



38TH ANNUAL ROAD AMERICA WALK/RUN

Fighting Cancer One Mile at a Time

Team Leader Newsletter September 2016

Building Strong Teams

FUNDRAISING ISN'T ALL WE DO, BUT ALL WE DO DEPENDS ON FUNDRAISING!

Thank you for helping save lives from cancer by recruiting teams and raising funds. We couldn't do this without you. Team Leaders and our participants are the heart and soul of this event. We have many great team recruitment and fundraising ideas and resources to help you meet your goals. Be creative, have fun, and ask everyone to support your efforts to help create a world free from the pain and suffering of cancer.

Resources are available on the "Download Library" page of our website.

Tips for Team Leaders:

- **Goals are great motivators!** Set a goal for your team for both number of participants registered, and amount raised. Communicate this goal to your team and send frequent updates on how you are doing!
- **Recognize success!** When sending those team updates, be sure to recognize team members who are doing a great job! Recognize top fundraisers as well as those who are hitting their \$100 fundraising goal!
- **Watch for online Challenges!** Watch your inbox for our registration and fundraising challenges, and encourage your team members to participate!

**38th Annual
Road America Walk/Run**

**Saturday, October 29,
2016**

www.hittheroadrun.org

8am - 9:30am Registration
9:15 am Kids Fun Run
9:30 am Survivor Photo
10:00am Walk/Run starts

*Supporting the Fighters,
Admiring the Survivors,
Honoring the Taken,
And Never, Ever
Giving up Hope.*



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Road America Walk/Run Sweatshirts available!

- Cost starting at \$35
- \$10 from each sweatshirt purchased will be credited to your team's totals.
- **Order online today at:**
www.co-store.com/iconstore
Use marketplace code: acs to access site
- Order deadline is **October 10th**
- Orders will be available for pick up in the registration tent on October 29th.



Mark your calendars!

- * **September 23rd: Early Bird Registration ends**
Fee increases to \$20 on September 24th. Please remind unregistered team members!
- * **October 10th: T-shirt deadline.** Encourage team members to register prior to this date to guarantee an event t-shirt.
- * **October 19-20: Corporate Packet Delivery**
Corporate teams with 25+ members have the option for packet delivery. Kristen will contact you with details. Team members should register by 10/16 for delivery by 10/19-20.
- * **October 26th: Packet Pick Up– 12pm-6pm**
You may pick up your team's participant packets (which include shirts) in the lower level of the Vince Lombardi Cancer Clinic:
1222 N 23rd St., Sheboygan
Participants should register by 10/23 for guaranteed pick up by 10/26

Packets can also be picked up in the registration tent the morning of the event.

A DELICIOUS FUND-RAISING OPPORTUNITY

KOHLER Original Recipe Chocolates has partnered with the American Cancer Society to provide a delicious fund-raising opportunity for our Road America Walk/Run participants.

Now through October 31, participants can raise funds using KOHLER Original Recipe Chocolates signature Strawberry Balsamic Rare Facets. **Each box of chocolates costs \$5 and should be distributed with a suggested donation of \$10 per box. All proceeds benefit your local American Cancer Society Road America Walk/Run team.**

Please see enclosed handouts for more details and order form, and share this information with your team members!

The Challenge is On!

Each year, we challenge our participants to raise \$100 or more. It's as easy as asking 10 people for \$10 or 20 people for \$5.

In addition to raising critical funds to help fight cancer, participants who raise \$100 or more will receive:

- ⇒ A coupon for **1 complimentary Tribute Flag** for you to dedicate at the Road America Walk/Run on October 29th! Dedicate your Run or Walk with an "In Memory" or "In Honor" of Tribute Flag for a loved one touched by cancer. Each registered participant who raises \$100 **by October 24th** will be emailed their coupon!



AND

- ⇒ One entry in a drawing for a black **Fitbit Blaze** activity tracker watch. Each registered participant who raises \$100 **by October 29th** will be entered to win! Drawing will take place November 2nd.

Meet our 2016 Honorary Survivor

Terri Yoho

Eight years ago, life handed me a lemon. Stage II breast cancer with two surgeries, chemo and radiation. My cancer diagnosis came at a time when my life was especially busy, filled with work commitments, social obligations, travel plans, and a family reunion at my house, just one week away. I didn't have time for cancer, but then again, who does?

So, I cleared my calendar and made beating cancer my priority. Because of people like you who raise money for cancer research and education, the treatment and resources I needed to get well were right here at my fingertips. When I walked out of the Vince Lombardi Cancer Center cancer-free on April Fool's Day 2009, I was determined to turn that lemon into lemonade.



My oncologist had suggested walking to stave off the harsh effects of chemo. I listened, heeded his advice, and started walking. On the very day I finished treatment, I started logging my steps each and every day. I started slow; I didn't have the strength to walk far. Now, eight years later, I am healthy, happy, and fit—hiking trails, climbing mountains, and walking every day, rain or shine. Since April 1st, 2009 I have walked more than 42 million steps, more than 20,000 miles and almost enough to make one lap around planet earth!

My cancer journey has been my path to good health. It means eating right, exercising, and making good choices. I believe I turned that lemon into lemonade! I couldn't have done it without my family, friends, and faith, but I also couldn't have done it without you. Thank you for walking and running to raise money to build awareness, to honor survivors, to remember loved ones we've lost, and to support the fight to eliminate cancer.

See you on October 29th as we gather at Road America for the American Cancer Society Road America Run/Walk!

Terri Yoho

Honorary Survivor



Fundraising isn't all that we do, but all that we do depends on fundraising.

Congratulations to our top fundraisers!

TOP PARTICIPANTS

1. Faith Kruse Drescher
\$2,060

2. Saunders Kohn
\$515

3. Paul Lefeber
\$335

TOP TEAMS

1. Team Drescher
\$2,060

2. PW Stoelting, LLC
\$1,795

3. Team Kohler
\$1,340

Who will be in the top 3 spots next month?

TEAM INCENTIVES

Forming a team comes with great perks! Benefits of having a team include:

- ⇒ Complimentary Team Captain Gift
- ⇒ Ease of packet pick up. All packets are grouped by team and can be picked up at once.
- ⇒ Delivery of packets for corporate teams with 25+ participants
- ⇒ **New!** Scheduled Team Photo at the walk/run for teams with 10 or more registered participants (Participants must be registered by 10/23.)
- ⇒ **New!** Scheduled Team Photo + complimentary 8x10 print for teams with 25 or more registered participants (Participants must be registered by 10/23)

Team Photos will take place in the new Winner's Circle at Road America!

Look Good Feel Better

Look Good Feel Better is an American Cancer Society program dedicated to improving the quality of life and self-esteem of people undergoing cancer treatment. The program offers complimentary group, individual, and online sessions that teach beauty techniques to help people with cancer to face their diagnosis with greater confidence. In 2015 more than 34,470 patients learned how to manage the appearance-related side effects of treatment through out Look Good Feel Better program.



To find out more information about Look Good Feel Better, visit lookgoodfeelbetter.org

For more information or questions:

Website: www.hittheroadrun.org

Visit the "event details" page of our website for day of event information.

Your American Cancer Society Staff Partner:

Kristen Herbes | 920.321.1366 | Kristen.Herbes@cancer.org

Feel free to reach out anytime for help with registration, website questions, fundraising ideas, and day of event info!