

Team Tool Kit

2007 Komen NENY Race for the Cure®
Empire State Plaza • Albany
October 6, 2007



www.komenneny.org
(518) 454-0045

The Susan G. Komen for the Cure Fact Sheet

- Nancy Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen Breast Cancer Foundation, now Susan G. Komen for the Cure, and launched the global breast cancer movement.
- Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.
- Komen for the Cure has invested nearly \$1 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world take part in this signature awareness and fundraising event.
- The Komen Race for the Cure series, the largest series of 5K runs/fitness walks in the world, includes over 100 Races in the US and two international races. This year, we expect over one million participants to take part in this signature awareness and fundraising event.
- The Komen Northeastern New York Race for the Cure is the signature event of the Northeastern New York (NENY) Affiliate of Susan G. Komen for the Cure. The Affiliate covers an 11-county service area that includes Albany, Rensselaer, Saratoga, Washington, Warren, Montgomery, Hamilton, Essex and Franklin counties.
- Since 1995, the Komen NENY Affiliate has granted over \$1.3 million in net race revenues to local breast cancer programs targeted at the medically underserved. Remaining net revenues fund the Susan G. Komen Award and Research Grant programs.
- Since 1995, the Komen NENY Race for the Cure has grown from a few hundred participants to over 4,000.

Why Form a Team for the Cure?

- To make a meaningful difference in the fight against breast cancer at the local level.
- To honor or remember a breast cancer survivor.
- To experience one of upstate New York's largest participatory events.
- To get great visibility for your company or organization.
- To build company morale.
- To get some exercise or Sleep In for the Cure®.
- To spend quality time with family, friends and associates.
- To give back to your community by supporting a great cause.
- To have lots of FUN!

Teams are critical to the growth and success of the Komen Northeastern New York Race for the Cure. Join the fight and make a difference!

2007 Komen Northeastern New York Race for the Cure Fact Sheet

Date: Saturday, October 6, 2007

Location: Empire State Plaza, Albany

Time: 7:30 am - 10:00 am Race Registration & Race Expo
9:00 am Co-ed 5K Race
10:00 am Co-ed Family Walk
11:00 am Awards Ceremony

Fees: \$25 per individual if registered by mail (9/30/06) or online (10/4/06)
\$30 at Packet Pick-up on 10/4/07 and 10/5/07
\$35 on Race Day - 10/6/07
\$10 for children under 12
\$25 Sleep In for the Cure®

Local Honorary Chairs: Congresswoman Kirsten Gillibrand
News Channel 13 Anchor Benita Zahn

Entrants: More than 4,000 runners, walkers and sleepers are expected. Everyone is welcome –women, men and children of all ages and athletic abilities, including wheelers, are encouraged to participate. Teams of 10 or more individuals are welcome too!

Promise & Proceeds:

The promise of Susan G. Komen for the Cure is to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

The Komen Northeastern New York Affiliate grants up to 75% of net race revenues to local breast cancer treatment, education, prevention and outreach programs in it's 11-county service area which includes the counties of: Albany, Schenectady, Rensselaer, Saratoga, Washington, Warren, Montgomery, Hamilton, Essex, Clinton and Franklin. A minimum of 25% of net race revenues support the Susan G. Komen for the Cure Award and Research Grant Program.

National Presenting Sponsor: Yoplait

Official Race Series Partners:

American Airlines, Coldwater Creek, Energizer, Ford Motor Co., New Balance, Quilted Northern Ultra®, Zeta Tau Alpha and RE/MAX Premier.

Local Presenting Sponsor: Raymour & Flanigan Furniture

Local Sponsors: Price Chopper, CSEA, St. Peter's Breast Center, UnitedHealthcare, Hannaford, Pfizer Oncology, Cohoes Savings Foundation, Albany Medical Center, The Preferred Group, O'Connell & Aronowitz, Thomson Delmar Learning, Lodi Realty Corp., News Channel 13, Impact Graphics and 105.7 - The Buzz.

