



# Team Captain Toolkit 2014

Cal Anderson Park  
September 13, 2014



Welcome Red Door 5K Team Captain!

Thank you for signing up as a TEAM CAPTAIN the Gilda's Club Red Door 5K Run/Walk. We appreciate your leadership in this new event that raises funds to support our Family Programs.

Enclosed is information you will need to be a successful team leader through recruiting fund-raising walkers. Your team leader kit includes:

- List of Red Door 5K Run/Walk Dates – mark these on your calendar/ FAQ 2014
- Team Captain Tips & Checklist – gives you five simple steps to success.
- Fund-raising Tips and Ideas – to help you and your team members with fund-raising efforts.
- Sponsorship Opportunities

Thank you again for your support! Your commitment to forming a team, raising vital dollars and spreading awareness, will allow the Gilda's Club to ensure no one has to face cancer alone. Together, we can make a difference!

If you have any questions, please do not hesitate to call Gilda's Club at (206) 709-1400.

Sincerely yours,

Andrea Morrison, Event Chairperson & Gilda's Club Seattle



**EVENT:** Red Door 5K Run/Walk

**DATE & LOCATION:** Saturday, September 13, 2014 at Cal Anderson Park in Seattle

**TIME:** 7:30a.m. Registration, 8:30 am Kids Dash, 9:00am 5K Run/Walk Start

**OVERVIEW:** A 5K run/walk through Cal Anderson Park strollers, wagons, and all people welcome. We will be holding a most “spirited” costume contest winners receive a head start at the race!

### **Frequently Asked Questions**

#### **When is the 1st Annual Red Door 5K Run/Walk?**

**Saturday, September 13, 2014**

7:30am Registration and Check In opens

8:30am Kids Dash

9:00am 5K Run/Walk start

#### **Where will the 1st Annual Red Door 5K Run/Walk be held?**

The event will be held at Cal Anderson Park in the Capitol Hill Neighborhood of Seattle. The start will be in the middle of the park, near the bathrooms and community center.

#### **Where can I park?**

There is street parking located around the park.

#### **What is the 5K course?**

The walk will be held around the park and adjacent streets. This is not a timed event.

**Where can I find the liability waiver?**

Online at [www.gildasclubseattle.org](http://www.gildasclubseattle.org). If possible, please print a copy and bring it to the event.

**Is there a registration fee?**

No! We do encourage you to raise \$100 to receive an event t-shirt.

**How do I register?**

You can register two ways:

1) Online in advance of the event. We offer an easy way for you to register yourself and invite your friends to join you as individuals or as part of a pack! Online registration will close at 5 p.m. on Thursday, September 11, 2014.

2) Register the morning of the event at Cal Anderson Park between 7:30 and 8:30 a.m.

**How do I register for the Kids Dash?**

All kids will register at the event at the Kids Tent on the morning of the walk. Parents will need to sign a waiver for each child. The Kids Dash is free and each participating child will receive a ribbon.

**Can I register at the event itself?**

Absolutely! Registration begins at 7:30 am and the fee for registering on the day of the event is still free.

**What are the rules?**

It's a fun run/walk there are no rules but...

Kids under 13 should be accompanied by an adult

No bikes, skateboards, rollerblades

Race officials reserve the right to refuse entry to any person whose behavior could be dangerous to others.

**May I walk/run with a stroller?**

Yes, strollers are allowed. Please do not bring skateboards, bikes, or rollerblades.

**What do I need to bring with me to the event?**

If you registered online or in advance of the event, you will join the pre-registration line to pick up your bib number. Your name will be on the list of pre-registered participants. You don't need to bring confirmation. If you've continued fundraising and have contributions to turn in, you can do so at the registration desk.

Water will be available but you might want to bring your own water bottle (to be eco-friendly). If you received any cash or check donations, please bring them and turn them in at the registration desk.

**What if I cannot attend the event but I want to raise funds for Gilda's Club?**

Attendance on the day of the run/walk is not required. You can register for Team Sleeping In!

Send cash or checks to:

Gilda's Club Seattle  
1400 Broadway  
Seattle, WA 98122  
206.709.1400

**Are there prizes for the top fundraisers?**

Yes! We will award prizes to the top individual and team fundraisers.

Every individual raising \$100 or more will receive an event t-shirt.

