



CURESEARCH SUPERHEROES UNITE!

HONORING KIDS WITH CANCER



**MISSION
OBJECTIVE:**

Uniting Superheroes
and Sidekicks!

#curesearchsuperheroes

TEAM CAPTAIN HANDBOOK

Team Captain Step-By-Step Guide

As a Team Leader for the Superheroes Unite! event, you are instrumental in helping your Team take steps to cure children's cancer. Here are some tips for you to be successful!

Step 1

Register your team at www.curesearchsuperheroes.org.

Step 2

Set Your Team Goal. Set your Team fundraising goal on your Team's web page. The average Team has 30 walkers and raises \$300 - \$1,000 per participant. There is a \$10 registration fee for participants over 15-years-old.

Step 3

Recruit Your Team. Ask 15-20 family members, friends, and/or co-workers to join your Team as a fundraising participant by sending out email invitations and directing them to your Team webpage. At the same time, invite them to ask their network of people to join the Team.

State your Personal Online and Off-line Fundraising Campaign.

Step 4

Encourage Team Members. Encourage participants to set a personal fundraising goal on their webpage and then send emails to ask friends, family members, and co-workers for donations. This allows you to track the progress of your entire Team and know who is participating.

Matching Gifts. Ask participants to find out about any company matching gift or sponsorship opportunities.

Step 5

Celebrate your Top Fundraising Participants! Send your Team members updates with the total amounts raised.

Keep your Team Motivated. Share success stories, CureSearch research updates, and fundraising tips.

T-shirt Incentive. Remind all participants on your Team that if they raise \$100 or more, they will receive a Superheroes Unite! t-shirt. Limit one per participant.



Step 6

Help Participants Reach their Fundraising Goals. Remind Team members to send an email to those people who have not responded to their online appeal.

Hold a Team Fundraising Event. Conduct a letter-writing party, car wash, bake sale, garage sale, etc., and split the proceeds among your Team.

Collect Funds. Set up a time to collect participant envelopes from your Team and send them to CureSearch prior to the Superheroes Unite! event, or bring them with you on event day.

If you mail funds to CureSearch, please use the address below, and please convert cash into a money order prior to mailing;

CureSearch for Children's Cancer
Attention: Superheroes Unite! (City), Participant (Your Name)
4600 East West Highway, Suite 600
Bethesda, MD 20814

Step 7

Celebrate your Success and Attend the Superheroes Unite! event!

Step 8

Thank your Team Members for Participating and Raising Funds to Fight Children's Cancer!

Website Tips

The Superheroes Unite! website is an extremely helpful tool. Register at www.curesearchsuperheroes.org to:

- Personalize your page with a story and photo or video that represents why you are participating.
- Send a personalized email to your contacts asking them to donate online and ask them to forward the page to their network.
- Invite contacts to join your Team.
- Download Fundraising Tools.
- Update your contact information.
- Track both your personal and 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 Email/Letter-Writing Campaign: Send out requests for contributions through your CureSearch personalized page. This is the quickest and easiest way to raise dollars to help fight children's 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, and social network friends do want to help, you just need to ask.

Mailed Letter-Writing Campaign: Mailing out letters is 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 a stamped envelope with the CureSearch address on it for donors to return contributions.

CureSearch

Attention: Superheroes Unite! (City), Participant (Your Name)

4600 East West Highway, Suite 600

Bethesda, MD 20814



Corporate Sponsorship: Local businesses want to support causes that affect people in their community. Contact your CureSearch representative for more information about how businesses can support your local Superheroes Unite! event.

Jeans Day: Challenge your company or your children'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 (e.g. \$5) and make it a competition among departments. If the office or school is already a casual environment, conduct a hat, flip-flop, 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 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 money to find a cure for children's cancer.

Matching Gifts: Make sure that every participant 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.

Plan a Party/Event: Throw a children's party, house warming, game night, or dinner party and ask for donations to CureSearch, instead of gifts; give the proceeds to CureSearch.

Letter Campaigns

The most effective way to raise funds is to send a letter online and by mail. It is important to compliment your online campaign with a plain old fashioned letter. There are people who will want to give online and others who will want to write a check; make sure you give them the option and send both campaigns to all of your contacts. Plus, receiving a letter in the mail is a great reminder to give.

The following are three sample letters to use as a guide for your personal campaign:



Sample Fundraising Letter #1

Dear (enter name),

I am writing you today to ask for your support of an incredibly important organization, CureSearch for Children's Cancer. CureSearch is a non-profit foundation working to end childhood cancer by driving targeted and innovative research with measurable results in an accelerated time frame.