For more information: www.komenneny.org or (518) 454-0045

Team Captain Checklist

Thanks for agreeing to organize a team for the 2007 Komen NENY Race for the Cure®. Just by participating in the Race, you and your fellow teammates will help bring us closer to a cure for breast cancer. Please use the following as a guide for recruiting your team:

- **Review all the materials in the enclosed Team Captain Packet.** It should include:
 - 2007 Komen NENY Race for the Cure® Fact Sheet
 - The Susan G. Komen for the Cure Fact Sheet
 - Sample Newsletter Article
 - **Race for the Cure® Registration Forms** – part of enclosed brochure
 - Save the Date Flyers – can be copied and distributed
 - Team Tally Sheet
 - Online registration instructions

- **Set a goal.** How many runner/walkers/sleepers do you want to recruit? Remember, you need a minimum of 10 individuals to enter as a team, but there is no maximum!!

- **Win a prize.** There are three team prizes: 1) largest team; 2) best costumed team (team t-shirts or go all out!); and 3) most donations collected as a team.
(To enter your team T-shirt in the costume contest, drop off a team T-shirt at the team table during packet pick-up or on the morning of the race.)

- **Hang up Race for the Cure® team posters.** If you would like poster(s) please contact Debra Bausback at 439-9939 or Liz Schwenke at notreallybeth@nycap.rr.com.

- **Publicize the Race for the Cure® within your organization.** Some ideas include:
 - Include a Race for the Cure® article in your newsletter
 - Send voice mail broadcasts
 - Send e-mail messages
 - Include information as a paycheck stuffer
 - Distribute flyers via interoffice mail

- **Distribute Race forms to interested parties.** (You can duplicate entry/registration forms.)

- **Register by Mail.** Collect completed race forms and checks. (You may send one check payable to Race for the Cure® if this is easier). Mail in one envelope postmarked by **September 24, 2007** to:
Komen NENY Race for the Cure
P.O. Box 13535
Albany, NY 12212-3535

- **Registration via the 2007 Komen NENY Race for the Cure® web-site (www.komenneny.org).** The team captain must establish the team name online before individuals can register as team members. **The September 24 deadline also applies to online registration.** (Refer to enclosed instructions)

- **Arrange for team pick-up.** Someone from your organization must pick up your entire team's running bibs, timing chips, 2007 Race for the Cure® T-shirts, and race packets at the Empire State Plaza Concourse on Thursday, October 4 or Friday, October 5 between the hours of 11:00 am and 7:00 pm. (Contact Debra Bausback at 439-9939 if you need to arrange an alternate pick-up time)
All team packets, timing chips, running bibs and T-shirts must be picked up before Race day.

- **Meet your team at the Empire State Plaza Concourse on Saturday, October 6, 2007 as we Race for the Cure®!**

Sample Newsletter Article

(Your company/organization) is Teaming up to Find a Cure!

A team from (name of your company/organization) will join the fight against breast cancer on Saturday, October 6, 2007 by participating in the **2007 Komen Albany Race for the Cure®**.

The **Race for the Cure®** is an annual 5K race and fun walk that attracts men, women and children of all ages and athletic abilities. Those who can not attend the event can register to Sleep in for the Cure® and they will receive a special T-shirt. The Race is a sporting event with a mission: the eradication of breast cancer as a life-threatening disease. The **Race for the Cure®** series is the largest series of 5K runs in the nation, held in over 100 cities across the country, with more than 1.3 million participants worldwide in 2006.

While much has been accomplished with the funds raised to date, we still have much more to do. Breast cancer remains the leading cause of cancer deaths among women ages 40-59.

(Your name) is this year's **Race for the Cure®** team captain and has set a goal of recruiting (number) of people. According to (your name), "the **Race for the Cure®** is a wonderful way to have a great time while helping fight one of the biggest threats to women's lives today."

The 13th annual Komen Northeastern New York **Race for the Cure®** will be held at the **Empire State Plaza on Saturday, October 6, 2007**. Seventy-five percent of the proceeds will remain with the Northeastern New York Komen Affiliate to help fund breast cancer screening, education and treatment programs. Since 1995 the Northeastern New York Komen Affiliate has granted over \$1.3 million to local breast cancer programs.

