



BIG D'S RACE

AGAINST BREAST CANCER

TEAM CAPTAIN GUIDE

Saturday

OCTOBER 19, 2013

NorthPark Center

Register at komen-dallas.org/race

LOCAL PREMIER SPONSOR



TEAMING UP FOR THE CURE SPONSOR

DALLAS COUNTY DOLLARS

SAVE DALLAS COUNTY LIVES

75% of net funds raised support breast health services for uninsured and underinsured Dallas County residents



MARK YOUR CALENDAR

Thursday, Aug 8

RACE KICKOFF EVENT
6:00 PM to 7:00 PM
Sheraton Galleria
(4801 LBJ Fwy, Dallas, TX 75244)



Wednesday, Oct 9

TEAM T-SHIRT CONTEST DEADLINE
Mail or drop off t-shirt to:
Komen Dallas County
Attn: Christina Cutshall
5310 Harvest Hill Rd, Suite 120
Dallas, TX 75230

Oct 16-18

DRIVE-THRU/IN-PERSON REGISTRATION
Sports Authority
9100 N Central Expy
Dallas, TX 75231
Luke's Locker
3046 Mockingbird Ln
Dallas, TX 75205

Friday, Nov 15

FUNDRAISING DEADLINE
Any collected donations not posted to your fundraising web page, should be sent to:
Komen Dallas County
P.O. Box 731696
Dallas, TX 75373
Postmarked by November 14

KOMEN-DALLAS.ORG

Monday, Sept 2

EARLY BIRD REGISTRATION ENDS AT 11:59 PM

Monday, Sept 30

MAIL-IN REGISTRATION ENDS

Mail forms to:

P.O. Box 731696

Dallas, TX 75373

Registration forms can be found online at

komen-dallas.org



Saturday, Oct 19

RACE DAY

NorthPark Center

Fun Run/ Walk starts 7:30 AM

5k Walk/ Run starts 8:00 AM



Remember to stay in touch with your Komen Dallas Race for the Cure® team contact for advice and organizing tips.

LeeAnn Hinkle
teams@komen-dallas.org
(469) 619-3903

CONTACT US

teams@komen-dallas.org

(214) 750-7223

5310 Harvest Hill Rd, Suite 120

Dallas, TX 75230

WELCOME TEAM CAPTAINS

Thank you so much for your support and leadership by stepping up as a team captain for our 2013 Komen Dallas Race for the Cure®! Whether you are a returning team captain or participating for the first time this year, the Dallas County Affiliate of Susan G. Komen® 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 2013 Komen Dallas 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

General Team Inquiries: teams@komen-dallas.org
Registration Inquiries: regsitration@komen-dallas.org
Donation Inquiries: pledge@komen-dallas.org

Visit komen-dallas.org to learn about Komen Dallas County, including where your money goes and year-round events and opportunities.

CONTACT US

Dallas County Affiliate
Toll Hill Office West
5310 Harvest Hill Rd., Ste. 120
Dallas, Texas 75230

Main: (214) 750-7223
Fax: (214) 750-7266
Helpline: (1-877) 465-6636
info@komen-dallas.org



Our Vision

Komen Dallas County plays a special role in the promise of creating a world without breast cancer. Our vision is for every person in Dallas County to have access to breast health education and breast cancer screening, treatment, and support. We believe that **the decision to live or die from breast cancer should not be dictated by your ability to pay nor where you live.**

Since 1992 the Susan G. Komen® Dallas County has funded more than \$21 million in breast cancer screening, diagnostic procedures, treatment and transportation at no cost for Dallas County's most medically-vulnerable populations.

With unemployment rates at their highest in decades and the increase of uninsured individuals, our mission and our efforts have never been more critical.

MAIL DONATIONS TO
P.O. Box 731696
Dallas, TX 75373

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 300 Dallas' Team Rally Package to help energize your team's fundraising efforts!
- _____ **Personalize your Participant Center.** Don't believe it makes a difference? Think again! Last year, our fundraisers who updated their personal page raised on average \$343 more than those who didn't.
- _____ **Send E-Mails from your Participant Center.** Log in to recruit and manage team members, request donations and download fundraising resources. Use our prepared e-mail templates or create your own!
- _____ **Set a team fundraising goal.** Aim high and have each team member commit to fundraising! Last year the average fundraising participant raised \$278. 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! Download printable team posters from our team page by visiting komen-dallas.org.
- _____ **Attend the Team Captain Kickoff.** Mark your calendars for August 8th and join us at the Sheraton Galleria 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 out 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 Dallas County 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 Dallas County.