The Top Fundraising Team wins a VIP Tent completely decked out with goodies, treats, a concierge, and personal porta-potty for the event

The Top Individual wins a gift basket filled with Capitol Hill goodies and a year supply of Seattle Chocolates (2lbs/month or 24lbs)

**How is the money I raise used?**

Gilda's Club Seattle offers a broad, community-based program of social, emotional, and educational support for cancer survivors, their loved ones and friends that provides sustained support, education and resources on-site in the Seattle Clubhouse and off-site with collaborating partners. Free of charge to participants, and nonprofit, we offer a Five Core Component program that includes a variety of support services, educational opportunities, classes and workshops, social events, and resources and referral. Our program serves anyone touched by cancer across the cancer continuum -- from diagnosis, through treatment and post-treatment, survivorship, and bereavement, including children, teens, and whole families. *This event specifically will be earmarked to Family Programs.*

**What is the fundraising goal for the event?**

We hope to raise \$25,000 with this first-time event. You and your friends are key to helping Gilda's Club provide programs and services so that no one has to face cancer alone.

**How can I volunteer?**

We'd love your help with the 1st Annual Red Door 5K Run/Walk! We have opportunities on the Walk committee. For more info, please contact the 2014 Event Chair Andrea Morrison at [andrea@fleetfeetseattle.com](mailto:andrea@fleetfeetseattle.com) or call Gilda's Club at 206.709.1400 for more information.



## Why are we doing the Red Door 5K?

The Red Door 5K Run/Walk will directly support Gilda's Club Family Programs. Gilda's Club's program for children and teens is called the [Family Cancer Support program](#). This program also acts as a supplement to parents who are members. It supports the Gilda's Club philosophy that says: "Gilda's Club is equally for people with cancer and their entire families." Children and teens touched by cancer deserve to have a place to turn that addresses their specific needs. The name of our playroom, *Noogieland*, is a humorous reference to a bit of [Gilda Radner's](#) comedy.

### **These are our Family Programs that you are raising money for!**

#### **Parents Group**

Support group for parents whose children (under age 18) have someone in their lives living with cancer and for parents who have children or teens living with cancer.

#### **Parents of Children with Cancer Networking Group**

Two separate groups: **Parents of Children with Cancer** and a **Kids Creative Arts** group - in partnership with Seattle Children's Hospital. These are drop-in groups that meet on the first and third Thursdays of the month from 5:00-6:30 pm (6:00-7:30 pm beginning 12/19/2013) at Children's Hospital. Both groups are professionally facilitated. Groups meet together at 5 pm in the Family Lounge on the 7th floor of the Forest Zone Cancer Care Unit for light dinner and beverages and then break off into separate groups.

#### **Small Talk**

Talking time and fun creative arts group for kids ages 5-9 with cancer in the family. **(Parents Group meets at the same time).**

#### **What Now?**

Survivorship group for kids ages 10+ whose family members have survived cancer or who have survived cancer themselves. This group will explore emotions and feelings in relation to

survivorship, family dynamics, and how kids relate to the world in their part of the universe. Art and recreational therapy based group.

### **Camp Sparkle**

Camp Sparkle is a journey for children that provides education, creates long lasting friendships and builds a community where everyone is affected by cancer. Free of charge this week long day camp is offered three times a year in Seattle and Tacoma. Campers are between ages 5-11.

### **Teens, Cancer and Community**

More than 73% of teens have been touched by cancer yet teens are often an overlooked audience, especially regarding cancer prevention and dealing with the social and emotional needs brought about by cancer. In Washington State, 25% of families with a cancer diagnosis are home to children under the age of 18. In the family, uncertainty and change -- brought about by a cancer diagnosis -- can result in feelings of anxiety, fear of death, loneliness, poor self-concept, anger, resentment and guilt.

We have found that teens are very receptive to cancer-related programs in their own school setting. Since 2005 Gilda's Club Seattle has reached more than 26,000 teens in high schools with its *"Teens, Cancer and Community"* (TCC) program – unique in Washington State.

The 50-minute lively and engrossing power point presentation is an interactive opportunity for teens to learn about cancers that should be of concern to them, cancer prevention, how exercise and nutrition equate with cancer risk reduction, the psychosocial issues around cancer, and the importance of social and emotional support. There is no high school curriculum offering a program like this and it has been identified as an unmet need. We work with health education teachers to schedule presentations in advance of each semester.

