



Dear Team Captain,

Thank you for supporting the Get Your Rear in Gear 5K. Team building helps our organization bring the message of good health to a wider audience. By connecting with friends and family to bring a team together on race day, you help us to increase awareness and screening of colon cancer, and to improve the health and wellness of your community.

*“Get Your Rear in Gear is bigger than just a message for colon cancer; it is a message for all of us to take action, lead longer healthier lives, go to the doctor regularly, to listen to our bodies when something isn’t right and to get the right answers, regardless of age.”*

*– Kristin Tabor President and Founder of the Colon Cancer Coalition*

In this packet, you'll find helpful tips for building and organizing your group. You'll also find suggestions for fundraising if you or team members choose to raise money for the cause. On race day, the Coalition will award the team who has raised the most funds, the largest team, and the team with the most creative identifier (t-shirt, cap, banner, etc). We also award the individual who has raised the largest sum of money.

Get started with the team building process by registering for the race online. Be sure to select the Team Captain option when you sign up, so that you can establish the team name. Once you've registered, others will be able to find the team name and join you in your efforts to raise awareness and fight colon cancer.

Every team is important on race day, regardless of size or dollars raised. Thank you again for taking this important step to make this event a success.

Malia Frey  
Promotion Director  
Colon Cancer Coalition  
maliafrey@getyourrearingear.com



## How To Be A Great Team Captain

### ***Get connected***

1. Make a list of everyone you can contact to participate: family, friends, neighbors, co-workers, sport or civic organization members, and schoolmates.
2. Let your community know why this team effort is important to you. Write and send a brief email that shares the story of why you became involved so that people understand the importance of your efforts. Connect with friends on Facebook, Twitter, or CaringBridge.
3. Use this as an opportunity to get in shape. Build a neighborhood or workplace fitness group and set a goal for finishing the race.
4. Host a team rally and invite team members who are already registered to bring a friend.

### ***Get organized***

1. Be sure that all team members register under your designated team name. Team members may register online or in person on race day but must be registered by the Tuesday before race day to be considered for the Largest Team award. Funds raised by that date will count towards the Largest Fundraising Team or Individual Fundraiser award.
2. Design a team shirt, banner, hat or other marker. Involve kids or artistic team members to get them excited about the event.
3. Encourage fundraising. Fundraising is not required, but is greatly appreciated. See our *Tips for Successful Fundraising* for more ideas.
4. Finalize details. Determine who will attend the pre-race packet pick up to get race numbers, shirts and goodie bags for your team.
5. Make arrangements for a meeting time on race day. Assign a meeting area with a sign, so the group will be easy to find at the event. Leave plenty of time before the race for the team photo.



## Tips and Ideas for Successful Fundraising

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Get Your Rear in Gear event, a customizable fundraising page is set up in your name. A link to the page is emailed to you after the registration process is complete. Add photos and a personal message so that visitors to your page will understand why this cause is important to you.
- 3. Advertise the page.** Send emails to friends asking them to visit your site, post a message on CaringBridge, Facebook or Twitter, hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached pledge forms.
- 5. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of services or products for the event.
- 6. Approach business owners.** Local and national businesses are always looking for ways to promote themselves in the community. Local businesses, including your own workplace, may be willing to match funds or help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a 'donation day'.



### Pledge form

Please accept my donation to the Colon Cancer Coalition in the amount of

★ \$25 ★ \$50 ★ \$75 ★ \$100 ★ Other \$ \_\_\_\_\_

Please make checks payable to the Colon Cancer Coalition

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

★ Yes, I would like to receive the Coalition Newsletter. The Newsletter is sent electronically.

Email \_\_\_\_\_

★ This gift is in support of

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_

Individual \_\_\_\_\_

Please return your donation to the race participant or mail directly to:

Colon Cancer Coalition

8009 34th Ave., Suite 360

Bloomington, MN 55425

Tax ID # 30-0377727



### Receipt

Thank you for your donation to the Colon Cancer Coalition in the amount of

★ \$25 ★ \$50 ★ \$75 ★ \$100 ★ Other \$ \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

★ This gift is in support of

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_

Individual \_\_\_\_\_

Your donation and pledge slip will be given to the Team Captain or mailed directly to:

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