TEAM PACKET

KICKIN' CANCER! 5K RUN / WALK / STROLL

kickincancer.com

EVERY STEP COUNTS

At the Kickin' Cancer! 5K Run / Walk / Stroll, teams make the biggest impact in the fight to end breast and ovarian cancer, because we are stronger TOGETHER.

Every dollar your team raises supports Lynne Cohen Preventive Care Clinics across the nation. These highly specialized and innovative women's care facilities unite research, screening, and clinical care for women at increased risk for breast and ovarian cancer. Over 20,000 women have been served by our clinics, located at USC, NYU, and Bellevue Medical Center. The dedicated professionals at our clinics collaborate to determine the individual risk and best course of action for each patient. This is the cancer care and attention we'd all hope to receive.

TEAMING UP + TAKING ACTION

Kickin' Cancer! Teams are groups of like-hearted individuals fundraising together and united in their desire to end ovarian and breast cancers.

Anyone can form a team.

There is NO minimum number of team members and NO minimum fundraising commitment. All you need to do is join forces with one or more friends and lace up to fundraise and kick cancer.

Every step makes a difference.

We are thankful for each and every team that is fundraising nationwide. Your courage and paassion fuels our fire and takes us that much closer to ending cancer through PREVENTION.

TEAM CAPTAINS

We support our Team Captains every step of the way! With the support of this toolkit and our staff (available at info@kickincancer.com), Team Captains form and manage their teams by:
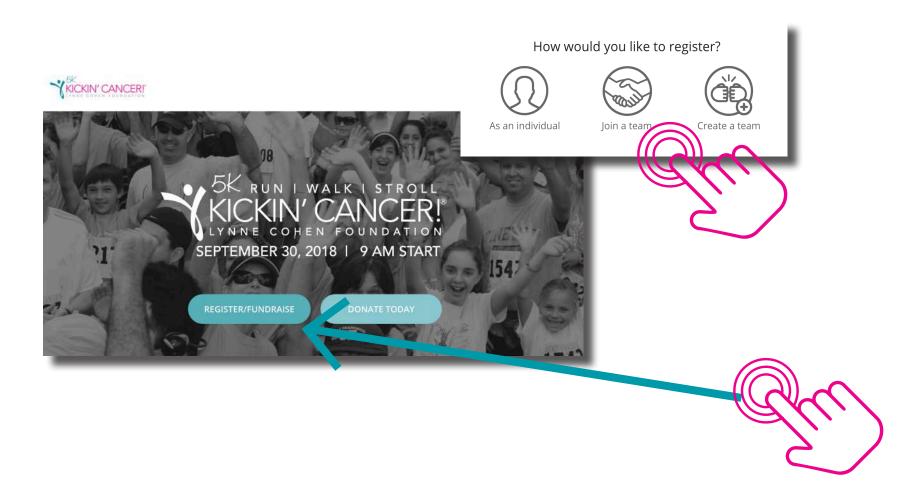
1. **Creating** a Team at kickincancer.com

2. **Fundraising** and leading others to do the same

3. **Inviting** friends and family to join

4. **Cheering** them on

5. **Rallying** the Team with encouragement, fundraising updates, and event information
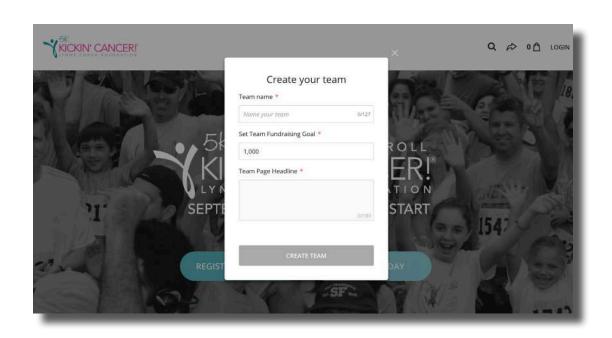
CREATING YOUR TEAM

STEP 1: On the kickincancer.com homepage, click Register / Login, which will send you to our registration portal
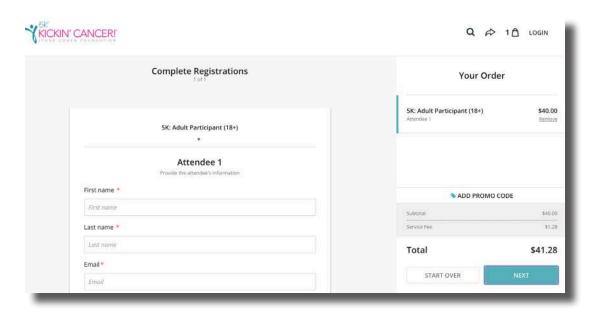
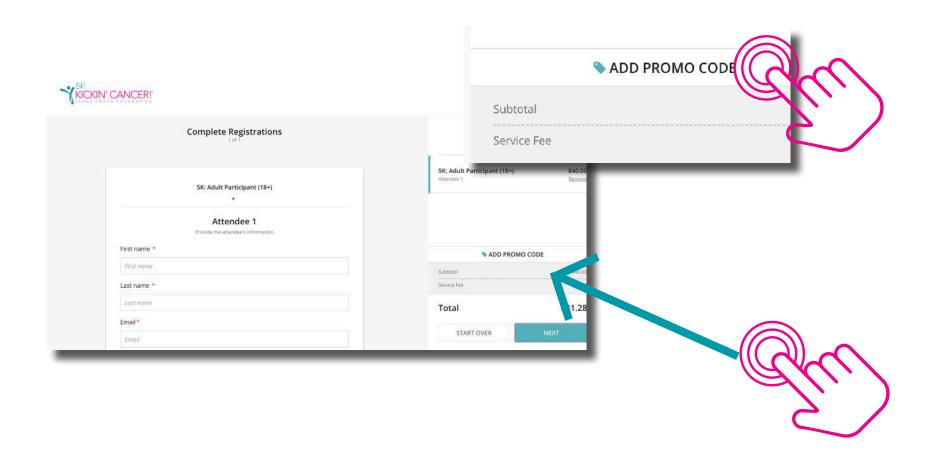**STEP 2:** Register OR Login. Write down your login information and keep it on file.

