



21st ANNUAL KOMEN DETROIT
RACE FOR THE CURE®
Saturday, May 26, 2012 - Comerica Park

TEAM CAPTAIN KIT

Local Presenting Sponsor



5K Run * 5K Walk * 1 Mile Walk

**Together . . . WE WILL
have a world without breast cancer.**

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21 Years in the Fight Against Breast Cancer

*This year is the 21st Annual Komen Detroit Race for the Cure. And **you** are a special part of this event! Whether you are a rookie or returning Team Captain, **WELCOME!** We are thrilled to be a part of your adventure.*

Komen Detroit Race for the Cure®

The Komen Detroit Race for the Cure® is proud to again partner with our local presenting sponsor, the Barbara Ann Karmanos Cancer Institute. We welcome the generous support of Karmanos and all of our sponsors.

But this Race is also supported by YOU. As a Team Captain, you support Komen's mission with your talent, time and resources. The Komen Detroit team works year-round to improve the lives of women and men facing breast cancer in our community.

The Komen Detroit Race for the Cure® joins the Komen Affiliate Network-- thousands of breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Since its inception in 1992, the Komen Detroit Race for the Cure has raised and invested more than \$21 million, funding local breast cancer screening, treatment and education programs and contributing to breast cancer research around the world. Seventy-five percent of net proceeds generated by the Komen Detroit Race for the Cure® stays in metro Detroit (Wayne, Oakland and Macomb Counties) helping our medically underserved neighbors, while the remaining 25 percent goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world.

To learn more about the 2011 Komen Detroit Race for the Cure® grantees visit the Race website and click on **Grants** (left column).

2011 Race Recap

The sun was shining on a crowd of 40,000-plus including:

- **1,850 survivors**
- **1,200 volunteers**
- **700 teams**
- **Nearly 100 sponsors and underwriters**
- **28 volunteer photographers who provided 7,500 images**
- **15 volunteer videographers who produced a great video (see the Home Page)**
- **22 bands and performers**
- **10,000-plus pink ribbons up and down Woodward and all around Comerica Park!**

Supporting \$1.475 million in local grants and \$421,600 to breast cancer research.

Ours is a promise that changed the world. Our impact is huge. Still, the stakes are enormous—there's no time to wait. Susan G. Komen for the Cure will continue to fight the fight until not one person dies of breast cancer, anywhere in the world.

To get more info about the 2011 results visit the Race website.

Congratulations and Thank You!

You have generously taken on the task of leading your team in the 2012 Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute.

This kit will provide you with tools to create and manage your team.

New Team Captains

You might be unsure of what you've gotten yourself into. Let us assure you – it is something wonderful. Your impact will be profound – for you, your team members, and the thousands of people touched by this disease. Your efforts will help provide screening, treatment, education and research to help end breast cancer forever. *YOU WILL MAKE A DIFFERENCE IN COUNTLESS LIVES.*

Start by doing what our returning Team Captains have done in the past: have fun! Learn about our great incentives. Thanks to generous sponsors, your team could win one or more of our team awards. You will be immensely proud on Race day. We are already proud of you.

Returning Team Captains

We are so honored to welcome you back.

You and your team members have already been instrumental in the success of the Komen Detroit Race for the Cure®. Last year, you were one of 700 leaders – a record! – who brought over 60% of the total participants to Detroit's Race and helped raise \$2.3 million.

WE CAN'T THANK YOU ENOUGH FOR SHARING THE PROMISE.

A Note to ALL of our Team Captains

Our Teams Committee has more volunteers sharing more resources than ever before. So please contact us with any concerns, questions, or ideas. We're eager to help you get started, build your team, grow your fundraising efforts, and be your support system.

On behalf of the Komen Detroit Planning Committee, Susan G. Komen for the Cure, and the Karmanos Cancer Institute, our local presenting sponsor, thank you for being a Team Captain. Your dedication truly helps make the Race a success.

Every team – every team member – helps us get closer to our goal:

WE WILL have a world without breast cancer

2012 Komen Detroit Race for the Cure® Team Program Co-Chairs

- Jan Tebelman – raceladyjan@wideopenwest.com
- Sandy Jessop – sjessop@att.net

AND, Bob Fontichiaro “The Answer Man”: RFTCBob@gmail.com



WHAT-WHY-HOW

Why Become a Team? - LESS TALK ... MORE ACTION!

Teamwork -A team gives people an opportunity to volunteer their time, talent, and dollars *together* to make a difference in our world and **have fun doing it!** Support community involvement. Take up the challenge of finding a cure by raising funds through the Friends for the Cure® program.

