual goals:

- Everyone is a potential donor.
- Ask people that you have daily contact with or who you have an established relationship with. Start with the person who you think will give you the largest donation to establish a high baseline of giving.
- Ask at least 1 person per day to make a donation.
- Aim high — ask for $50 and settle for $25, instead of asking for $25 and settling for $10.

Team Fundraisers

Putting together team fundraisers is a great way to engage all team members to raise funds and have fun doing it! Increase your impact by keeping costs low. As you read through these ideas and create your own, think of possible items that can be donated or local businesses that could sponsor your team or event.

- Percent of Sales. Ask local merchants if they will donate a percentage of their sales on a specific day to your Race team.
- Yard Sale. Get your friends and contacts to donate their goods to your yard sale with all proceeds going to your Race team to support Knoxville Race for the Cure. Ask people who have just held yard sales to donate what didn't sell to your sale.
- Cover Charge at Local Venue. See if a local venue would be willing to have the cover charge for a particular night benefit your Race team.
- Sports Event/Tournament. Mini-golf, tennis, bowl-a-thon, dance-a-thon, aerobics and other sports can all be set up as events or tournaments with all proceeds going to your Race team. Keep the cost low by utilizing a gaming system like Wii, PlayStation or XBOX.
- Bake Sale. Ask your friends, family and co-workers to show off their cooking talents and donate treats for a bake sale! Host the event at work, in your neighborhood, your local market or church!
- Car Wash. Consider selling presale tickets for your car wash so you have an idea of how many people will come to your car wash. If they never show up at least you still have the donation!

Additional Tips

Brainstorm with your team. Be creative and think of things that can involve the entire group. Advertise your participation as much as possible and just ask people! Too often people just don't know how to get involved.

The more excitement you create, the more people will want to be a part of it! If you are having fun, your team will too!

Need more ideas? Email teams@KomenEastTN.org

MAIL DONATIONS TO
318 Nancy Lynn Ln #13
Knoxville, TN 37919

PROGRAMS, CONTESTS & CHALLENGES

Individual Contests & Challenges

Pink Honor Roll Raise $1,000+. Special recognition includes an invite to our Race Thank You Party held to celebrate our top fundraisers' hard work! Be a part of this prestigious group in 2017 and enjoy dinner, a $50 Amex gift card, signature t-shirt, and VIP parking for the 2018 Race.

NEW - Cancer Warrior Champions

Prizes will be awarded to our top 10 fundraising survivors. Last year, our survivors fundraised on average $561.78 more than a non-survivor participant. Encourage all survivors to use their experiences to pay it forward!

Fundraising Incentive Program

Earn fabulous fundraising rewards while joining us in our promise to end breast cancer forever. The more you raise, the greater the prize!

Top Fundraiser

Top fundraiser from June 1 to September 5 wins a free year of cleaning from The Cleaning Authority.
Top fundraiser from June 1 to October 21 wins 25,000 AAdvantage Miles for American Airlines.

Team Contests & Challenges

Team Participation Challenge

Awards will be awarded to the largest team in each of these team categories – business, community organization, faith-based groups, friends/family, government agency, medical, and school.

Team Fundraising Challenge

Prizes will be awarded to the top fundraising team in each of the four team categories –
Small – 10-30 participants; Medium (31-75); Large (76-150); Extra Large (151+)

Other Team Contests

Raise $5000 by September 5 to use the Official Team T-shirt Emblem
Raise $7500 by October 1 - Receive 6 VIP Parking Passes
Raise $10,000 by October 1 - Receive access to our VIP Team Gathering tent

T-Shirt Contest

Be creative! Only 2 rules: Cannot use a pink tshirt or the Komen logo in any way. Submit tshirt design by **Friday, October 6** to:

Knoxville Race for the Cure
318 Nancy Lynn Ln #13
Knoxville, TN 37919
Email: tshirt@KomenEastTN.org

Want to see more? Visit www.KomenEastTN.org

CONTACT US
teams@KomenEastTN.org • (865) 588.0902
318 Nancy Lynn Ln #13 • Knoxville, TN 37919

WHY WE NEED YOUR HELP

As a team captain, you play a critical role in our success. Each year, Komen East TN - Knoxville Region receives grant requests from local 501c3 organizations that provide breast health resources for uninsured and underinsured East TN residents. Thanks to efforts such as your fundraising, we have been able to invest more than $7.28 million in the 16 county region since our founding in 1997.

This year, we received grant requests for $373,686 and were not able to fully fund these requests. We need your help now more than ever! Without our teams, our ability to provide critical services would suffer, and so would the innocent victims of breast cancer.