CONTACT US

teams@komen-dallas.org

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Dallas, TX 75230

WHERE DO I START

Fundraising Tips

Fundraising should be fun not feared! Share these tips with your team 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 whom 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 Komen Dallas County. 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, PS3 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 that way you can have an idea of how many people will come to your car wash and 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? komen-dallas.org

MAIL DONATIONS TO
P.O. Box 731696
Dallas, TX 75373

PROGRAMS, CONTESTS & CHALLENGES

Individual Contests & Challenges



Top 100 Fundraisers - Pink Honor Roll

Special recognition includes an invite to our Race Thank You Party held in January to celebrate our top fundraisers hard work! Be a part of this prestigious group in 2013 and enjoy free bowling, drinks and food at 300 Dallas!

NEW - Cancer Crushers

Prizes will be awarded to our top 10 fundraising survivors. Last year our survivors fundraised on average \$123 more than a non-survivor participant. Encourage all survivors to use their experiences to pass 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!

Team Contests & Challenges

Team Participation Challenge

Prizes will be awarded to the largest team in each of the four team categories – friends & family, school, spiritual and healthcare.

Team Fundraising Challenge

Prizes will be awarded to the top fundraising team in each of the four team categories – friends & family, school, spiritual and healthcare.

T-Shirt Contest

Donation “votes” will be added to your team fundraising total. Contest rules have changed! Submit t-shirts by **Wednesday, Oct 9** to:

Komen Dallas County
Attn: Christina Cutshall
5310 Harvest Hill Rd, Ste 120
Dallas, TX 75230



Want to see more? komen-dallas.org

CONTACT US

teams@komen-dallas.org

(214) 750-7223

5310 Harvest Hill Rd, Suite 120

Dallas, TX 75230

WHY WE NEED YOUR HELP

As a team captain, you play a critical role in our success. Each year Komen Dallas County receives grant requests for local organizations that provide breast health resources for uninsured and underinsured Dallas County residents. Thanks to efforts, such as your fundraising, we have been able to invest more than \$21 million in the Dallas community since our founding in 1992.

This year we received grant requests for a record breaking \$3.1 million and need your help more than ever! Without our teams, our ability to provide critical services would suffer, and so would the innocent victims of breast cancer.

DALLAS COUNTY DOLLARS

SAVE DALLAS COUNTY LIVES

75% of net funds raised support breast health services for uninsured and underinsured Dallas County residents

- 1:8** women in America will be diagnosed with breast cancer in her lifetime
- 5,530** people are estimated to be living with breast cancer in Dallas County
- 1,452** new people are expected to be diagnosed with breast cancer in 2013 in Dallas County
- 271** people are expected to die from breast cancer in 2013 in Dallas County

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

Jan Lucio



With daily visits to the gym and her recommended annual mammograms, Jan was proactive, fit and healthy.

When she found out she had breast cancer in Oct. 2008, she was in total shock.

Having just started teaching at a new school with much success, Jan decided to reschedule her yearly mammogram one month sooner to coincide with Breast Cancer Awareness month. When she received the call from her nurse the following morning to come in for another mammogram and ultrasound,

Jan assumed it was another false alarm. "As they were doing the follow up ultrasound," she said, "the doctor indicated that I needed to return for a biopsy. I assumed that they meant sometime in the following week. He said, 'No, not next week. Go tell your husband, eat something, and come back after lunch.'"

Jan's final diagnosis was stage 3, HER2+ breast cancer with lymph node involvement. The cancer was invasive and aggressive.

After a mastectomy, 18 rounds of chemotherapy, 33 treatments of radiation, and an intricate DIEP flap reconstruction, Jan is happy to call herself a survivor.

Having been an avid supporter for Komen Dallas County for more than five years we were honored to award her as our Champion Survivor at the 2013 Impact Awards Luncheon.

Jan's message to women? "Have a mammogram. I had mammograms for 12 years. I went early and was already at Stage III." She also encourages everyone to not fear fundraising. "I've done all the fundraising by myself (donations from friends, family, and co-workers), no gigantic fundraising team... small donations from friends and family allow them to feel like they are helping find a cure. And every contribution matters!"