Every day, 43 children are diagnosed with cancer- that's 15,700 each year. Although the cure rate is nearly 90%- up from 10% just 20 years ago- it is not enough. Cancer remains the number one cause of death by disease in children. Our goal is a 100% cure rate, and we can get there with your help.

I have chosen to join CureSearch in its effort to fund children's cancer research by participating in the Superheroes Unite! event. Superheroes Unite! honors kids with cancer and celebrates forever heroes, 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 large 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.

Sincerely,
(Insert name)

Sample Fundraising Letter #2

Please support Team Emily in our mission to find a cure for children's cancer!

Dear Family and Friends,

I am participating in the Superheroes Unite! event to raise funds for children's cancer research.

This is the reason I unite:

Our Emily was a typical 9-month-old baby, about to start crawling, when she developed some unusual symptoms; a rash around her neck and a sweaty head. Initially dismissed as a virus, we were sent home with instructions to return to the doctor in a week if she was not better. A week later, the problems were different, but worse. Unable to sleep more than a few minutes at a time, thirsty, and irritable, Emily was admitted to the hospital. Her blood pressure was dangerously high. The diagnosis was Stage IV neuroblastoma, a type of children's cancer that affects about 650 children a year in the U.S. Five months of chemotherapy, radiation, biopsies, a stem cell harvest, and countless scans, transfusions, pokes, and blood draws could not stop the disease.



Jay and I lost our beautiful little Emily at the age of 14 months. Despite all that she endured, Emily remained a happy, funny, little ray of sunshine. She brought us tremendous joy during her short life. We miss her terribly every day.

Because of your experience, I have pledged to raise money to fight this devastating disease and all children's cancers. With your help, I know that I can surpass my personal goal. Please donate. It will make a difference.

The Superheroes Unite! event honors kids with cancer and celebrates forever heroes, while raising funds for targeted and innovative children's cancer research with measurable results. CureSearch also provides information and resources for all those affected by children's cancer.

Every day, 43 children are diagnosed with children's cancer- 12% of those children, like Emily, will not survive. Cancer is the number one cause of death by disease in children, yet it received only a fraction of the research dollars that adult cancers receive.

Although the cure rate is now nearly 90%- up by 30% in the last 20 years- it is not good enough. Our goal is a 100% cure rate.

Thank you so much for all of your support!

Nancy

Family and Friends Team Fundraising Checklist

Please indicate the activities that you will include in your fundraising plan.

Name:

Goal:

Home Phone:

Work Phone:

Email:

____ **Recruit participants who will raise \$300 each**

- Co-workers in your office or other branches
- Customer/ vendors
- Family/friends
- Neighbors

____ **Send an online letter writing campaign via www.curesearchsuperheroes.org \$_____**

Send letters via e-mail and/or traditional mail to lists you already have:

- Work e-mail contacts
- Vendors at your work
- High school/ college alumni list
- Wedding list
- Your doctor/dentist/dry cleaners/ hair dresser
- Holiday card list
- Co-workers (current and past)
- Friends
- Siblings, grandparents or other family members
- Neighborhood

____ **Plan an event \$_____**

- Letter writing party with a few key family/ friends
- Bake sale
- Raffle
- Yard sale
- Portion of proceeds night at local restaurant
- Guest bartending night at your favorite bar
- Themed house party- Margarita Night, Halloween Party, Wine Dinner, etc.

____ **Involve your company \$_____**

- Ask for matching gifts
- Recruit participants
- Recruit other Team captains
- Jeans or Dress Down Day
- Ask vendors to donate money- send an email and/or mail to vendor list
- Raffle (day off with pay, gift certificate to local restaurant)

- Bake sale (Valentine's Day, Mother's Day)
- Ice cream social – have your CEO make the sundaes!
- Organize a 50/50 raffle

_____ **Involve a local business \$** _____

- Recruit participants (customers and/or employees)
- Initiate portion of the proceeds
- Ask for sponsorship

_____ **Involve your place of worship \$** _____

- Recruit Team captains
- Initiate fundraising activity (bake sale, spaghetti dinner, raffle, etc.)
- Other _____

_____ **Use Social Networking Tools \$** _____

- Post your fundraising page and ask people to join your Team on Facebook, Twitter, and CaringBridge
- Tweet about your fundraising
- Search through your Facebook and Twitter contacts for new corporate contacts that could support your campaign

Total: _____