For more information, contact (your name) at (your phone number).

PLEASE RETURN THIS FORM WITH THE REGISTRATION FORMS FOR YOUR TEAM !!!
2007 Komen NENY Race for the Cure® Team Tally Sheet

Group/Company Name: _____
 Phone: _____ Fax: _____
 Team Name: _____
 Team Captain: _____ E-mail: _____

Team Captain: Please fill out completely. Keep a copy for yourself and turn one copy in with your signed race registration forms and checks. **Team entries must be postmarked or entered online www.komenneny.org by September 24, 2007.** Photocopy this page as many times as needed.

	Name	Event – 5k run (R) walk(W) sleep(S)	Male (M) Female (F)	Child (C) Adult (A)	T-shirt Size Adult S,M,L,XL,XXL Child S,M,L	Phone Number	Survivor (Y or N)
1							
2							
3							
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25							

Adult Run/Walk T-shirts

Size S: _____
 Size M: _____
 Size L: _____
 Size XL: _____
 Size XXL: _____
 Size XXXL: _____

Adult Sleep in T-shirts

Size S: _____
 Size M: _____
 Size L: _____
 Size XL: _____
 Size XXL: _____
 Size XXXL: _____

Child Run/Walk T-shirts

Size S: _____ Size M: _____
 Size L: _____

Child Sleep in T-shirts

Size S: _____ Size M: _____ Size L: _____

TOTAL RUNNERS _____ **TOTAL WALKERS** _____ **TOTAL SLEEPERS** _____

REMEMBER: All team packets, running bibs, timing chips and T-shirts must be picked up at the Empire State Plaza Concourse on Thursday, October 4 or Friday, October 5 between the hours of 11:00 AM and 7:00 PM. Contact Debra Bausback at 439-9939 or Liz Schwenke at notreallybeth@nycap.rr.com if you need to arrange an alternate pick-up time.

Instructions for Team Members to Register & Join Your Team

Your team has already been created! Now all you need to do is tell your team members how to register for the event and join your team.

1. Go to http://www.active.com/event_detail.cfm?event_id=1440712 (or you can use the registration link on www.komenneny.org)
2. Click on the yellow button labeled "Register Now!"
3. Select the category that applies to you (Team Member – registering as part of a team)
4. Select the category that you will be competing in (Adult Entry, Sleep In for the Cure, or Children 12 & under) agree to the waiver and push continue
5. Once in the registration form you can join your team. A list of all teams is displayed in a pull down bar at the top of the registration form – select your team from this list.

The screenshot shows a registration form titled "REGISTRATION". On the left, "Registration Steps" are listed: 1. Accept Waiver, 2. Select a Team, 3. Enter Personal Information, 4. Enter Payment Information. A red arrow points to the "Select a Team:" dropdown menu. The dropdown list includes: Jared's Team, JCCOC Runners, Katelyn Kim's Running Buddies, Katelyn's Running Buddies Page, Kathy's Team, Laurie's Lions, Lockton Team, Los Angeles Running Club, Nachos Rule, Olive Crest, Orange Locals, Ronald McDonald, Run For Health, Running Buddies (highlighted in blue), Russell and Alex running buddies team, Save Ferris, SHORSTOP, Steven & Jake Robert, SVCC Running Club, Swakky's Smackers, Team Dick, and Team Dunning. Below the dropdown is the "PARTICIPANT INFORMATION" section with fields for Team Password (if required), First Name, Middle Name, Last Name, Gender (Male/Female), and Birthdate (MM/DD/YYYY).

6. Continue registering by filling out the rest of your registration form. Push continue, enter in your payment information and push submit.
7. Upon registering 2 emails will be sent to you:
 - a. Email Confirmation confirming your registration was successful – keep this for your records
 - b. Email about your team member fundraising page – (a fundraising page will automatically be created for each registrant) this emails gives you your fundraising page link and tells you how you can log into your fundraising center.

If you are having difficulty please feel free to contact Active's customer support at 877-228-4881 or support@active.com