



HEAD FOR THE CURE TEAM CAPTAIN KIT

Congratulations on becoming a Team Captain for Head for the Cure. Our Team Captains will bring the people, the donations, and the impact to our event. In this handbook, you'll learn how to assemble a team, recruit team members, and teach them to be great fundraisers.

Get ready for a great experience where

HFTC participants:

- 1) Support and Honor Loved Ones.**
- 2) Feel Inspired and Empowered.**
- 3) Commit to defeating brain cancer step by step.**

We also have dedicated staff waiting to help you! If you have questions or ideas or just need general assistance, don't hesitate to email us at

info@headforthecure.org

Good luck and we'll see you on race day!

www.headforthecure.org





Team Captain Guide

What is a Team Captain?

Each team has a Team Captain. The Team Captain is the leader of the team. They are responsible for recruiting team members to the team. Your team might be made up of co-workers or family members. Or, you might want to form your team around a group of friends or officemates. If you're the Team Captain, your team will most likely be a collection of people you invite to participate in the Head for the Cure 5K. Team members do NOT need to be athletic... this is a timed run and walk. They just need to be interested in helping you defeat brain cancer step by step by 1) Joining your team, 2) Setting up a personal fundraising page, 3) Inviting their network to join the team.

Participants raise money before the event by soliciting donations. The easiest way to raise money is for team members to set up a personal fundraising page and send e-mails and social media posts. Supporters can donate online or by traditional means [cash or check]. The goal is for each individual to raise as much as possible before the event.

Top Fundraising Teams, Largest Teams, and Top Fundraising Individuals will be recognized at the event.





Team Captain Guide

Be a Top Team!

We will have an award for our Largest Team and Largest Fundraising Team, so be sure your team is in the running! Below are tips to help you build a team and fundraise for a Head for the Cure event!

Recruiting Team Members

- The number one reason people will join your team is because you asked them!
- Your daily life can offer a variety of sources to recruit potential team members: your office, neighborhood, place of worship, family members, local civic groups, gyms, or community or professional organizations.
- Spread the word on social media.
- Distribute Head for the Cure registration cards & posters [contact your Event Coordinator for free copies!].
- Create team sign-up posters.
- Get your company involved! Send a company-wide email, and confer with your employer about the opportunity for volunteer hours if others join as a corporate team.
- Write an article for your company newsletter.
- Personalize your approach.
- Talk about it!





Form Your Team

In 3 Quick Steps



JOIN THE FIGHT

- Register your team name.
- Invite your team members to register using the link sent to you.



PERSONALIZE YOUR TEAM PAGE

- Why are you walking? Share your story and let people know why you formed your team.
- Add pictures or videos to help donors visualize the cause.



ASK FOR DONATIONS

- Ask everyone you know in every way you know!
- You're not asking for yourself; you're asking to support a cause dear to you – be BOLD in your asks .

Recruitment Ideas

- Ask one co-worker to join your team
- Ask two relatives to join your team
- Ask two friends to join your team
- Ask your workout partner, neighbor, or even your regular barista or bartender to join the fight and attend the 5K event.

Fundraising Ideas

- Create and sell Team T-shirts that support your fundraising goal.
- Host a Restaurant Giveback Night or Community Event. Contact info@headforthecure.org to receive our community event guide.
- Garage Sale: Get your team members together and clean out your closets, basements, garages, etc. Donate all proceeds to your team.



Raise \$500 in One Week!



\$25

Make the first gift!
Contribute \$25 to your team.

\$75

Ask three family members for \$25.

\$75

Ask five friends to donate \$15 each.

\$50

Ask five coworkers to sponsor you for \$10.

\$150

Host a Facebook Fundraiser and ask 15 friends for a \$10 donation.

\$75

Ask your company for a \$75 contribution or to sponsor the event!

\$50

Ask two businesses you frequent for \$25.





Event day is the most exciting part of this journey as you see the culmination of all your hard work and efforts!

You will experience a Head for the Cure event with all your team members for a truly memorable experience. Each registered participant will receive a pre-event email the week of the event with detailed information on packet pickup and event day details.

We recommend arriving an hour before the race starts to meet your team and enjoy the pre-event festivities. You might want to decide on a meeting place depending on your team size. Once the whole team has arrived, take a team photo! Enjoy our booths and live music, and grab a complimentary coffee or a snack for pre-race fuel!

After you finish the 5K, there will be medals, snacks, and drinks, and you can check your 5K time. The Kids Fun Run will start after the race, with our youngest supporters participating in a 100-yard dash across the finish line, where they receive ribbons. There will be a variety of activities -- be sure to stop by the Celebration of Life Display to honor those we've lost to this disease and the Wall of Hope station to tell us who you are participating for.

We hope you and your team will join us for the awards ceremony. The awards ceremony is a special part of the event. We award our top fundraisers and largest teams and honor special community members with the Keeping the Faith Award, Legacy of Love, and our Healthcare Hero!

EVENT DAY GUIDE

HEAD FOR THE CURE
5K RUN / WALK

Defeating brain cancer step by step

& TIPS



Event & Program Features

Keeping the Faith



At each 5K event, we pay tribute to extraordinary individuals who are currently fighting or who have survived a brain tumor selected from the nominations submitted by their loved ones.

Sharing the personal stories of those during their fight is an integral part of the awards ceremony.



