



Brain Tumor Alliance Clearwater 2015 Run/Walk/Cycle

Saturday, September 17, 2016

Location: Coachman Park
301 Drew St, Clearwater, FL 33755
Registration Open at 6:00 am





Dear Team Captains,

Hello and welcome! Thank you for joining us as a Team Captain. You will make a difference in the lives of people living with brain tumors, their families and caregivers. Now, take the next step to end Brain Tumors.... RECRUIT TEAM MEMBERS

AND RAISE FUNDS!

Brain Tumor Alliance is a leader in funding Brain Tumor Research and patient support. The funds raised through Brain Tumor Alliance Run/Walks allow us to continue our mission to fund cutting-edge research, provide patient support, increase awareness, provide travel assistance to patients and advocate on behalf of those affected by Brain Tumors. This kit is designed to provide you with the tools you need to make your team's experience fun, successful and rewarding.

As a Team Captain, just ask friends, family and coworkers to join your team. Motivate and encourage your team to promote **Brain Tumor Alliance** in your community. By encouraging family, friends and coworkers to join your team and support us, you are helping us move one step closer to finding a cure! **Our goal is to raise \$80,000 with this 9th annual event and we need your help!**

We are so excited to have you joining us for our event! We're looking forward to seeing you reach and surpass your fundraising goals. Then, we will all celebrate your success and come together as one loud voice in the Orlando area. Together we will make a difference in the lives of those who are affected by Brain Tumors. If you have any questions or concerns, please don't hesitate to contact us at 727-781-4673. We are here to help!

Thank you!

Debbie Turner
Event Coordinator

Steps to be successful

FOUR TO THREE MONTHS BEFORE THE RUN/WALK

- Choose a Team Name and register your Team online
- Personalize your fundraising pages with photos and a brief statement of why you are involved with this event
- Set goals for Team Fundraising and Team Members
- Encourage Team Members to register online at <http://braintumoralliance.org/clearwater>
- Set up your Personal and Team Fundraising Webpage by logging in on the event page
- Begin fundraising and planning your Fun-Raising events
- Investigate your corporation's Matching Gift policy and encourage your team members to do the same

TWO TO THREE MONTHS BEFORE THE RUN/WALK

- Hold a team kick-off party
- Send emails from your personal Fundraising Page to ask people to join your team
- Encourage Team Members to register online
- Hold Fun-Raising events with your Team
- Explain to donors about a "Matching Gift Policy" that their employer may have; it can double their donation
- Stay informed by reading all emails from BTA staff
- Send in donations so they can be reflected on your Personal and Team Fundraising pages
- Use corporate, church or school newsletters to spread the news about the walk
- Thank your Team Members for joining you and share how much their support means to you

ONE MONTH BEFORE THE RUN/WALK

- Set up Team member challenges to entice final push among Team Members
- Follow up with everyone to whom you emailed
- Continue to recruit and motivate your Team; challenge each member to recruit 2 new Team Members
- Host another Fun-Raising Event to get your Team excited and recruit others
- Share with your Team the progress your Team has made and encourage members to help meet your Team goal
- Encourage your Team to follow up with their contacts who have not yet donated

ONE WEEK BEFORE THE RUN/WALK

- Collect Walker donations from Team Members and submit to Brain Tumor Alliance
- Update your Team Members on fundraising accomplishments
- Inform your walkers in writing of your Team Meeting Place, time and location at the Walk

AT THE RUN/WALK

- Check-in at the Registration Table to turn in remaining funds that you may still have on hand
- Take a Team photo
- Enjoy the day and celebrate your accomplishments

AFTER THE RUN/WALK

- We encourage you to continue fundraising for up to 3 months after the event
- Send thank you notes to your donors. Tell them about your fundraising success; consider adding your Team photo and details about your experience
- Hold a "Wrap Up" thank you party to celebrate and recognize your team's efforts

6 Steps to a Successful Personal Fundraising Campaign



One of the most effective and easiest ways to raise money– no matter the city is to launch a letter-writing campaign. By drafting a “Dear Family and Friends” letter explaining why you, your company and/or family are participating in the Toss Your Marbles 5K, you can reach your largest audience without leaving home! And it can be your ticket to a fundraising success (the average letter-writing campaign raises more than \$1,500!)