DID YOU KNOW?	
75%	**75%** of every dollar raised by Susan G. Komen East TN - Knoxville Region stays in the 16-county service area to fund vital breast cancer health education and breast cancer screening and treatment programs.
25%	**25%** is contributed to the Susan G. Komen National Award and Research Grant Program, to fund ground-breaking beast cancer research.

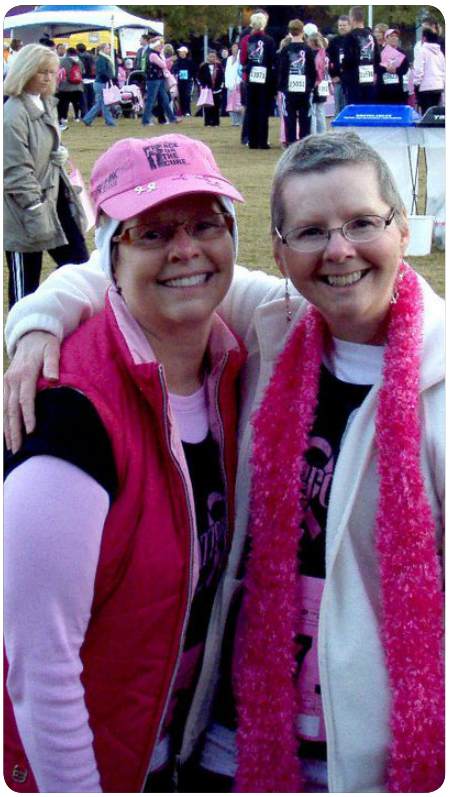
1:8 women in America will be diagnosed with breast cancer in her lifetime.

943 new people are expected to be diagnosed with breast cancer in 2017 in our 16 county region.

163 people are expected to die from breast cancer in 2017 in our 16 county region.

These statistics are not just meaningless numbers. They are people with stories to share.

Terry Olberding



My twin sister, Sherry, and I shared many things in life. We grew up in South Knoxville, attended the same schools, played in the same parks and swam in the same swimming pool. Although we were fraternal twins, our mother still dressed us in matching outfits. We shared so many wonderful childhood memories. Even into adulthood we shared many activities and enjoyed each other's company. Unfortunately, we also had another thing in common – breast cancer.

In 2005, at the age of 49, Sherry was diagnosed. Although we had a cousin who had developed breast cancer at an early age, we were still shocked. I suppose we all think it won't happen to us. As Sherry underwent surgeries and radiation treatment, we became all too aware of breast cancer's impact. That is when we first joined the Susan G. Komen fight against breast cancer.

In the beginning, Sherry was a Race for the Cure team leader, then spearheaded the local effort to establish the Tennessee license plate with the pink hope ribbon. This has generated more than $750,000 for the 6 Tennessee affiliates of Susan G. Komen so far. I was right there with her – walking on her team and helping collect signatures for the license plate. When I, too, was diagnosed with breast cancer in 2010, Sherry provided advice and comfort during those confusing times. Although we were fraternal twins, our breast cancer was not hereditary (less than 10% are hereditary). Sadly, Sherry's cancer returned. In 2013, she lost her fight against breast cancer, but gained a heavenly home.

I will always remember the kindness of the Komen Knoxville staff. I have remained active in the fight against breast cancer and support many of the Komen Knoxville activities, including being the captain of the Jazzercise Race for the Cure Team for the past several years. I am fortunate – my cancer is in remission. My sister was not so lucky. I cannot get her back, but I can try to make a difference for our children and grandchildren. This is why I am proud to support the Susan G. Komen organization in the fight against breast cancer.

MAIL DONATIONS TO

318 Nancy Lynn Ln #13
Knoxville, TN 37919

Komen Knoxville Race For The Cure® Team Registration Form

One form per entrant. Copies are acceptable or register online at www.KomenEastTN.org

☐ I would like to be recognized as a breast cancer survivor by receiving a complimentary pink cap and T-shirt.

TEAM CAPT.

TEAM NAME

LAST NAME MIDDLE INITIAL

FIRST NAME

ADDRESS

CITY

STATE ZIP DAYTIME PHONE — —

EMAIL

AGE as of 10/21/17 SEX: F M

*** Important ***

CHOOSE YOUR EVENT

☐ 5K OR ☐ Fun Run OR ☐ The Bed Store's Sleep In For the Cure

CHOOSE YOUR STATUS

* ☐ COMPETITIVE RUNNER (CHIP TIMED)

☐ NON-COMPETITIVE RUNNER

CHOOSE YOUR T-SHIRT

ADULT SIZES: ☐ S ☐ M ☐ L ☐ XL ☐ XXL
(Available for the first 10,000 participants)

Wendy's Kids for the Cure: ☐ YS ☐ YM ☐ YL ☐ Adult Sm
(Available for the first 800 participants)