Education - As a team, you inspire others to learn about breast cancer and early detection, to encourage women to learn about their personal risk, to have yearly clinical exams and mammograms, and to teach others about Komen and its mission - **to end breast cancer forever.**

Awards - Working together, you can accomplish great things. Make your fundraising goal reach even further. Strive to build the largest team possible, with *every member* raising funds. Our generous sponsors continue to award our teams for their achievement in 2012.

Motivation - Turn talk into action. Spread the word, asking people to donate, get screened and advocate for strong breast cancer public policy. Tell everyone you know about the urgency of this cause and about the many ways they can help.

After three decades of progress, we are much closer to our vision. But we are at risk of losing ground. It's alarming that fewer than 50% of women age 40+ with insurance get an annual mammogram. We know that the number of women without health insurance is growing with few options for screening or quality cancer treatment. Programs that help women without insurance are threatened. Sadly, people are still dying from breast cancer— somewhere in the world, a woman dies of breast cancer every 74 seconds.

This is simply unacceptable because we know early detection saves lives.

We're calling for **"Less Talk. More Action."** We're going to turn the tide and drive people to action. With your help, we will beat this disease that will kill almost 500,000 - making it the 2nd leading killer of women worldwide.

We must act. We must encourage others to act-- with their feet, with their voices, and with their dollars.

LESS TALK ... MORE ACTION
YOU have the power to make the difference!

Team Captain Responsibilities & Assistance from Us

What is a Team?

A team is a group of **10 or more** participants who register under a common team name and **commit to raise funds (minimum of \$100)** to help end breast cancer forever. Any company, family, group of friends, club, community organization, school, or faith group can form a team. Online Team registration (team name and team members) ends midnight, May 8, 2012.

Your Responsibilities as a Captain

- Register your team name (even if your team members register with paper forms, you **must** register your team name online). Find helpful step-by-step instructions in the **Tips-Tools-Forms** section of this kit.
- Register **yourself** as a team member. See **Tips-Tools-Forms** for Team Member Registration instructions.
- Recruit people to join. All *team members* must be registered by midnight, May 8, 2012.
- Set a team fundraising goal. **Teams must commit to raise at least \$100.** Team Captains are the number one reason members fundraise. Online Fundraising Step-by-Step help is also in **Tips-Tools-Forms**.
- Communicate Race information to your team – keep everyone motivated!
- Pick up and distribute team packets (shirts, bibs, etc.): See **Deadlines, Dates and Details** for times and locations.
- Encourage **online** registration. It costs less and saves processing time.
- For any paper registration:
 - Distribute and collect paper entry forms to prospective team members.
 - Set a deadline for team members to return their forms to you a few days ahead of your deadline for submission (that's April 30th) – give yourself time for coordinating the paperwork.
 - Verify proper forms are completed, signed, and are accompanied by accurate fees.
 - Collect and turn in materials on time and *all together*.

What You Receive from Us

- **Team Packets** Each Team Captain is responsible for picking up her/his team's packets. Each packet will include the team roster; Race bibs (numbers); Race t-shirts; pink hat, pink shirt and commemorative pin for survivors; Race Quick Facts; manual fundraising forms; breast health fact sheets and an Information Booklet for the captain. **Team packets must be picked up by the captain or a team representative on one of the following dates.**
 - Early Bird Team Packet Pickup/Pickup – **May 12, 2012.** Race Staff, Teams Committee members and volunteers will be on hand to coordinate and assist Captains who sign up to pack up team materials. Team Captains who participate will be able to get their team materials two weeks before the Race; and we provide lunch for everyone. More details about this event will be highlighted in your monthly newsletters.
 - Team Packet Pickup - **Friday, May 18,** (10 a.m. to 8 p.m.) and **Saturday, May 19, 2012** (10 a.m. to 3 p.m.). Walk in and get your team box all packed up and ready for you.

All packets will be assembled and picked up at:

BINSONS'S EDUCATION CENTER
25709 Van Dyke; Center Line, MI 48015 (3/4 mi South of I-696).
This is the only place you can pick up team packets.