STEP 3: Team Up. Upload a Team Profile Picture, Enter your Team Name, and Enter your Fundraising Goal.

STEP 4: Register Yourself. Select the appropriate ticket type(s) for yourself and any family members for whom you wish to Register. If you are unable to join us on September 30th, register to Fund-raise as a Virtual Participant and lead your team remotely!

STEP 5: Have an offer code? Click the blue link, enter the code, and then click the green checkmark.

STEP 6: Fill in your details and details for each participant for whom you are registering. Enter your payment information and hit Submit! You will receive a confirmation at the email address you provided.

Complete Registrations
1 of 1

5K: Adult Participant (18+)

Attendee 1
Provide the attendee's information

First name *

First name

Last name *

Last name

Email *

Email

Cell Phone *

WHAT DO I NEED TO DO?

EASY! JUST RALLY YOUR TROOPS.

Invite your friends and family to join you. They can either Donate to your personal page or Join Your Team by registering as a 5K Participant and Fundraiser or as a Virtual Fundraiser.

Please note that every dollar donated to your page will also appear on the team page. Only donations made directly to your personal page will be credited to you personally.

Donations made on the team page will not be attributed to any individual fundraiser, but to the team as a whole.

FUNDRAISE

1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR **WHY** TO THE EMAIL

We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

FUNDRAISE (cont.)

4. NOW MOVE TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. REENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**

COMMUNICATE

BECAUSE WE'RE STRONGER TOGETHER

1) Follow up with your teammates and donors.

2) Remember to thank donors and team members by name on social media as well as via direct communication.

3) Keep your team up to date on important event information.

4) Encourage your teammates, both as they fundraise and as they run / walk / or stroll on event day.

Recruit fundraising teammates (near and far) and tell your friends why you are Kickin' Cancer! Ask them to join you.

Make it personal.

Follow up. Check in with updates, news, inspiration, and thanks.

Post to social media. Facebook, Instagram, Twitter, you name it! Raise your voice to raise awareness and fuel the fight.

Instagram
@lynnecohenfoundation

Facebook
@lynnecohenfoundation

Twitter
@kickincancer

THANK YOU!

5K KICKIN' CANCER!
LYNNE COHEN FOUNDATION

Dear [Name],

On _____, I'll be running 5 kilometers to help fight breast and ovarian cancers.

This cause is close to my heart, and in addition to fundraising, I have personally donated X dollars. Please join me by making a donation. My goal is to raise X to help fund clinics for women at increased risk of disease, and every dollar helps!

or

You are my ten favorite people. This cause is close to my heart, and in addition to fundraising, I have personally donated X dollars in each of your honor. That's X dollars multiplied by 10 = X dollars to fight ovarian and breast cancer. Please join me by making a donation. My goal is to raise X to help fund clinics for women at increased risk of disease, and every dollar helps!

Please click here [insert your personal fundraising link] to make a donation.

I sincerely thank you for your support and for joining me on this exciting journey to end breast and ovarian cancers.

IMPORTANT INFO

Managing mail-in donations:

Please include your name and your team name in the memo line of each check to ensure that proper credit is given for each donation.

Mail checks to:

1112 Montana Ave, Suite 861
Santa Monica, CA 90403

Registration fees:

5K Run / Walk / Stroll: $40 | Kids: $20 | Virtual Participant: $15

visit **www.kickincancer.com** for more information   _

DONATION TRACKER

(can also be found under the Resources tab at kickincancer.com)

_____   _____

Fundraiser's Name   Team Name (if applicable)

_____   _____

Fundraiser's Phone   Fundraiser's Email

_____

Fundraiser's Mailing Address

* Please provide donor address if donor would like to receive a tax deductible receipt. Any cash donation that you receive without an address will be added to your individual tax receipt.

DONOR NAME	DONOR ADDRESS	DONOR PHONE	TOTAL $ PLEDGE

CONTACT
KICKINCANCER.COM
INFO@KICKINCANCER.COM
TAKE A STEP. JOIN THE MOVEMENT.

AS SEEN IN