PHOTOGRAPHIC AND RESULTS RELEASE and WAIVER AND RELEASE OF CLAIMS

RACE FOR THE CURE RELEASE AND WAIVER
I AGREE ALL REPRESENTATIONS MADE AND RELEASES, WAIVERS, COVENANTS AND CONSENTS GIVEN BY ME HERE ARE GIVEN ON BEHALF OF ME AND ALL MY MINOR CHILDREN OR PERSONS OVER WHOM I HAVE GUARDIANSHIP TRAINING FOR OR PARTICIPATING IN EVENT. MINORS UNDER 18 MUST BE ACCOMPANIED BY A PARENT/GUARDIAN WHO IS ALSO A REGISTERED PARTICIPANT.

In consideration of participation in the Race for the Cure, I, for myself and my next of kin, heirs, administrators and executors, waive and release The Susan G. Komen Breast Cancer Foundation, Inc., its affiliates, including the affiliate conducting Event ("Affiliate"), and their respective directors, employees, volunteers, agents, assigns, vendors, contractors, governments, licensees and successors (collectively, "Releasees"), from any and all claims, liabilities, actions, demands, expenses and attorneys' fees arising out of my training for and participation in Event and my related fundraising activities (collectively, "Event").

I understand Event may involve physical activity, contact with other persons or animals or other potential risk of bodily injury or damage to property. I voluntarily assume full and complete responsibility for and the risk of any injury, including death, accident or lost/stolen property.

I am medically and physically able to participate in Event and take full responsibility for consulting a physician. I consent to emergency medical care and transportation if injured, as medical professionals deem appropriate. This Release extends to any liability arising out of or in any way connected with the medical care/transportation provided, including negligent emergency rescue operations.

I will obey all laws, rules and safety procedures relating to Event. I will abide by any decision of an event official related to my ability to safely compete in Event and exhibit appropriate behavior at all times. Event officials may dismiss me without refund if my behavior endangers the safety of or negatively affects Event or any person or property.

I give Releasees the irrevocable, perpetual and worldwide right to use, copy, publicly perform or display, distribute, modify, translate, and create derivative works of, for any purpose and without compensation (i) any personal statements, photos, videos, audio and other recordings of me made during Event and any original material created by me in connection with Event; and (ii) the results of my participation in Event. Without limiting the foregoing, I agree all personal information provided by me for Event may be used according to the privacy policy referenced below. This Release will be construed under the laws of the state where Event is held. If any provision of this Release is deemed unenforceable by law, Affiliate may modify such provision to the extent needed to be deemed enforceable and all other provisions will remain in full force and effect.

I understand all donations made in connection with Event are non-refundable and non-transferable and the registration fee is non-refundable, non-transferable and not tax deductible.

I certify I am at least 18 years old. I understand I have given up substantial rights by accepting this Release and have signed it freely and voluntarily without any inducement, assurance or guarantee. I intend my acceptance to be a complete and unconditional release of liability to the greatest extent allowed by law.

If Event is held in California, the following applies:
This Release extends to claims and facts unknown and unsuspected to exist at the time of executing this Release. All rights under Section 1542 of the California Civil Code are hereby expressly waived with respect to any of the claims, injuries, or damages described in this Release. Section 1542 of the California Civil Code reads as follows:
A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.

Printed Name of Participant: _____

Participant's Signature: _____

Parent's or Guardian's Signature: _____
(If participant is under age 18)

Date: _____

Race course certification number: #TN07029M5

Registration Fees

Mail-in Registration (by Team Captain)

Early Bird Registration (ends 9/5/17 at noon)

	Early Bird Pricing (Ends 9/5/17 at noon)	Regular Registration
Adult 5K or Fun Run:	$ 30.00 ☐	$ 35.00 ☐
The Bed Store's Sleep In for the Cure (all ages):	$ 30.00 ☐	$ 35.00 ☐
Wendy's Kids for the Cure age 3- 12 years:	$ 20.00 ☐	$ 25.00 ☐
Students age 13-18:	$ 20.00 ☐	$ 25.00 ☐
* Upcharge for Competitive Runner Chip Timing: (must add to chosen registration type above to be timed)	$ 5.00 ☐	$ 5.00 ☐
UPCHARGE FOR MAILING RACE PACKET:		**$5.00** ☐

Online Team Registration is available at www.KomenEastTN.org

All paper forms must be postmarked by October 4.

Hermes Sports and Events
c/o Knoxville Race for the Cure®
2425 W. 11th Street, Suite 2
Cleveland, OH 44113

Race Day is October 21, 2017

Don't forget you may register online thru October 20 at 11:55 am.

Note: Rollerblades and pets are discouraged from participating in this Event. Thank you for your cooperation.