What You Receive from Us (continued)

- **Team Captain Workshops** These meetings will be held from 6:30 to 8:30 p.m., at the Karmanos Cancer Institute “Vee” Building (24601 Northwestern Highway, Southfield, MI 48075). We’ll give new and veteran team captains an overview of the Race, answer questions, walk through the process, offer fundraising tips, etc. More details will be included in the monthly Team Captain Newsletters and you can also check the Race website.
- **Free team sign** for all official teams (10 or more members and at least \$100 in fundraising) requesting one. Your team name is printed on 11 x 17 pink paper and mounted to an 18 x 24 white plastic board. You can decorate your sign to make it stand out from all the others. Pick up your sign with your team packet materials.
- **Monthly newsletters** with updates, fundraising suggestions and sample communications. We want you to have a great time while working hard to make your team successful.
- **Participant materials** for your team members. We’ll have everything you’ll need for your team members. That includes official Race shirts and bibs (for all registrants 6 and older); pink Survivor shirts, hats and Race pins for the survivors on your team; plus safety pins, fundraiser forms and breast health information. Team members under the age of 6 will receive Race bibs (numbers) and safety pins only.
- **Assistance** with questions, problems, etc. You’ll find our email address and phone number at the bottom of each page. We commit to return all emails and phone calls promptly.

Registration & Payment Options

Online Registration - (preferred and recommended!)

Team creation and member registration deadline - **May 8, 2012** at Midnight EST

1. Create your TEAM online. Click REGISTER NOW! on the Race home page and follow the instructions.
2. Register yourself as a team member.
3. Email potential team members from your team center with instructions on how to join your team.
Find Instructions for Managing your Team Center in *Tips & Tools & Forms*.

After holding registration fees steady for more than five years, this year's pricing has changed. We continue to offer advantages to teams, special youth and senior pricing and have maintained free entries for children 5 and under. Every dollar counts in our mission and everyone on the course MUST be registered.

EARLY BIRD SPECIAL PRICE - \$25 FOR ADULTS THROUGH JANUARY 1, 2012

Online registration fees are \$30 - adults (ages 18 - 64), \$15 - youths (ages 6 - 17) and seniors (ages 65 and over), and free for children ages 5 and under*.

** All Children 5 & under may participate in the Race for free, but they must be officially registered for the Race and a parent or guardian must sign the Race waiver. Children 5 & under will receive a Race bib (number) but not a Detroit Race for the Cure® t-shirt.*

All fees are paid via credit card on our secure site.

Online Registration "PAY LATER" Option

Companies or organizations paying for their members' registrations with one payment can set up a "Pay Later" option, eliminating the payment requirement at time of registration. Please contact Katrina Studvent (studvenk@karmanos.org) at the Komen Detroit office for more information about this option - email racefortheure@karmanos.org or call 248-304-2080.

Manual / Paper Registration

Team Registration submission deadline - April 30, 2012, 6 p.m.

NOTE: Even if team members register by paper, you must register the team name online to prevent duplicates.

- Distribute registration forms to potential team members.
- Collect completed and **signed** forms with payment from team members.
- Manual registration forms (team roster recap and entry form) can be found in the *Forms* section.

IMPORTANT: Paper registration costs MORE!

Paper registration fees are \$35 for adults (ages 18 - 64), \$17 for youths (ages 6 - 17) and seniors (ages 65+), and free for children ages 5 and under.

Manual Registration Payment Instructions

- Make all checks out to **RACE FOR THE CURE**.
All forms and fees must be delivered or postmarked by **6:00 p.m. April 30, 2012:**

Deliver forms with payment, **in 1 package** to:

Karmanos Cancer Institute
Vaitkevicius "Vee" Center
24601 Northwestern Highway
Southfield, MI 48075
(east of Evergreen & south of 10 Mile)

Mail completed forms and fees (no cash, please!) **in 1 package** to:

Race for the Cure
c/o Karmanos Cancer Institute
4100 John R -Mailcode #VE01RF
Detroit, MI 48201

Deadlines

REGISTRATION DEADLINES *All members of the team must be registered by one of these deadlines. After these deadlines, people can continue to register as individuals and join up with your team on Race day, but they will not be included in your official count.*

- TEAM **ONLINE** REGISTRATION: **Tuesday, May 8** at Midnight EST.
- TEAM **MANUAL** REGISTRATION: Monday, **April 30** at 6:00 p.m.

TEAM CO-SURVIVOR STORY ENTRY DEADLINE Stories can be submitted:

- at Early Bird Team Packet Pickup - Saturday, May 12, 2012 OR
- at Team Packet Pickup - Friday, May 18 and Saturday, May 19, 2012
- via regular mail by Friday, May 18 OR
- via email by Sunday, May 20 to: Attn: Jan Tebelman at raceforthechance@karmanos.org

TEAM T-SHIRT COMPETITION DEADLINE If you choose to enter your team t-shirt in our competition, it must be delivered to the Komen Detroit office (24601 Northwestern Highway, Southfield, MI 48075; east of Evergreen & south of 10 Mile) by Wednesday, May 23, 2012 at 5:00 p.m.