### **It's Always Something Teen Writing Contest**

The "It's Always Something" teen writing contest is an annual event sponsored by Gilda's Club Seattle. This essay writing contest is for any teen in grades 9 through 12, in Washington State, who has been touched by cancer either through a personal diagnosis or that of a family member or friend. Dealing with cancer can unleash a storm of emotions, questions, and unexpected discoveries. Finalist essays are read by a panel of celebrity judges. The grand prize winners will be chosen from the finalist group. Winners are provided a scholarship.



## Team Captain Tips

- **Set a Goal:** Set a team fund-raising goal. When setting your goal, consider that the average walker raises \$100.
- **Rally the Troops:** Host a breakfast or lunch team rally to inspire co-workers about this worthwhile cause.
- **Matching Gifts:** Take advantage of your company's matching gifts program (if applicable). Ask other team members if their company matches charitable donations.
- **Spread Enthusiasm:** Provide your team members with fun and easy fund-raising ideas to keep them motivated. Encourage team members to get their fund-raising started early and be enthusiastic when asking for money.
- **Be Creative:** Organize interesting and fun fund-raising events. See attached sheet for ideas.
- **Friendly Competition:** Initiate a challenge between departments or with another company in your industry.
- **Prizes:** Develop company incentive prizes for employees who exceed their goals, such as a day off with pay, or the ability to park in the president's parking spot for a month. Reward employees who raise the most money, or enter employees who raise more than \$500 into a drawing for prizes.
- **Publicize Incentives:** Let all team members know about the incentive prizes so they will be inspired to raise more money.
- **Ask for Help:** Call Gilda's Club to get additional fund- raising tips and ideas.





## Team Captain Checklist

1. Recruit Your Team • Ask friends, family and co-workers to be on your team. • Organize an employee presentation to recruit co-workers in your company. • Send out a company memo or e-mail. • Put an article in your company's newsletter or on its Intranet. • Display Red Door posters in high-traffic areas. • Encourage team members to recruit families, friends and neighbors.
2. Get Organized • Set a fund-raising goal for your team (on average, a team of 10 people raises \$1,000). • Inquire about matching gift opportunities at your company and ask others to do the same. • Recruit team leaders from different departments within your company. • Create a "team name" to motivate involvement. • Dedicate your team to an individual affected by cancer in your company or community. • Go to [www.gildasclubseattle.org](http://www.gildasclubseattle.org) and register yourself and your team members, • Do an online fund-raising campaign to enhance your fund-raising efforts! The average online donation made is double the average donation received from a traditional letter-writing campaign!
3. Keep the Momentum Going • Send out letter writing campaigns or hold garage sales, Hold a community Bake Sale • Provide weekly e-mail updates about the number of team members recruited and the funds that have been raised. • Keep team members informed of quick, easy and fun fund-raising ideas. • Recognize top fund-raisers through memos, e-mail, etc. • Plan additional group fund-raisers to keep team members involved and help them reach their fund-raising goals.
4. Collect Funds • Set a date for the collection of your teams' sponsor envelopes.
5. Celebrate Your Success • Attend Red Door 5K! • Congratulate your team members for participating!



## Let's Get Started with FUNdraising!

Often the most difficult step in fundraising is getting started. Many people feel overwhelmed when they begin, but don't get discouraged! Take a deep breath, take that first step, and remember...

*"Fundraising is the gentle art of teaching the joy of giving."*  
~Hank Russo

### **Set a goal.**

Setting a fundraising goal for yourself is one of the easiest and most effective ways of improving your fundraising performance. Your goal should challenge you to really get out and work your network, while remaining attainable. **Add your goal to your fundraising web page.** Your goal is visible on your personal web page, showing potential sponsors you are serious about raising money!

### **Know your stuff.**

Confident donors make larger donations but will also want to know where their money is going. Familiarize yourself with Gilda's Club Seattle. [www.gildasclubseattle.org](http://www.gildasclubseattle.org). The more knowledge you have, the more confidently you can discuss where your supporters' money will go.

### **Identify your network.**

Open Facebook. Pull out your address book. Scroll through contacts on your phone. Your potential donors aren't just your close friends and family, but everyone you know. You never know who is ready to give, so don't leave anyone out!

### **Strategize.**

A disorganized approach to fundraising typically brings in fewer funds, so develop a strategy. Think about the people on your list and how you can connect to each of them personally. Timing is also key. What's going on in each individual's life? Use personal approaches to ask for a donation, and also to follow up. People will surprise you. You'll find that most will say, "YES, I want to help!"

