



Team Captain's Toolkit

*Everything you need to recruit and prepare your team for the
2010 2nd Annual Capital Region Special Surgery Race for Hope
5K Run/Walk*

*You can find PDFs of our Race Flyers, Registration brochures,
Donation Forms and 5K Training Programs for beginner through
advanced level participants **for download on our website.***

Welcome aboard, Team Captain!

The role of the Team Captain is:

- Register the Team.
- Recruit Team members.
- Set and promote Team fundraising goals.
- Communicate and manage Race registration needs.

Next step... Build a Team!

Team Captain Checklist Easy steps to building a successful Team!

1

Visit www.capitalregionspecialsurgery.com/raceforhopealbany

Click the Register Here button and then select the “Start a Team” option. As a Team Captain, you must register and establish your Team before others can join.

2

Invite friends, family and co-workers to register for the Race and be a part of your

Team.

- Check with your company about sponsoring your Team or a Matching Gifts Program.
- Hang Race posters and distribute Team entry forms in central areas.
- Send an e-mail to prospective Team members using the following sample emails

Do you have friends, family and co-workers who would love to join your Team, but live out of the area, will be out of town Race Day or have other commitments on a Sunday morning? They can still register, fundraise and increase your Team’s size.

3

Make sure everyone is registered! If participants do not have online access they can

call 518-439-4326 x. 425 and a registration and/or fundraising form can be mailed to them.

Compile the following for paper/offline registration:

- Each team member must complete and submit individually **signed** entry forms.
- Payment in cash or checks for entry fees. *(please write Team name and number on each check)*

4

Encourage each Team member to fundraise to meet the Team goal.

- Encourage your Team members to set individual goals.
- Set up a fundraising page using our online tools and include photos and inspirational stories that can be e-mailed to friends and family.
- Ask friends, family and local merchants to contribute.

MARKETING YOUR TEAM

SIMPLE COMMUNICATION TOOLS

- E-mail: Include a link to www.capitalregionspecialsurgery.com/raceforhopealbany in your e-mail signature. Send out an e-blast to all employees notifying them of the Race and your company's team.
- Phone: Include the following at the end of your voicemail message, "Don't forget to register for the 2nd Annual Capital Region Special Surgery Race for Hope"
- Meetings: Include information on how to register in your meeting agendas.
- Company Web site or intranet: Include a link to www.capitalregionspecialsurgery.com/raceforhopealbany on your website and intranet so co-workers can click on the link to register.
- Newsletter: Include a note about the Race in your company newsletter.
- Pay Stubs: Include Team and registration information with your company's pay stubs.

SUGGESTIONS FROM PAST TEAM CAPTAINS

- Special events: Host a kick-off registration event or potluck to provide Team registration details.
- Key messages: Ask the president or CEO of your company to write a letter persuading co-workers to join the Team and fundraise. Feature a co-worker who is a cancer survivor in a weekly e-blast.
- Brain, Head and Neck Cancer Facts Campaign: Post facts on a weekly basis on the intranet site and in weekly e-mail messages.
- Worksite Wellness: Team up with your company's healthy living or wellness program and host a training challenge for co-workers to participate in the Race.
- Challenges: Sponsor an on-going challenge for Team members to reach recruitment and 3 fundraising goals.



**E-mail
Communications
&
Important Information**

E-mail # 1 - Team Captain Introduction

To:

CC:

From:

Subject: Sign up for the 2010 CRSS Race for Hope 5K Run/Walk

Hi, my name is _____ and I will be your team captain for the 2nd Annual 2010 CRSS Race for Hope 5K Run/Walk. I am here to get you signed up and ready to participate in this exciting, one-of-a-kind event. I am also here to answer all of your questions about the run/walk and give you everything you need to recruit your friends, family members and co-workers to be a part of our team.

Last year, our inaugural event raised a little over \$50,000 for patient services at St. Peter's Hospital Cancer Care Center. This year our goal is \$100,000! The most critical factor in achieving our goal is **YOU!**

The CRSS Race for Hope is dedicated to supporting those in our community affected by brain, head and neck cancers. Proceeds from this year's event will support **TWO LOCAL ORGANIZATIONS:** 1) Patient services at St. Peter's Hospital Cancer Care Center; and 2) Ronald McDonald House Charities of the Capital Region, Inc.