FRIENDS FOR THE CURE® FUNDRAISING DEADLINE - All donations submitted by July 1, 2012 qualify for 2012 team and individual Friends for the Cure® Incentives and Awards.

Dates

TEAM PACKET PICKUP

BINSONS'S EDUCATION CENTER - 25709 Van Dyke, Center Line 48015 (3/4 mi South of I-696)

*These are the **ONLY** times and place to pick up your team packets.*

- **Saturday, May 12, 2012** (10 a.m.) - Early Bird Pack-up - In order to get your team's packets on this day, you must help pack up.
- **Friday, May 18** (10 a.m. to 8 p.m.)
- **Saturday, May 19** (10 a.m. to 3 p.m.)

FREE TEAM PACKET DELIVERY Arrangements will be made for delivery the week prior to the Race for teams with

- 100+ registered participants **and** a minimum of \$10,000 in donations OR
- 10 - 99 registered participants **and** a minimum of \$7,500 in donations.

MAY 26 - RACE DAY SCHEDULE

6:30 a.m. to 7:45 a.m.	Team MEET open
7:00 a.m.	Individual Packet Pickup, Registration and all booths open
8:00 a.m.	Opening Ceremony: Survivor & Memorial Recognition
9:00 a.m.	Competitive 5K Start
followed by	5K Walk Start
followed by	1-Mile Walk Start
10:30 a.m.	Closing Ceremony: Runner and team awards

Team MEET

Need a place to gather your team? **Team MEET** is an area for teams to gather and have a team photo taken. It's a very short walk to the Walkers Start on Woodward. Courtesy of Olympia Entertainment, **Team MEET** is directly across from Comerica Park at 111 Madison (bordered by Witherell, Adams, Madison and John R).

For **Team MEET** and parking maps click on MAPS on the Race website.

Team MEET is for *PEOPLE ONLY*. No unauthorized vehicles, bicycles, scooters, rollerblades, skates, skateboards or pets are allowed at the Race. Wheelchairs, strollers (for safety, line up at rear of Race) and service animals are most welcome. Any items you bring must be removed when you leave for the 8 a.m. Opening Ceremony (Use Stuff Check, secure and free storage, courtesy of UPS, to hold your "stuff" until you get back from the walk/run).

STAGE

Home to Opening Ceremony, survivor and memorial tributes (8:00 a.m.), plus closing ceremony, runner and team awards (10:30 a.m.).

Thank you, Stage Sponsor Michigan Association of CPA's (MACPA).

SURVIVOR & MEMORIAL RECOGNITION

- Survivor Café offers survivors a light breakfast and mingling with other survivors, with special gifts courtesy of our generous donors. Thank you, Survivor Café Sponsors Binson's Home Health Care Centers and Community Care Associates
- Stop by and honor your Co-Survivor with a symbolic gift and don't forget that "Children are Co-Survivors, Too!" (Visit the Children's Area with your little ones.)
- Survivor Trolley for Race-registered breast cancer survivors not able to walk the course. Must be a breast cancer survivor and registered Race participant with a trolley reservation. Contact the Komen Detroit office at 248-304-2080 / raceforthechecure@karmanos.org to reserve a trolley ride. Thank you, Survivor Trolley Sponsor Quicken Loan.
- 10,000 pink ribbons decorate our route. See below for information.
- Survivor pink hats and shirts, and back signs for all, courtesy of Zeta Tau Alpha.
- Stop by the Memorial Site and add to our communal artwork remembering those we have lost to breast cancer.

PINK RIBBON PROGRAM

"Pinking up the Town," is a wonderful Komen Detroit Race tradition. Decorating the ribbons is a creative and meaningful way to get involved in the fight against breast cancer. Spread awareness and honor survivors and lost loved ones with ribbons. It's great for schools, businesses, and church and community groups. Many turn it into a creative fundraiser.

Visit http://www.karmanos.org/detroitraceforthechecure/releases/2012/race_forms/PRP.pdf for more information or check out Komen Detroit's website under Survivor & Memorial Activities.

STILL MORE . . .

- Children's Area - games, giveaways, and surprise visitors. Thank you, Children's Area Sponsor Kelly Services
- Breast health education along the route - Karmanos "Myth Bustiers" and I AM THE CURE® Cureleaders
- 20-plus volunteer entertainment groups along the route!
- Friends for the Cure® Team Challenge Awards and Recognition Program
- Shop for the Cure®, New Balance and Ford Warriors in Pink merchandise
- Stuff Check - secure storage of your "stuff," courtesy of UPS
- Sponsor booths with giveaways
- Team competition with awards

Frequently Asked Questions

What is the minimum team size?

