



The CureSearch Walk

Conquering Children's Cancer Together

Team Captain Handbook

Dear Team Captain,

Thank you for forming a team and taking a step forward with us to cure children's cancer. By recruiting team members and leading their fundraising efforts you are helping raise essential funds for children's cancer research. We are delighted to have your leadership.

To help support you and your team members, please take advantage of our tools on the CureSearch Walk website, www.curesearchwalk.org.

To be a successful Team Captain you will need to:

- **Review the enclosed information.** We have included everything you need get started. However, do not hesitate to call us for additional supplies, samples or other resources.
- **Set a walker recruitment goal and ask walkers to register for your team.** The average team has at least ten fundraising walkers. Think about the people you know: co-workers, friends, neighbors, people who attend your place of worship, gym or school, etc. If you recruit more than 10 walkers, consider appointing a co-team captain.
- **Set a Fundraising Goal:** Be aggressive! Set your goal high. Your friends, family and co-workers will be honored to support you.
- **Encourage your walkers to raise funds.** The most effective way to do this is to inspire your walkers to develop their own personal online web pages at www.curesearchwalk.org.
- **Send out your own online letter writing campaign and collect donations.** Think about asking associates who work at companies that match charitable donations, people who have moved out of the area, your friends from school—anyone!
- **Ask for help if you need it.** Please call CureSearch for additional fundraising and walker recruitment tips and ideas.

**Thank you again for your commitment to forming a team,
raising crucial dollars and creating awareness.**



As a Team Captain, you will be provided with the following materials:

- **Team Captain Collection Envelope**—On Walk Day you will collect any donations from your team members that have not previously been sent in to CureSearch. Place all the individual walker envelopes in your Team Captain envelope and turn it in at registration. Any team members that have not registered online will need to pass through registration in order to receive a bandana and a T-shirt if they have raised \$100 or more.
- **Walker Collection Envelopes**—These individual walker envelopes will be sent to you to distribute to your team prior to walk day.
- **CureSearch Walk Posters**— Use these to promote the walk and recruit for your team!
- **Participant Handbook**—Once your team members register online they will be given a link to the Participant Handbook. Please make sure your team members review this material.

Team Captain Step By Step

Step 1

- **Register at www.curesearchwalk.org.**
- **Review the Team Captain Guidebook**

Step 2

- **Recruit Your Team.** Invite friends, family and co-workers to join your team as fundraising walkers. Ask people to join both in person and through the CureSearch walk web page by sending out email invites.

Step 3

- **Register your Team.** Encourage those people that have committed to join your team to register online.
- **Start your Personal Fundraising Campaign.**

Step 4

- **Encourage each walker on your team to conduct an online fundraising campaign!**
- Ask walkers to find out about any company matching gift or sponsorship opportunities.

Step 5

- **Celebrate your top fundraising walkers!** Send your team members updates with their total amounts raised.
- **Keep your team motivated.** Share success stories, CureSearch research updates, and fundraising tips.

Step 6

- **Help walkers reach their fundraising goals.** Remind team members to send out an email to those people that have not responded to their online appeal.
- **Hold a team fundraising event.** Conduct a car wash, bake sale, garage sale, etc. and split the proceeds among your team.
- **Collect Funds.** Set up a time to collect walker envelopes from your team and send them to CureSearch prior to the walk, or bring them with you on walk day.

Step 7

- **Celebrate your success and attend the CureSearch Walk !**

Step 8

- **Thank your team members for participating and raising funds to cure children's cancer!**

Web Site Tips

The CureSearch Walk Web site is an extremely helpful tool. By registering at www.curesearchwalk.org you will be able to:

- Send an email to your personal contacts asking them to donate online
- Invite contacts to join your team
- Register team members who do not have an email account
- Send personalized emails
- Download fundraising tools
- Personalize your home page with photos and your personal story
- Update your contact information
- Track both your personal and your team's fundraising progress
- And much more!

Encourage your team members to register online and take advantage of the online tools!





Fundraising Tips and Ideas

The secret to fundraising is to ask and keep asking. Below are some strategies that will help you and your team reach your goals.