MAIL DONATIONS TO
P.O. Box 731696
Dallas, TX 75373



2012 TOP 100 FUNDRAISERS - PINK HONOR ROLL

1. Christopher Broom \$33,685.10

2	Bill Peterson	\$33,560.00	35	Sherry Deason	\$2,811.24	68	Dana Pence	\$1,670.00
3	Terri Swain	\$28,315.69	36	Linda Wilkins	\$2,805.00	69	Kathleena Unverzagt	\$1,640.00
4	Rebecca Herman	\$13,135.00	37	Traci Inman	\$2,780.00	70	Brenda Stringer-Bishop	\$1,580.00
5	Patti Estrada	\$13,051.31	38	Amy Staggs	\$2,665.00	71	Elaine Perez	\$1,505.00
6	Amanda Prow	\$12,606.00	39	Karen Sigler	\$2,627.13	72	Carla Jackson	\$1,500.00
7	Donna Allen	\$12,450.00	40	Christy Ansley	\$2,575.00	73	Kristi Kirby	\$1,500.00
8	Kathy Barton	\$12,006.17	41	Savor Las Colinas	\$2,525.00	74	Jan Lucio	\$1,500.00
9	Kathy Bleikamp	\$10,404.61	42	Niecy Smith	\$2,427.00	75	Elle Ruiz	\$1,496.03
10	Casino Night	\$9,702.15	43	Sharla Myers	\$2,375.00	76	Barbie Drews	\$1,406.30
11	Sharon Edmondson	\$9,185.00	44	Karla McGilvray	\$2,321.11	77	Angela Walk	\$1,375.00
12	Beth Bradley	\$7,851.11	45	Leng Smith	\$2,225.00	78	Renee Miley	\$1,372.00
13	Melanie Parsons	\$6,798.64	46	Sean Brown	\$2,136.75	79	Janine Friesen	\$1,358.23
14	April Samuels	\$6,723.12	47	Deborah Fugit	\$2,075.00	80	Iris Ellis	\$1,350.00
15	Denise Stenson	\$6,360.00	48	Dustin Kethley	\$2,070.00	81	Jennifer Kohlhaas	\$1,299.99
16	Jenny Cappel	\$5,430.00	49	Vicki Stinson	\$2,050.30	82	Suzanne Champagne	\$1,275.00
17	Perry Stephenson	\$5,340.00	50	Greta Allen	\$2,050.00	83	Tamara Jackson	\$1,275.00
18	Timothy Hughes	\$5,000.00	51	Melissa Magee	\$2,030.00	84	Leona Sutherland	\$1,275.00
19	Jason Mueller	\$4,725.00	52	Kay Tscheyka	\$2,017.00	85	Sandra Ehlert	\$1,270.00
20	Leslie Hughes	\$4,545.00	53	Gale Sloan	\$2,015.00	86	Kaily Graham	\$1,225.00
21	Michelle Henderson	\$4,514.00	54	Bruce Huffman	\$2,000.00	87	Cheryl Barnes	\$1,210.00
22	Glenna Wright	\$4,465.11	55	Lisa Hooker	\$1,986.11	88	Ashley Harrod	\$1,210.00
23	Kathy Binkowski	\$4,225.00	56	Teresa Williams	\$1,985.00	89	LeeAnn Hinkle	\$1,200.00
24	Rebecca Whitacre	\$3,690.00	57	Michelle Small	\$1,980.00	90	Shannon LaPrade	\$1,200.00
25	Shannon McMahan	\$3,455.00	58	Elizabeth Hardy	\$1,970.00	91	Russ McWilliams	\$1,200.00
26	Patrick O'Keeffe	\$3,405.00	59	Nina Allard	\$1,964.24	92	Carol Roehrig	\$1,200.00
27	Susan Thomsen	\$3,325.00	60	Lea Fourkiller	\$1,952.00	93	Fran Stiffel	\$1,200.00
28	Kathy Calkins	\$3,232.22	61	Lana Reagor	\$1,950.00	94	Pam Hendrix	\$1,195.00
29	Lori Eaton	\$3,151.11	62	Gennifer Stratton	\$1,930.00	95	Ruth Rubio	\$1,175.00
30	Cynthia Smith	\$3,110.00	63	Tracy Lockhart	\$1,900.00	96	Christie Lyons	\$1,169.17
31	Steve Milonovich	\$3,012.00	64	Tammy Kolar	\$1,870.00	97	Tina Millwood	\$1,135.00
32	Barbara Leath	\$3,000.11	65	LaDonna Norris	\$1,740.00	98	Micah Catterson	\$1,130.00
33	Cheryl Harth	\$3,000.00	66	Bob Musso	\$1,730.00	99	Marsha Lambert	\$1,101.00
34	Luann Nichols	\$2,950.00	67	Karen Gray	\$1,670.00	100	Danielle Rhodes	\$1,100.00