Teams must have **10 or more** participants who register under a common team name and **commit to raise funds (minimum of \$100)**. Of course, there is NEVER any maximum team size; however, there IS an award for the largest team in each category!

How should teams members register?

ONLINE. It's easier for you, your team members, and us. Online registration also allows each team member to establish a **personalized online fundraising page**, set a goal and start fundraising early to help end breast cancer forever! The best way to register is to start from the Komen Detroit home page. Step-by-step instructions are included in the **Tips-Tools-Forms** section.

Can team members register at New Balance Registration Sites?

SORRY, NO. Team members must join your team online by midnight May 8, 2012 OR complete a signed paper registration form which the Team Captain must submit with all other manual entries by April 30, 2012 (see **DATES, DEADLINES & DETAILS** for more information). Remember, children 5 and under are free, but must be registered. The little ones count in your official team size.

How can people register after the team registration deadline?

Anyone who misses the team registration deadline of May 8 (Midnight) may register **as an individual** online or at a one-stop registration site. These people can still walk or run with your team but will not be counted in team totals for awards consideration.

What are the registration fees for team members?

Registration fees vary depending on:

- Age
- Type of registration (online fees are **LOWER**)

See Registration & Payment Options in this kit for the details. Registration fees are also listed online under Team Registration.

Do I need a team password?

No. An optional team password line appears on the online entry form but is no longer required.

How can I view my team roster?

When you register your team name on the Active System, you will receive an email with a link to your Team Center. Here, you can view your team roster, email team members to encourage them to fundraise or provide last-minute instructions for Race day, etc. If you misplace that link, simply go to www.active.com/teams, enter your login and password, and you'll be directed to your Team Center.

Can you guarantee my team shirt sizes?

We do our best to order sufficient t-shirts in a variety of sizes. We offer small, medium, large, XL, and XXL t-shirt sizes. Despite our best efforts, sometimes we do run out of certain sizes. This is one reason we strongly recommend participation in the Saturday, May 12 *Early Bird Special*. You help pack, get first pick and take your t-shirts home the same day!

Does it matter who gets which Race bib?

No, there are no assigned Race numbers for participants; however, every participant needs a bib (Race number), including children. Bibs show that you are registered and permitted to participate in the Race. Survivors get pink bibs. The tear-off tag on the bottom of the bib is used for top runners. Please remind your team members to fill out the information on the front and back of the bib.

Can I have my team packets delivered?

Yes! **Qualified** teams can have free delivery:

- 100+ registered participants **and** a minimum of \$15,000 in donations OR
- 10 - 99 registered participants **and** a minimum of \$10,000 in donations.
- Arrangements will be made for delivery the week before the Race.

Can I pick up my team packets on May 12?

Yes -- but only if you **participate** in the Team *Early Bird Special* Pickup that day -- **and pack up your team**. We reward Captains who help us pack about 700 teams' packets. There's lunch, early pickup of your own team packets and some nice surprises.

Do all team members have to participate in the same event?

No. Team members can choose any of the three events (5K Run, 5K Walk or 1-Mile Walk). If you change your mind and decide to walk instead of run, or walk 1 mile instead of the 5K, or any other change, it's not a problem!

What time should I tell my team to get to Comerica Park?

We strongly encourage arrival no later than 7:30 a.m. Team MEET is open from 6:30 to 7:45 a.m. Due to road closings around the event site as well as road construction, it's always better to arrive a little early. Don't miss the 8:00 a.m. Opening Ceremony honoring survivors and lost loved ones.

Where can my Team meet on Race day?

Team MEET is a great location for this. See Team MEET info, under Details in the **Deadlines, Dates & Details** section of this kit.

Can I bring my dog? Skateboard? Bicycle? Stroller?

No, no, no, and yes! For the safety of all participants, pets of any kind, skateboards, skates, scooters and bicycles are prohibited. Strollers, wheelchairs and service animals are always welcome!

Where can we park? What about maps? Etc.

The answers to these and many other questions are in the **Race Information Book** which will be available online; also check **Maps and Parking** (left column) on the home page.

What are important team dates to remember?

Sunday, January 1 - Midnight	Last day for special \$25 adult price
Monday, April 30 - 6:00 p.m.	Deadline for manual/paper entry forms to be postmarked or delivered. See Team Captain Responsibilities for more info.
Wednesday, May 8 - Midnight	Online team registration closes
Saturday, May 12 - 10:00 a.m.	Early Bird Special - Team Packet Pickup
Friday, May 18 - 10:00 am to 8:00 pm & Saturday, May 19 - 10:00 am to 3:00 pm	Team Packet Pickup Days
Friday, May 18 via mail OR Sunday, May 20 via email	Deadline for Co-Survivor Award Entry form. See Team Captain Responsibilities for more information.

