

How to be a GREAT Team Captain



A great team needs a great captain. Serving as a Team Captain and rallying your team around the cause of early detection and screening for colon cancer is an important job and a great leadership experience.



> REGISTER

Team awards:

Largest Team • Largest Fundraising Team • Most Creative Team

Register.

It's easy to create a new team or reform a team from a previous event.

To create a new team, simply choose "Create A New Team", enter your team name and choose your fundraising goal.

To reform your team log-in, register with your credentials from last year. You will then be able to reactivate your team from previous events, and contact your team members to invite them to this year's team.

CREATE A NEW TEAM

JOIN AN EXISTING TEAM

The screenshot shows the Colon Cancer Coalition website's registration page. At the top, there's a navigation bar with links for HOME, GET INVOLVED, COMMUNITY, GET EDUCATED, WHO WE ARE, BLOG, CONTACT, and LOGIN. Below the navigation is a sidebar with social media icons for Facebook, Twitter, Email, and a Plus sign. The main content area has a title 'Join or Form a Team'. It includes a note for returning users: 'Returning users, log in first!' and a note about reactivating a team: 'Note: To reactivate your team from last year, you must be [signed in](#)'. There are fields for 'Team Name:' (containing 'Team Cancer Fighters') and 'Team Fundraising Goal:' (containing '\$1,000.00'). A note at the bottom says 'Suggested Team Goal: \$1,000.00'. At the bottom right is a green 'Next Step' button.



Tip: Keep your team name simple and unique. When team names are too similar participants can get confused and register for the wrong team. Please do your best to choose a unique team name. Then follow the instructions in your participant center to customize your team page with a personal story and photos.



> RECRUIT

Who should you invite?

Make a list.

Include family, friends, neighbors, co-workers, sport or civic organization members, schoolmates, etc. Don't forget out-of-towners, we offer a **Virtual Racer** option for those who want to join your team and fundraise but can't make it on raceday!

Then.

Let them know why this team is important to you, and ask them to join. Share your team page on Facebook, Twitter and through email. Is Caring Bridge appropriate? A poster in your office or break room at work? Be creative.

SAMPLE E-MAIL

Dear [family, friends, co-worker, team mate, neighbor, etc.],
On [date], I will be running [walking in] the Get Your Rear in Gear - [city]; an event hosted by the Colon Cancer Coalition. Please consider joining my team, [insert team name], in honor of [person].
[add your personal connection to the event and team members here]

Our goal is to have the largest team on race day, and raise at least [insert goal amount]. For registration information, you can visit ColonCancerCoalition.org. If you can't join us on the day, I hope you'll consider supporting our team through a donation, or even becoming a virtual racer and joining me in the fundraising efforts! Please visit my personal page at [link to team page] and make a contribution online, by mail, or phone.

Planned by local volunteers, with support from the Colon Cancer Coalition, Get Your Rear in Gear is the nation's largest colon cancer event series. Run/Walk events are held across the country in an effort to raise the awareness of the importance for colon cancer screenings. Nearly 50 will be held in 2015 alone. The money raised at these events is invested back into the local community to promote prevention and early detection of the disease and to provide support to those affected.

Thank you for your consideration and support.

Sincerely,

[Your Name]



Tip: Are you trying for the 'largest team' award? Ask your team members to help recruit more members. Members may register online or in person on race day but must be registered by the closing of online registration to be considered for the Largest Team award.



Tip: Keep your team members up to date on fundraising and recruitment goals. Post weekly updates and reminders to your social media pages.

Send an email! This sample message (left) is available in the "suggested messages" of your participant center. Or use it as a starting point.

\$ > FUNDRAISE

Funds raised at Get Your Rear in Gear events stay in the community where they are used to fund awareness, screening and support programs.

If each of team nationwide raised \$1,000, together **over \$1.5 million dollars** would be available to promote early detection and prevention of colon cancer across the country.

If every team raised \$3,000? That would be **\$4.5 million!**

10 people raising \$100 each = \$1000. 10 people raising \$250? That's \$2,500.

What if your team has 25 people and they all raise \$250? That's \$6,250!

Customize your team's landing page and your personal page with your story. Encourage your team members to customize their personal pages as well.

Then, make the first donation – others will follow your lead.

SAMPLE DASHBOARD

The screenshot shows a sample dashboard for the Colon Cancer Coalition. At the top, there is a navigation bar with links for 'Welcome, First Last | Profile | Log Out' and 'Sample Team Name'. A red arrow points from the text 'your team name will be here.' to the 'Sample Team Name' field. Below the navigation, there is a logo for 'COLON CANCER COALITION' with a blue star graphic, and a red arrow points from the text 'email your friends and family' to the 'EMAIL' button. The main content area has a dark header with 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', and 'Help' buttons. A red arrow points from the text 'set up your personal and team pages' to the 'PERSONAL PAGE' button. The 'PROGRESS' section shows fundraising progress: '\$56.00 I HAVE RAISED' and '\$100.00 MY GOAL (change)'. A red arrow points from the text 'track your progress' to the 'PROGRESS' button. The 'PERSONAL PAGE' section includes a 'Send email' button and an 'Enter new gift' button. A red arrow points from the text 'Add or import your contacts.' to the 'PERSONAL PAGE' button. The 'What to do next?' section includes a 'Recent Activity' table and a 'see who donated to your personal or team goal' link. A red arrow points from the text 'see who donated to your personal or team goal' to the 'Recent Activity' table. The 'Recent Activity' table has columns for 'Donation' and 'Message'. The 'Edit Personal Page' and 'Check In Online' buttons are also visible in the sidebar.