Celebration of Life

One of the most important responsibilities for Head for the Cure is celebrating the lives and legacies of those who have lost the battle with brain cancer. Each person's story is unique and the challenges they faced are difficult to explain.

Wall of Hope

Tell us who you Run/Walk for! Stop by the Wall of Hope tent to create a Team Sign and be a Voice Against Brain Cancer.



Legacy of Love

The Stevie Patrick Legacy of Love Award was created to honor a special caregiver or supporter. The Legacy of Love award is easily defined by actions of integrity, encouragement, determination, and serving others, especially those in need. This deserving person must be a leader each day and also have the courage to smile in the midst of adversity.

Healthcare Hero

The Healthcare Hero Award recognizes inspirational heroes in all aspects of healthcare whose accomplishments have deeply benefited their patients, their loved ones, and their community. We honor these incredible heroes from the nominations submitted by colleagues, patients, and loved ones.

This award is open to any member of the healthcare field.

Team Village

Our 5K events can be crowded! Events with 500 or more participants will have a Team Village - where the Largest 5 Teams will have their own 10x10 tent to decorate and gather around. Check the leaderboard to see the Largest Teams!

Team Captain Timeline

8-12 Weeks

- Register your team online at www.headforthecure.org
- Personalize your team page by adding pictures and videos representing your team and personal story.
- Set a team fundraising goal.
- Begin team recruitment.
- Send emails to potential donors.

4-8 Weeks

- Keep your team motivated by updating them on the team's progress through the comment section on your team and personal page.
- Host a community event. Consider a yard sale, golf tournament, or fish fry. Go a step further and have a silent auction with items donated from local businesses.
- Use social media! Host a Facebook Fundraiser or share your team page as a status update.
- Competition starts heating up! Check the leaderboard to see if you are in the running to be a Top Team.

2-4 Weeks

- Stay in touch with your team; encourage them to continue fundraising and recruiting new members - how close are you to your goal?
- Follow up with potential donors and send out thank you notes to those who have already donated - your event coordinator can assist you with this. Just ask!
- Plan your team's race day fashion! Get sizes and order team t-shirts.
- Team Village deadline approaching - will your team be one of the Top 5 Largest Teams?

Event Week

- If your team qualifies for the Team Village, you will be notified by your Event Coordinator.
- Team Pick Up: If the 5K event has a day before Packet Pick Up, consider picking up your entire team's t-shirts and bibs. Email your coordinator for more information.
- Head for the Cure will send out race day information, but consider leaving comments on your team page to contact your team members regarding specific team details.
- Set up a meeting place with your team and go over the event day schedule.
- Remind team members to thank those who have donated to their personal pages.





Frequently Asked Questions

Q: How do I create a team?

A: To create your team, select your city's event homepage from our list of events. Next, you'll select the Register tab at the top of the page. This will take you to the registration page, where you'll see the option to participate - click Create a Team. Next, you'll be asked to create your team name. Then, you will be taken through the rest of the registration process.

Q: Can I pick up my entire team's packets at packet pick-up?

A: Yes! Please let us know by emailing us at info@headforthecure.org and include the city name of the event, your team's name, and your name.

Q: Why doesn't my donation show up on the team page?

A: If you received a confirmation e-mail from us, your donation was received and is processing. Please allow 2-4 hours for our system to update the team page. If your donation is still not showing up, please contact us at info@headforthecure.org, and we will double-check for you.

Q: How does one donate to a specific team? Specific individual?

A: To donate to a team or an individual, select the city event from which the team or individual participates. Once on the City Event Page, click donate and search for the team name or participant. Click on the team name/participant. Fill out your information and click Donate.

Checks can be mailed to 1607 Oak St., Kansas City, MO, 64108. Put your team name in the memo.

Q: Do I need to register my child(ren)?

A: There are three options for registering a child:

1. Adult Registration: Recommended for ages ten and above. They will receive a t-shirt, bib & medal and have the option to be timed.
2. Kids' Fun Run: Ages 10 and younger. The Kids' Fun Run is a 100-yard dash toward the event's end. Kids can walk/run with Mom and Dad in the 5K. All Kids' Fun Run participants will receive a t-shirt and medal but will not be timed or receive a bib.
3. No Registration: Unregistered children are welcome but will not receive a t-shirt, bib, or medal or be timed.

Q: Does everyone on a team need to register for the race?

A: Yes! Everyone wanting to participate in the 5K needs to register. To join a team, search for the team name on the event registration page.

Q: What do you get for the registration fee?

A: Your registration fee includes an event t-shirt, race bib, and a finishers medal.

If we did not answer your question, please message us through our Contact Us form on our website or contact your city's HFTC event coordinator directly.





Get Involved!

Join a Local Planning Team

Most HFTC cities have a local planning team that helps organize the 5K event. Meet other members of the brain cancer community and make an even greater impact on the event day. Inquire about joining your local planning team with your Event Coordinator today.

Help Recruit Volunteers for Event Day!

Did you know you can participate in the 5K run/walk and volunteer? Consider signing you and your team up to volunteer and help make the day of the event wildly successful!

Ask Your Workplace to Sponsor the Event!

Head for the Cure recruits most local sponsorship relationships through individuals like you. Ask your event coordinator for help making a sponsorship request for your company.

Have Another Idea? We Want to Hear from You!

Our Events are Community-based. We want your input! Please do not hesitate to contact your Event Coordinator with ideas, or fill out our online Contact Us form.

www.headforthecure.org