### **Reach out.**

Let's do this. Call! Write! Text! Tweet! Post! Don't forget to reach out to everyone on your list. When communicating with potential sponsors, tell the Who, What, When, Why, and How!

**What?** Red Door 5K Run/Walk, a 5K run/walk, benefiting Gilda's Club Family Programs.

**When?** Why wait? But the fundraising deadline is September 30, 2014.

**Why?** So no one has to face cancer alone.

**How?** Direct them to your personal [fundraising web page](#), and with just a couple of clicks, they will be a supporter! Don't forget to mention the option of mailing cash or checks to 1400 Broadway Seattle, WA 98122.

### **Check in.**

Congratulations! The hardest part is over, but you still have some work to do. After a few weeks, check back in with everyone you've reached out to that has not yet contributed. We all tend to procrastinate, and unless you follow up, some donors might assume you have reached your goal and don't need their support. Your family, friends, and acquaintances will appreciate the reminder!

### **Say thank you.**

An incredibly important final step is to show your gratitude! Just as you have said "please" while asking for donations, don't forget these magic words – THANK YOU! Let your donors know just how much you appreciate their support; without them you wouldn't be the successful fundraiser you are today! Your expression of thanks not only leaves your donors feeling great about their contribution, it will also make them more likely to give in the future. If you say thank you publicly on Facebook or Twitter, it may encourage others to give.



## Sponsorship Opportunities for Red Door 5K Run/Walk

Red Door Presenting Sponsor  
Partner Benefit

\$5,000

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- Industry exclusivity
  - First right of refusal for partner for following year
  - Opportunity for company to be featured on all print and publication materials
  - Company recognized on Gilda's Club website and facebook page as organizational partner
  - Opportunity for partner to have booth at 5K
  - Opportunity to speak at 5K
  - Opportunity for quarter-page recognition with logo or article in one quarterly newsletter reaching 20,000+ households
  - Opportunity for company logo to be highlighted on event shirt

Survivor Sponsor  
Partner Benefit

TAKEN

- 
- Industry exclusivity in category for 5K
  - First right of refusal for partner for following year
  - Opportunity for company logo to be featured on all event print and publication materials
  - Opportunity to hold a Survivor Tent/party
  - Company recognized on Gilda's Club website and facebook page as events partner
  - Opportunity for partner to have presence and team at 5K

- Opportunity for company logo to be on event shirt

Water Stop Sponsor

\$1,000

Partner Benefit

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- Industry exclusivity in category
- First right of refusal for partner for following year
- Opportunity for company name to be featured on all print and publication materials
- Company recognized on Gilda's Club website and facebook page as retreat partner
- Opportunity for company logo to be on event shirt
- Opportunity for partner to have presence and team at 5K

Mile Marker Sponsor (2/3 available)

\$250

Partner Benefit

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- First right of refusal for partner for following year
- Opportunity for company logo to be displayed at a mile marker
- Company recognized on Gilda's Club website and facebook page as program partner
- Opportunity for partner to have presence at 5K
- Industry exclusivity for mile marker

Health Fair Partner (Many available)

\$100 or form a team

Partner Benefit

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- Opportunity for promotional booth at the 2014 Health Fair
- Company recognized on Gilda's Club website and facebook page as Health Fair Partner

In-kind Sponsor

Partner Benefit

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- Opportunity for company to be featured on all event print and publication materials for specific program
- Company recognized on Gilda's Club website and facebook page as program partner
- Opportunity for partner to have presence at 5K
- Opportunity for company logo to be on event shirt



## 2014 Agreement for Partnership

On behalf of \_\_\_\_\_

We agree to share in the excitement with Gilda's Club and be a 2014 Partner at the following level:

- Presenting Sponsor \$5,000
- Survivor Sponsor TAKEN
- Water Stop Sponsor \$1,000
- Mile Marker Sponsor (2/3 Available) \$250
- Health Fair Sponsor (Many available) \$100
- In-kind Donation

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

☐ Please Bill Me

☐ Check Enclosed (made payable to Gilda's Club)

Please email company logo, preferably in a vector (EPS), or high resolution JPEG format to [trinettebk@gildasclubseattle.org](mailto:trinettebk@gildasclubseattle.org).

Thank you!

Gilda's Club 1400 Broadway Seattle, WA 98122 t 206.709.1400  
[trinettebk@gildasclubseattle.org](mailto:trinettebk@gildasclubseattle.org).