What if I have difficulty using the online system? What if I need help?

Based on your feedback, we improve the system every year to make it easier for you. The Active Network has knowledgeable and helpful staff to handle your system questions: Email support@active.com or call 877-228-4881 (choose option 3 for registration, option 2 for fundraising).

You can also contact us at: 248-304-2080 (Komen Detroit Office)

- raceladyjan@wideopenwest.com (Jan Tebelman)
- sjessop@att.net (Sandy Jessop)
- RFTCBob@gmail.com (Bob Fontichiaro, "The Answer Man")

Building Your Team

- **Set a Goal & Communicate** - Setting team size and fundraising goals is important in getting your team started. Having a goal gives your team a specific number to strive for. Send regular emails to keep the team inspired and informed. Aim high.
- **Recruit Co-Captains** - Get more friends/co-workers involved in managing your team. Recruiting leaders leads to winning teams!
- **Brainstorm** for innovative, fun ways to recruit and fundraise.
- **Personalize the Message** - Ask a survivor or co-survivor to share her/his story in an email, newsletter, on Facebook or on the Komen Detroit website. Share inspiring stories with the entire team. Put a face on breast cancer. It will add to everyone's commitment to participate and fundraise!
- **Advertise/Publicize** - Use newsletters, payroll stuffers, flyers, emails, and Facebook, etc., to recruit. Posters will be available from the Komen Detroit office in February. Check the monthly newsletters for notice.
- **Compete** - Start a friendly competition among departments/buildings with a prize in mind. One effective team offers a pizza party for the department with the greatest number of participants.
- **Offer an incentive** for joining your team. It could be an extra vacation day to any employee who registers, a team t-shirt, a pink ribbon pin or other giveaways suited to your team.
- **Go online** - Encourage your team members to register ONLINE - it's fast, easy, saves time and money for you, your co-captains, and us! Fees are lower, so members save!
- **Commit to team fundraising** - Times are tough. So is breast cancer. Fundraising is key. With the online fundraising link on the website, it's fun and easy. Most importantly, your team will make a real impact on breast cancer.
- **Team Captain Tools** - Once you register your team, you will receive an email from Active that provides a link to your team center. Here you can invite others to join by email, view your team roster, email team members with messages, update your team info and download team reports. You can access your Team Center at <http://www.active.com/teams> and enter your login and password. Find instructions in ***Tips & Tools & Forms***.
- **Deadlines** - Don't miss out by missing deadlines! Send out friendly reminders as team deadlines approach. Online team registration closes May 8 at midnight; manual/paper entries must be mailed or dropped off at the Komen Detroit office by April 30 by 6:00 pm. Give yourself time to process manual forms by giving team members an earlier deadline for submission. Continue to encourage individual registrations after the team deadline. Your friends can still run or walk with your team on Race day (late individual entries will not count in team totals for awards consideration).

2012 Team Awards Program

This page includes a list of awards available for Teams.. Some awards are separated into size or type of team categories, making it easier for more teams to win! For details, go to <http://www.karmanos.org/detroitraceforthecure/teams.asp>.

FORD “LARGEST TEAMS” AWARD

Awarded in each category:

- Corporate - over 5,001 local employees
- Corporate - 501 to 5,000 local employees
- Corporate - 10 to 500 local employees
- Community Groups
- Family-Generated
- Schools - K thru 12
- Colleges/Universities

“PRETTY IN PINK” AWARD

Awarded to the team with the greatest number of survivors (one time per team).

DETROIT TIGERS WIVES “ROOKIE OF THE YEAR” AWARD

Awarded to the largest *new* team.

VISIONS SPA SALON “SPIRIT” AWARD

Awarded to the team with the best demonstration of team spirit/identifiers (one time per team).

PANERA BREAD “DOUGH GETTERS” AWARD

Awarded in each category to the team with the greatest percentage increase in membership:

- 10 to 50 team members in previous year
- 51 to 100 members in previous year
- 101+ team members in previous year

NEW BALANCE “TEAM T-SHIRT COMPETITION” AWARDS

Awarded to the team whose shirt is selected as the favorite design.

- Winning team is awarded \$200 in New Balance gift certificates for Lace up for the Cure® merchandise at the New Balance Farmington Hills or Troy stores.
- To qualify, please submit your shirt to the Komen Detroit office NO LATER THAN 5:00 p.m. Wednesday, May 23rd.

