WELCOME TEAM CAPTAINS!

Thank you for your support, passion and leadership by becoming a Team Captain for the 2020 Komen Triangle Race for the Cure®! This is our 24th Triangle Race for the Cure and we are excited that you will be a part of the largest and most successful educational and fundraising event for breast cancer ever created. Your participation proves we have the same vision: a world without breast cancer. Help us get there by building your own army in the fight against breast cancer in our community and the world.

This guide is meant to help you with your recruiting and fundraising efforts. Your success means lives saved, and we are here to help you every step of the way!

OUR VISION | A WORLD WITHOUT BREAST CANCER

Komen NCTC plays a special role in the promise of creating a world without breast cancer. Our vision is for every person from the Triangle to the Coast to have access to breast health education and breast cancer screening, treatment and support. Our Bold Goal of decreasing breast cancer mortality in the U.S. by 50% in the next decade is achievable with your support!

QUICK REFERENCE

- Komen NCTC Website: www.komennctc.org
- Team, Registration, & Sponsorship Inquiries: mmadia@komennctc.org

RACE SNAPSHOT

Saturday, May 2nd
7:30 AM - 12 PM
The Frontier - 800 Park Offices Drive, RTP, 27709

CONNECT WITH US ON SOCIAL

#KomenTri
@KomenNCTC - Twitter & Instagram
@KomenNCTriangletothecoast - Facebook

Tag us in posts as you share your fundraising efforts, recruit team members, and share Race day photos!
FUNDRAISING CENTER

Your fundraising center has everything you need to personalize your own fundraising page, manage your Race team, and find inspiration from numerous fundraising and recruiting resources. Each person who registers for the 2020 Triangle Race for the Cure® will have access to their own fundraising center, but as a team captain, only you will have access to your team page. Understanding the most effective way to utilize the fundraising center is the key to creating bigger teams and raising more money in the fight against breast cancer.

FEATURES INCLUDE:

TEAM MANAGEMENT

• Set a fundraising goal for your team
• Customize your team home page with pictures, videos and information about why your team is participating
  o Pages personalized with a photo and their reasons for getting involved fundraise 15x more than pages with the template information - customize your page today!
• Customize your team page URL to be unique to your group
• Post messages motivating your team members each time they log in
• Send invitation emails, using our templates or creating your own, asking others to join your team
• Email your team with progress toward goals, upcoming events and encouragement
• Access fundraising and recruiting tips on the 2020 Race Website

PERSONAL FUNDRAISING

• Set a personal fundraising goal
  o This will count toward your team's fundraising total
• Customize your personal page with pictures, videos and your unique story
• Customize your personal page URL
• Send emails asking for support and thanking your donors
• Access fundraising best practices, tips and ideas

FUNDRAISING IDEAS

• Bake Sale/Cooking Contest - ask your friends, family, and coworkers to show off their culinary skills and donate treats to be sold at your work, neighborhood, or place of worship
• Yard Sale - collect items from your home and ask neighbors to donate items to be sold
• Dress Down Day - pitch a “jeans day” at work, where coworkers make a donation in order to dress casually
• Ask local businesses to donate a percentage of sales on a specific day to your Race team
• Include the link to your team fundraising page in your personal email signature so donors can easily support your efforts
GOAL SETTING

Goal setting is an important component for your team’s success. Your registration gets you to the startline, but fundraising takes us to the cures. Inspire by example and make the first donation toward your team!

#KomenTri
2020 Goals

Raise over $1 million

Each team recruits at least 10 members

Each member raises at least $150. The average cost of a screening mammogram!

Each team raises at least $1,500

TEAM FUNDRAISING RECOGNITIONS

*Deadline to fundraise for these recognition rewards is April 19, 2019.

<table>
<thead>
<tr>
<th>Total Team Amount</th>
<th>Team Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 - $2,499</td>
<td>1 VIP Parking Pass</td>
</tr>
<tr>
<td>$2,500 - $4,999</td>
<td>1 VIP Parking Pass, Reserved Tailgate Zone Space (10 X 10), Optional: rent tent, table, and chairs for tailgate zone space, Commemorative Team Photo</td>
</tr>
<tr>
<td>$5,000 - $7,499</td>
<td>1 VIP Parking Pass, Reserved Tailgate Zone Space (10 X 10), Commemorative Team Photo, Tent, table and chairs INCLUDED</td>
</tr>
<tr>
<td>$7,500 - $9,999</td>
<td>1 VIP Parking Pass, Reserved Tailgate Zone Space (10 X 10), Commemorative Team Photo, Tent, table, and chairs INCLUDED, Porta-potty INCLUDED, Team Box Delivery</td>
</tr>
<tr>
<td>$10,000+</td>
<td>1 VIP Parking Pass, Reserved Tailgate Zone Space (10 X 10), Commemorative Team Photo, Tent, table, and chairs INCLUDED, Porta-potty INCLUDED, Team Box Delivery, Custom Team Signage</td>
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</tbody>
</table>

*Pink text indicates new item for reaching the next fundraising threshold.*
TEAM MANAGEMENT + FUNDRAISING

TIPS FOR RECRUITING TEAM MEMBERS

• Make a list of everyone you know who would be a great addition to your team
• Use email templates in your fundraising center to send communication to potential team members and donors
• Share the custom URL for your team page on social media to encourage team membership and donations
• Remember, this is a team effort - challenge each new team member to recruit others to join your fight against breast cancer
• Create team posters to display at your office, place of worship, gym – wherever you can!

TIPS FOR TEAM BUILDING

• Remember, breast cancer impacts everyone - be sure to embrace all groups in your team outreach, including men, seniors, teens and children
• If you have a corporate or health care team, contact us directly to learn more about hosting a Race registration event or "lunch and learn"
• Include your custom team URL on all your social networking sites and email signatures
• Host your own team kick off party to brainstorm fundraising ideas throughout Race season
• Communicate! Even after you’ve reached your team member goal - continue weekly communications updating your team on any successes, important dates, and progress toward your fundraising goal

TIPS FOR SOCIAL MEDIA

Social media is a great asset in your recruiting and fundraising efforts! Share your team goals and donation page with your social networks. Visit our Komen NCTC Facebook page for photos you can incorporate, and check out sample posts below.

Facebook and Instagram

• Join me on Saturday, May 2nd at #KomenTri Race for the Cure and help save someone’s mother, daughter, sister or friend [insert link to team page] @KomenNCTriangleToTheCoast
• I am raising funds for the 2020 #KomenTri Race for the Cure to help save lives in our community! Please support my efforts by making a donation toward my team [insert link to team page]
• I am racing for [insert name], who was diagnosed with breast cancer in [insert year]. Join our fight against breast cancer at the 2020 #KomenTri Race for the Cure on May 2nd! [insert link to team page]

Twitter

• I’ll be #MoreThanPink w/ @KomenNCTC on 5/2 in honor of [insert name]. Join us at #KomenTri! [insert link to team page]
• Over 40,000 women & men in the U.S. will die from #breastcancer this year. Join @KomenNCTC in the fight to save lives at the #KomenTri on 5/2 [insert link to team page]
• Join me, @KomenNCTC, and all the #fighers out there for the 2020 #KomenTri Race for the Cure on 5/2! [insert link to team page]
• Will you be #MoreThanPink with me, @KomenNCTC, and our neighbors fighting today at the #KomenTri? Join my team today at [insert link to team page]