Online Letter-writing Campaign—Send out requests for contributions through your CureSearch walker participant center. This is the quickest and easiest way to raise dollars to help cure children with cancer. Online gifts are generally larger than gifts made in cash or check. Think of everyone you know. Your friends, family, neighbors, co-workers, vendors, college alumni, local businesses, social network friends do want to help. They just need to be asked.

Mailed Letter-writing Campaign—Mailing out letters is also a great way to raise money. The best letters incorporate a specific dollar amount, a deadline to receive contributions, a personal message that tells them why you want to make a difference in the lives of children with cancer, a picture, your personal fundraising web page address, and an enclosed envelope for donors to return contributions.

Corporate Sponsorship—Local businesses want to support causes that effect people in their community. Contact your CureSearch representative for more information about how businesses can support the walk.

Jeans Days—Challenge your company or your child's school by selecting a specific day that they can wear jeans to work or school by making a contribution to CureSearch. Set a specific amount (i.e. \$5) and make it a competition among departments. If the office or school is already a casual environment, conduct a hat day or funny shirt day instead.

Ice Cream Social—Host an ice cream social in your office or neighborhood. In an office environment, ask the president or managers to scoop the ice cream. Employees can make a donation to your walk team in exchange for a frozen treat. While your co-workers or friends are enjoying ice cream—invite them to join your team!

Garage Sale—Rid your house of clutter and raise money for your team. Consider having a team or neighborhood sale to raise lots of money to find a cure for children's cancer.

Matching Gifts—Make sure that every walker on your team knows to ask their donors if they work at a business that matches contributions. Many employers have matching gift programs and will match charitable contributions made by their employees. This is a great way for teams to quickly double or triple their efforts.

The secret to
fundraising is to ask,
and keep asking.



Sample Fundraising Letter

Dear (enter name),

I am writing you today to ask for your support of an incredibly important organization, CureSearch for Children's Cancer. CureSearch funds the lifesaving research of the Children's Oncology Group. This group of medical professionals treats more than 90% of children with cancer at over 200 hospitals in the United States. These experts provide world-class care in communities across the country.

Every day 35 children are diagnosed with pediatric cancer – 7 of those children will not survive. Children's cancer is the number one cause of death by disease in children. Although the cure rate is now 78% – up by 30% in the last 20 years – it is not enough. Our goal is a 100% cure rate and we can get there with your help.

I have chosen to join CureSearch in their fight for a cure by participating in The CureSearch Walk. The CureSearch Walk celebrates and honors children whose lives have been effected by children's cancer, while raising funds for lifesaving research. I have set an aggressive fundraising goal, because all children living with cancer and those who have lost their fight deserve it. Please consider making a donation to my campaign – there is no gift too big or too small.

Thank you for your support. I can promise that you are making a difference in the lives of all those affected by children's cancer. Together, we can Reach the Day when every children with cancer is guaranteed a cure.

Sincerely,

(insert your name), Team Captain



Go Above and Beyond Tips for Success:

- Walk in honor or memory of all those effected by children's cancer. Contact CureSearch if you would like to meet a family who has faced children's cancer.
- Organize an employee presentation to recruit co-workers and invite people from your company. Create a competition between departments and celebrate the top fundraising team.
- Encourage your team members to recruit others too!
- Keep your experience fun by challenging a friend to start a team.
- Use incentives to motivate your team members and reward those who raise the most money.
- Involve your company. Ask your business if they will sponsor the walk, match contributions or help recruit more walkers.
- Call CureSearch for additional support—240-235-2216 or email walkinfo@curesearch.org.

The CureSearch Walk

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Materials Request Form

This form is designed to ensure that you have all the supplies you need to raise funds for CureSearch and to recruit your team of walkers. Thank you for your support, and call us if need anything additional!

Please fill out the quantities you need and fax or email this form to CureSearch at walkinfo@curesearch.org or fax to 301-718-0047.

Qty _____ CureSearch Walk Posters

Qty _____ CureSearch Walk Brochures

Qty _____ CureSearch Walk Flyers

Qty _____ CureSearch Participant Handbooks

Qty _____ Walker Envelopes

Qty _____ Team Captain Envelopes

Please print the address to which you would like your supplies mailed:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____

Email: _____

Team Name: _____

Help.
Hope.
Research.
Life.