KARMANOS CANCER INSTITUTE “CO-SURVIVOR” AWARD

Awarded to the team with the most inspirational Co-Survivor story (one time per team). *Every* team should compete for this award because *every* team has a story. See entry form and examples from past winners in *Tips-Tools-Forms* section.

Team T-Shirt Competition Details & Entry Form



If you're designing a custom t-shirt for your team this year, why not enter the **TEAM T-SHIRT COMPETITION?**

Enter to win a great gift from New Balance Farmington Hills - Troy.

You can also use your shirt as a fundraising opportunity. Some ideas to make those shirts create fundraising dollars for you include:

- Design Competition
 - Charge a fee for each design entry. The designs don't have to be professional. Sometimes the best ideas are the simplest!
 - Display the t-shirt designs at your company or group site. Have employees/members/visitors, etc. vote - with dollars - for their favorite design. The entry with the most \$\$ becomes your team's t-shirt for this year.
- T-Shirt Sales
 - Print extra shirts to use at team fundraising events. They make great prizes!
 - Sell team shirts to friends and family who cannot attend but want the shirt.
 - Offer the t-shirt as an incentive for larger donation amounts.

Whatever you do, remember that your team t-shirt can help make an impact on ending breast cancer forever!

Team T-shirt Sponsor New Balance will be choosing their favorite design from all team t-shirts submitted to the Komen Detroit office by 6 p.m. on Wednesday, May 23, 2012. One winning design will be announced at the Closing Ceremony on Race day. The winning team will receive a \$200 gift certificate for Lace up for the Cure® merchandise at New Balance Farmington Hills or Troy.

Team T-Shirt Guidelines

- **NO PINK SHIRTS - pink is reserved for breast cancer survivors ONLY.**
- Prior to print, submit your artwork for design approval to Katrina Studvent, Race Co-Chair
 - Email: raceforthechcure@karmanos.org
 - Fax: 248-304-2081

• **Only Diamond and Platinum level sponsors are permitted to use the Komen Race for the Cure® logo.**

- All teams may use the Komen Official Team T-shirt logo at right. Contact the Komen Detroit Office for artwork.
- Use of the word “sponsor” is reserved for official Race sponsors only.
- If you are not a sponsor you can use the logo at right alone or combined with phrasing such as:
 - “Proud supporter of the Komen Detroit Race for the Cure®”
 - “**XYZ Team** proudly supports the Komen Detroit Race for the Cure®”



DEADLINE: Your shirt must be at the Komen Detroit office **NO LATER THAN 6 p.m. Wednesday, May 23, 2012:**

Please include the following information with your shirt.

TEAM NAME: _____

TEAM CAPTAIN: _____

PHONE NUMBER: _____

EMAIL: _____

Komen Detroit reserves the right in its sole discretion to choose not to display any designs that include profanity, inappropriate or explicit language, drug or alcoholic use, or any other representations it deems inappropriate or potentially offensive to participants. Shirts become the property of the Komen Detroit Race and cannot be returned. If you entered the competition last year and your shirt has not changed, you can ask us to re-submit the design for the competition. Check with us to verify that we still have your shirt so we can use it again. Call 248.304.2080 or email raceforthechcure@karmanos.org

FRIENDS FOR THE CURE® Donation Program

Your team WILL make a difference.

Team members accounted for 75% of total fundraising at the 2011 Race. **YOU, as a Team Captain, have the power to make a difference.** Please make fundraising part of your team goals. Every dollar puts us one step closer to ending breast cancer forever. We need your help.

Last year, the Friends for the Cure® program raised \$1.1 Million!

That's 48% of total Race revenue (\$2.3 million). Will your team be the one that keeps us at or beyond this level, despite the current economic challenges? Help fight breast cancer by collecting tax-deductible donations from family members, friends, neighbors and co-workers. Without this funding, our community could lose lifesaving local programs and research dollars at a time when needs far outpace resources.

Two ways to collect funds.

- **ONLINE** fundraising with your own personal donation page (received when you register online)
- **MANUALLY** by using the paper copy of the Friends for the Cure® form (see **Tips-Tools-Forms** section of this kit) and mailing or turning in your donations on Race day. **Manual (offline) donations will be added to your online totals by Komen Detroit staff**, once received at the office (give us one to two weeks to process).

All team members raising funds should instruct donors to donate to her/his personal donation page (received upon registration via email) or by going to the Komen Detroit home page. Click **DONATE NOW** and type your first and last name in the search boxes. All donations made to team members' personal pages will roll up into the team total.

Fundraising by team members will count toward individual awards as well as team awards.