Donation	Sample activity 01	Sample followup 01	January 1
Message	Sample activity 11	Sample followup 11	January 1
Recruit	Sample activity 21	Sample followup 21	January 1
Donation	Sample activity 31	Sample followup 31	January 1
Message	Sample activity 41	Sample followup 41	January 1

Recent Activity see who donated to your personal or team goal

[Add or import your contacts.](#)

[Edit Personal Page](#)

[Check In Online](#)

Message from Your Team Captain
Sample captains message.

\$ > FUNDRAISE

A fundraising packet can be found on our [website](#). Make a copy for yourself and share the link with your team members. Encourage them to reach out to their networks of people to help you reach your goals.

Host a team rally.

Have a picnic. A wine night. Bunko or poker. Invite team members who are already registered to bring a friend. Ask them to register for the race or make a donation as part of the event.

Keep your team updated.

As the race comes closer, you should receive regular updates from the event showing how your team stacks up to others, share these with your team members and encourage them to invite their family, friends, and coworkers to join the team as well.

Do you want to be recognized as the largest fundraising team?

Make sure your team page is updated and encourage your team members to donate and fundraise as well.

Don't forget.

Virtual racers count toward team fundraising goals and team member totals.

SAY THANK YOU!



TIP: Stay connected. We will send out timely e-mails to team captains, including team packet pick-up information, the standings for the largest and highest fundraising teams, etc. If you “opt-out” of emails you will not receive this information. Be sure you are signed-up to receive email updates from the Colon Cancer Coalition and Get Your Rear in Gear.



BE ACTIVE & CREATIVE

Use this as an opportunity to improve your health

Build a neighborhood or workplace fitness group and set a goal for finishing the race. Train together, take walks during lunch or breaks, do a couch to 5K running program, promise to eat healthier. Most important, keep each other accountable.

Design a team shirt, banner, hat or other marker.

Involve kids or artistic team members to get them excited about the event. (Remember, there may be a prize for the most creative team.)



Design your own t-shirt or use one of our templates.

You can order custom t-shirts in a variety of sizes and styles from our online vendor at **LivingTheTeam.com/GYRIG**. Plus a portion of your t-shirt order will be given back to the Colon Cancer Coalition.



> FINAL STEPS

Finalize details.

Most Get Your Rear in Gear events will pull teams packets together, allowing for one team member to pick up for the entire team. You will receive an e-mail prior to the race including information on picking up your team bibs, shirts and other items.

Take a Team Photo.

Leave plenty of time before the race for the team photo, a great way to remember your hard work. Most events will have a designated area where the race photographer will take team photos. Watch for communication about this from your local event director.



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> FAQS

How do I form a team?

When you register select “Create a New Team.” From here create your team name and register yourself, login and page set-up information will be emailed to you.

Can I reactivate my team from last year?

When you register select “Create a New Team.” Log in using your credentials from the previous year. You will then be able to reactivate your team and contact your team members to invite them to this year’s team.

How do I update my personal or team page?

Login on the event page and choose “visit my participant center”. From there you can add your story and personal photos. You can also send emails requesting donations and invite friends and family to join your team.

We are registered individually and would now like to become a team.

No problem! Just pick at team name and identify who should be made the team captain. Then [contact us](#). Include the event you are registered for and the list of people who should be added to the team. We’ll get you put together. Don’t forget to customize your team page with the reason you are participating!

I accidentally registered as an individual and meant to start or join a team.

What do I do?

Please [contact us](#) to request your registration be moved to a team. Please include your name, age, and event you are participating in (Twin Cities, Boston, Houston, Seattle, etc.) as well as the team you would like to join and team’s captain (if known).

My company/employer wants to pay for our team registration fees. Is this possible?

Yes, we can set up billing codes for your organization. Please [contact us](#) to arrange.

I have completed my registration and now I would like to register someone else.

How do I do that?

Once you have left your initial registration session, you must register any additional participants with a new unique email address. If you have any issues, please [contact us](#).

More Frequently Asked Questions can be found on our website:

<http://www.coloncancercoalition.org/get-involved/faqs/>



> TROUBLESHOOTING

To check on your team's registration numbers and fundraising totals:

Log in to your team homepage by using the username and password you selected when you registered.

You will be able to view your team roster and fundraising efforts from there.

*Remember your username and password. Write it down and keep it in a safe place. If for some reason you have trouble logging in email christielockhart@getyourearngear.com.

Have Questions? Contact us!

FAQs: <http://www.coloncancercoalition.org/get-involved/faqs/>

Email: info@getyourearngear.com

OR <http://www.coloncancercoalition.org/contact/>

Call: 952-378-1237



Use this packet in conjunction with the fundraising packet to make the most of your efforts and maximize your impact.