Fundraising facts are on our website at <http://braintumoralliance.org> for the Team Captain to use to get you started. If you are interested in receiving sample letters, or need some help with your own letter, simply call the Brain Tumor Alliance’s office. Remember, we are here to help you and your team in reaching your fundraising goals!

Step 1: Develop Your Mailing List

Before you send your letter, you will need to determine who you will send it to. Remember – the larger your distribution list, the greater your results.

Step 2: Write Your Letter (suggestions online of sample letters)

Before you get started, here are a few tips: **Speak from the heart when creating your letter:**

- ✓ Tell people why it’s important to you that a cure for brain tumors is found.
- ✓ Include your fundraising goal.
- ✓ Enclose a self-addressed envelope with each letter (stamped, if possible).
- ✓ State that Brain Tumor Alliance is a non-profit organization and donations are tax-deductible. Checks should be made payable to: Brain Tumor Alliance
- ✓ Include expected date for donations (before Run/Walk date).
- ✓ Follow up each letter with a phone call.



Remember, the most effective letter will come directly from your heart and soul, so don’t weigh it down with too many statistics. Your personal testimony will have the greatest impact on your reader.

Step 3: Send out your Letter

Ideally, your letter should go out eight to twelve weeks before the Run/Walk, although successful results have been achieved in a pinch!

Step 4: Collect the Donations

Step 5: Turn In Donations

You can submit them by mail or at packet pick up or on the Run/Walk Day

Step 6: Write Your Thank You Notes



Be sure to send out thank-you notes or letters to all of your supporters announcing your success. **Acknowledging your contributor’s generosity this year will encourage their future support!**

If you register online, you automatically receive your customized, personal webpage and easy to use online tools to help you meet your pledge goals. The online personal webpages are simple and easy-to-use fundraising tools that allow you to accept credit card donations online by going to

<http://braintumoralliance.org>

WHO'S ON YOUR LIST?



Now you are ready to sit down and write your fundraising letter and e-mail appeal. The first step is to come up with a list of people who will receive your e-mail or letter.

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|---------------------------------------|--|
| -Car Dealer/Mechanic | -Professors/Advisors |
| -Clients | - Realtor |
| -CPA | - Relatives |
| -Co-workers | -Service Organization Members |
| -Dentist | - Siblings' Friends |
| -Employer | -Social Group Members (Book Clubs, Knitting Circles, etc.) |
| -Financial Advisor | -Spiritual Advisor |
| -Friends | - Suppliers for your business |
| -Hair Stylist | - Favorite Restaurant |
| -Insurance Agents (Car, House & Life) | - Travel Agent |
| -Neighbors | -Veterinarian |
| -Your Parents' Friends | - Anyone you know |
| -Professional Associations | |
| - Social Media Contacts | |

It can be challenging to think of all the people you know who will want to help you reach your goal. No need to worry - we've come up with a list to get you started. Send the appeal letter to all on your e-mail contact list and/or your Facebook friends. Remember: Don't be exclusive, include everyone!

HOW TO BUILD A TEAM

Recruit your friends, family, coworkers and everyone you know to join your Team! Show your enthusiasm, it's contagious!

- ❖ There is no limit to the size of your team; you can keep growing your team right up until event day! Last minute registrations are fine. Send them a letter or e-mail and be sure to include information on how to register for your team. A sample team member recruitment letter is available on line.
- ❖ Once they have signed on, ask Team Members to reach out to their friends, family, coworkers and neighbors by sending their own personal fundraising letter or e-mail. *Be creative*, reach out to social, religious and community support groups that you belong to and see if they would help promote your efforts through list serves, online support groups, or e-blasts.
- ❖ Some people will be unable to run/walk with you, but will still want to support your efforts. They can either join as a *virtual team member* (and receive an event T-Shirt) or be a buddy to your team by fundraising and collecting donations for your team. Provide all potential team members with information on how they can make a donation to support your fundraising efforts.
- ❖ Spread the Word. Talk about the event and your involvement to everyone you meet... at work, at parties, church and school. Remember, the more the merrier! *Ask your supervisor and coworkers to support you* and join your team, and let then let everyone know and encourage others to do the same.
- ❖ Encourage each team member to raise at least \$250. This is an easy goal for team members to achieve. If you really want to challenge your team, set the fundraising goal even higher! As they achieve their goal, (and it's easier than you think) raise the goal again to attract more donations.