Individual incentives and team awards are detailed on the next page.

Earn great prizes while helping to raise funds to fight breast cancer!

The level of recognition and rewards is based on the fundraiser's total of all donations, online as well as manual. Online donations must be received by July 1, 2012. Manual forms must be postmarked by July 1, 2012. All fundraising awards will be presented at the September 19, 2012 Celebration.

Online Fundraising

Sending an email to friends and family will give you the greatest "bang for your buck"! You'll find a large percentage of email recipients will happily respond to your requests.

NEED HELP?

Instructions for online fundraising can be found in **Tips-Tools-Forms** section of this kit. Other ways to get fundraising help are to:

- call the Active Network donation support for online questions at (877) 228-4881
- call the Komen Detroit office at 248-304-2080
- email the Teams Committee:

Bob Fontichiaro "The Answer Man": RFTCBob@gmail.com
or *Teams Co-Chairs*

- Jan Tebelman: raceladyjan@wideopenwest.com

- Sandy Jessop: sjessop@att.net

Team Fundraising Awards and Incentives

New Balance Top Fundraising Team Challenge Award:

Awarded to the team in each category with the most fundraising dollars. Certificates are good at Farmington Hills and Troy stores only.

New Balance Highest Percentage Team Challenge Award:

Awarded to the team in each category with the highest percentage of team members fundraising at a minimum of \$100 each. In case of a tie, the award will be given to qualifying team with the most dollars. Certificates are good at Farmington Hills and Troy stores only. The winning team in each category is presented with **New Balance gift certificates for Lace up for the Cure® merchandise.**

- Category 1 (10 to 25 members) receives \$100 in gift certificates.
- Category 2 (26 to 50) receives \$200 in gift certificates.
- Category 3 (51 to 100) receives \$300 in gift certificates.
- Category 4 (101 to 300) receives \$400 in gift certificates.
- Category 5 (301+) receives \$500 in gift certificates.

All winnings are taxable per applicable law.

Individual Fundraising Awards and Incentives

Team members make their fundraising dollars work twice for them! Every dollar raised by team members counts toward team totals and awards, *and* toward their own individual fundraising incentives and awards.

Individual fundraising awards and incentives are listed on the Race website under Donate/Friends for the Cure.

All winnings are taxable per applicable law.

September Celebration

Teams with at least 40 members or those that raise over \$5,000 in total team donations will receive an invitation for the Team Captain, with 3 guests, to attend the exclusive September 19 Celebration, held at the Max M. Fisher Music Center with refreshments, awards and a breast cancer research update from the Karmanos Cancer Institute.

Free Team Packet Delivery

Raise funds and qualify your team for free packet delivery to your doorstep. No need to pack up or pick up your team packets! To qualify:

- 100+ registered participants ***and*** a minimum of \$10,000 in donations OR
- 10 to 99 registered participants ***and*** a minimum of \$7,500 in donations.



TIPS-TOOLS-FORMS

Tips-Tools-Forms

The following are links to various instructions, sample letters, flyers and forms you can use for your team activities. If the link does not work, please copy the URL and paste it into your web browser's address window.

STEP-BY-STEP Instructions

➤ ***Creating a Team***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/team_creation.pdf

➤ ***Accessing the Team Center***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/MYTC.pdf

➤ ***Team Member Registration***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/team_join.pdf

➤ ***Managing Your Fundraising Page***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/MYFP.pdf

Fundraising Information

➤ ***“Golden” Team Fundraising Ideas***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/GF.pdf

➤ ***Corporate / Community Organization Fundraising Ideas***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/CCOFI.pdf

➤ ***Fundraising “Good Practices”***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/FGP.pdf

➤ ***Tips for Good Fundraising Letters***

http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/TGFL.pdf

Samples

- ***Sample Donation Request Letters***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/SDRL.pdf
- ***Sample Message from Corporate / Sponsor / CEO to Employees***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/SMCSC.pdf
- ***Sample “Join Our Team” Flyers***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/SJOTF.pdf
- ***Sample Email / Newsletter***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/SEN.pdf

Forms

- ***2012 Komen Detroit Friends for the Cure® Fundraiser’s Form***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/friends_ft_cure.pdf
- ***Co-Survivor Team Award Submission Form***
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/CSTASF.pdf
- ***Share Your Story Form***
Submit your own story at: <http://www.karmanos.org/detroitraceforthecure/story.asp>
- ***Manual Team Member Entry Form and Roster***
Manual Entry Form for team member offline entries ONLY:
http://www.karmanos.org/detroitraceforthecure/releases/2012/race_forms/TEF.pdf