As we get closer to Saturday, September 18, I will be your source for information about the event. From race numbers to parking information, I will give you everything you need to make it happen. If you have any questions along the way, please feel free to drop me an e-mail.

In the meantime, tell all of your co-workers, friends and family about the 2010 CRSS Race for Hope 5K. It truly is a one-of-a-kind event full of fun, fitness, and most of all, a mission to help those in your community affected by brain, head and neck cancers.

Thank you,

Name

Phone Number

E-mail

E-mail # 2 - Pitch to Recruit Team Members

To:

CC:

From:

Subject: Sign up for the 2010 CRSS Race for Hope 5K Run/Walk

Hi, my name is _____ and I am your team captain for the 2010 CRSS Race for Hope 5K Run/Walk. If you haven't done so already, I encourage you to sign up this important and inspiring community event.

One in three persons will be diagnosed with cancer some time in their life and it will eventually affect three out of every four families. Cancer is one of the most common chronic diseases in New York State, and is second only to heart disease as the leading cause of death.

Last year, our inaugural event raised a little over \$50,000 for patient services at St. Peter's Hospital Cancer Care Center. This year our goal is \$100,000! The most critical factor in achieving our goal is **YOU!**

The purpose of the CRSS Race for Hope is to **raise money** to help those affected with brain, head and neck cancer and **keep that money LOCAL**. This means when you register to run in, donate to or fundraise for the CRSS Race for Hope the funds collected can go to help those in your community, your neighborhood or your family. We hope you will consider making the bold choice to participate in this courageous and inspiring event.

Visit the CRSS Race for Hope site today at

<http://capitalregionspecialsurgery.com/raceforhopealbany/index.html> and go to the registration page to sign up to be a part of our team. Be sure to chose _____ (company name) _____ so you can run alongside your colleagues, family, and friends. You don't want to miss out on the fun!

Thank you,

Name

Title

Phone Number

E-mail

E-mail # 3 – Last Minute Information

To:
CC:
From:
Subject: Last Minute CRSS Race for Hope Details

It's here! After weeks of training, your hard work and fundraising efforts have paid off. The 2010 CRSS Race for Hope 5K Run/Walk is finally here. I have some last minute details to share with you to help make this year's event a success.

Date: Saturday, September 18, 2010

Important Times: Gather at tent or designated meeting spot _____ a.m.
Community expo and farmer's market opens 9 a.m..
Run/Walk begins 10 a.m.

Location: The run/walk start/finish line is located at 1220 New Scotland Road, Slingerlands, NY Our designated meeting spot will be _____.)

Dress: CHECK THE WEATHER! Think LAYERS!

Directions:

From I-90:

Take exit 4 to merge onto NY-85 S toward Voorheesville/Slingerlands. Continue on NY-85 S through the first traffic circle. At the second traffic circle, take the 3rd exit onto Maher Road. At the end, left at stoplight onto New Scotland Road. We are a three-story brick building on your right.

From 787:

Boston/Buffalo Exit to I-90 West to Exit 4, Route 85 Voorheesville/Slingerlands. Continue on NY-85 S through the first traffic circle. At the second traffic circle, take the 3rd exit onto Maher Road. At the end, left at stoplight onto New Scotland Road. We are a three-story brick building on your right.

From I-87 (Northway):

Take Exit 1E onto I-90 East to Exit 4, Route 85 Voorheesville/Slingerlands. Continue on NY-85 S through the first traffic circle. At the second traffic circle, take the 3rd exit onto Maher Rd At the end, left at stoplight onto New Scotland Road. We are a three-story brick building on your right.

Parking Info:

Free parking in the lot across the street from 1220 New Scotland Road (approach from 85 or New Scotland) and in both lots of 1220 New Scotland Road (approach from New Scotland only)

Here is my cell phone number should you have any questions: _____.

Thank you,

Name
Title
Phone Number
E-mail