



**CLIMB TO CONQUER  
CANCER**

# TEAM CAPTAIN PACKET

---

To register or find more information visit

[www.flagstaffclimb.com](http://www.flagstaffclimb.com)

Call 602.952.7520 | Email [melissa.mock@cancer.org](mailto:melissa.mock@cancer.org)

American Cancer Society

4550 E Bell Rd, Suite 129

Phoenix, AZ 85032

# WELCOME TEAM LEADER!

Thank you for joining the **American Cancer Society's Climb to Conquer Cancer at Arizona Snowbowl on August 17<sup>th</sup>**. You are helping support our mission of saving lives and creating a world with less cancer and more birthdays. We appreciate your passion and talking on the leadership role for your team.

## Keys to success to help build your team and reach your goals:

- ▶ Decide on a team goal and make a list of who you want to approach to be on your team.
- ▶ Register your team online at [www.FlagstaffClimb.com](http://www.FlagstaffClimb.com).
- ▶ Send an email from your team page asking friends, family and co-workers to join your team and help raise funds to fight cancer!
- ▶ Follow up with each person and thank them for registering; follow up with those who have not yet registered and ask them if they plan on joining. If they can't participate, ask them to donate in support of your team.
- ▶ Hold a small kick off with your team to talk about a team fundraiser, team t-shirt and share stories about why your formed a team and why you are involved -make it fun!
- ▶ Keep in touch with team members, acknowledge their success and encourage them to reach their goal which will help with the team goal!
- ▶ **Top Teams and Individuals will be recognized for their fundraising efforts:** Every participant that raises a \$1,000 or more will be inducted into our prestigious **Grand Club** and receive a commemorative gift.

**THANK YOU FOR BEING A CLIMB TEAM LEADER!**

# TEAM CAPTAIN'S CHECKLIST

- ❑ Get yourself registered and set up your Team page online at [FlagstaffClimb.com](http://FlagstaffClimb.com).
- ❑ Get your team together. Talk to everyone you know—in your company, congregation, neighborhood, clubs, school, and family—about Climb. This is how you'll form your team.
- ❑ Turn in your team registration fee. Team members can pitch in to cover it, or you can ask a company to sponsor you. Ask your dentist, doctor, insurance agent, or attorney. Get creative!
- ❑ Make sure your team gets registered online as soon as possible. Encourage team members to customize their personal fundraising pages online.
- ❑ Have your team members set a goal for how much money they can raise. Remember, \$100 x 4,000 participants = \$400,000 to save more lives!
- ❑ Hand out team member materials to each participant. Get them started early! Share fundraising tips and encouragement.
- ❑ Attend team captain meetings.
- ❑ Hold a team meeting to establish a team name and theme. Give purpose to your team - dedicate your efforts to someone who has been touched by cancer, for example. Continue to hold team meetings to keep your team informed and motivated.
- ❑ Stay in touch with your team. Let them know what to expect when they come to Climb.
- ❑ Collect all donations from your team members and turn in at designated time.
- ❑ Be a leader and help your team reach its goal. Challenge other teams.
- ❑ Attend Climb Wrap Up Party! Say THANK YOU to your team members and recognize their success!

# How YOU can raise your \$100

- ▶ Ask 20 friends for \$5 each.
- ▶ Ask 10 friends for \$10 each.
- ▶ Corporate Matching Gifts is an effortless way to double your money. Ask if your company offers matching gifts.
- ▶ Ask the businesses that you support to support you - your banker, doctor, dentist, hair stylist, coffeehouse owner, dry cleaner, etc!
- ▶ Utilize your fundraising page to solicit for donations!
- ▶ Host a garage sale, car wash or bake sale.
- ▶ Hold a chili cook-off at lunch and charge to enter or charge for a bowl
- ▶ Arrange a “dress down” day at work. Anyone dressing down will have to pay.
- ▶ You could charge anywhere from \$1 to \$5 per person to dress down.
- ▶ Visit our website to learn more about how you can fundraise!

# How to Recruit a Terrific Team!

- ▶ **Get excited!** Your enthusiasm is contagious.
- ▶ **Climb is for everyone.** You don't have to be athletic to participate in Climb to Conquer Cancer. People will be walking, running, strolling, dancing, and wheeling up the mountain. ANYONE can be part of this great community event.
- ▶ **Arrange an employee presentation at work.** Lunch is a great time or at an all-employee meeting. Tell your co-workers what Climb is all about. Try to set up a challenge between departments or other locations. Ask your company to sponsor your team (by paying the registration fee). If you'd like a speaker from the American Cancer Society, just ask.
- ▶ **Recruit your family and friends.** Build your team roster by including family members. It's a family affair. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
- ▶ **Dedicate your team to a cancer survivor.** If you know someone who is dealing with cancer, why not pay tribute by dedicating your team to them? Also, invite cancer survivors to participate.
- ▶ **Create a team theme.** Tap your creativity. Come up with a unique name and dress.
- ▶ **Get the word out.** Put up Climb posters and display the brochure to invite others to participate. Become your organization's Climb champion.
- ▶ **Motivate your team.** Hold regular team get-togethers to build spirit and keep everyone informed. Share your Climb story to help connect them with why
- ▶ Climb to Conquer Cancer is important.
- ▶ **Set a team goal for fundraising.** Have each participant set a personal goal, and then set a team goal. Encourage team members to meet their goal by keeping in touch.

# Team Goal Setting Worksheet

How should your Climb To Conquer Cancer team set a fundraising goal? It's easy. The first step is to think big. Then break that big goal into smaller, more achievable steps. As you reach each smaller step, you'll have the confidence to hit the next step, and before you know it, your team will reach its goal. Use this worksheet to figure out how much your team can raise.

**MEET WITH YOUR TEAM.** Fundraising is the entire team's responsibility. Have a team meeting to discuss contacts, resources, and strategies that can increase your team's fundraising success.

**SET INDIVIDUAL FUNDRAISING GOALS.** Determine how much each team member will be able to raise individually through personal asks, matching gifts, online fundraising, etc.

**BRAINSTORM TEAM FUNDRAISERS.** What fundraising activities interest your team? How many fundraisers would your team like to do? Were past fundraisers successful? If so, how can you improve them this year? Use the Team Fundraiser Planning Guide as a resource.

**ADD IT UP.** Use the table below to record individual and team goals and to determine your team's fundraising goal.

Contact your American Cancer Society staff partner or Making Strides committee for additional ideas and support.

Type of Fundraising	Planning			Team Goal
Individual and Online Fundraising (Pre-Event)	Team Member Name	Fundraising Goal	Actual Raised	\$
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
Team Fundraising (Pre-Event)	Fundraising Activity	Fundraising Goal	Actual Raised	\$
		\$	\$	
		\$	\$	
Team Fundraising (Post-Event/Year-Round)		Goal		\$
		\$	\$	
		\$	\$	
<b>Fundraising Total</b>				\$