



SOLE BURNER 5K WALK/RUN

Team Captain Kit

SOLE BURNER – Madison

Saturday, April 23, 2016

Warner Park, Madison

www.soleburner.org/Madison

ACS staff contact: Miranda Knudson at 608.662.7546 or Miranda.Knudson@cancer.org

STAY WELL | GET WELL | FIND CURES | FIGHT BACK | CANCER.ORG | 1.800.227.2345





SOLE BURNER 5K WALK/RUN

Event Information

WHAT IS THE SOLE BURNER 5K WALK/RUN?

American Cancer Society walk/runs are an opportunity for the community to come together, get active and raise awareness and funds for cancer research and patient services. Each year our walk/runs are held throughout Wisconsin to celebrate those who have battled cancer, educate the community about ways to reduce the risk, and empower communities to join the fight.

The Sole Burner Madison is one of Wisconsin's largest annual 5k Walk/Run held at Warner Park in Madison. The event gathers together more than 600 participants who fundraise more than \$60,000 for the fight against cancer. Companies and individuals are encouraged to participate in either a timed 5K run, or a self-timed walk. This family friendly event includes kids activities and a noncompetitive 1 mile Kid's Fun Run. Resource groups can participate as an individual, form a team and fundraise for the American Cancer Society, volunteer on event day, join the event committee or bring your family on race day to join in on the fun.

SCHEDULE OF EVENTS – SATURDAY, April 23, 2016 at Warner Park, MADISON

- 7:30 a.m. Registration
- 9:15 a.m. Kids Warm Up
- 9:30 a.m. Kids Run
- 9:45 a.m. Opening Ceremonies
- 9:50 a.m. Race Warm Up
- 10:00 a.m. 5K Run
- 10:05 a.m. 5K Walk





WE CAN'T FINISH THE FIGHT WITHOUT YOU!

It's Easy to Get Started

SIGN UP

- Register your team members at **Soleburner.org/Madison**
 - All participating adults and children need to register for the event.
 - You can register online or offline. If your team member is not comfortable using the website or does not have their own e-mail address, they can fill out a paper registration form and send/scan/fax it to ACS or register in person at American Cancer Society office *8317 Elderberry Rd., Madison, WI 53717*. Please see Office Details and Deadlines for office hours.

RECRUIT TEAM MEMBERS

- Invite an Honorary Survivor to be on your team.
- Invite friends, family, coworkers, classmates and neighbors to join your team.
- Begin publicizing the event by distributing registration form/pledge sheets and have them available in public locations throughout your company, office, lunchroom, church, etc.
- Make sure people know who the team captain(s) is and where they should return completed forms.
- Extra registration forms can be obtained by calling the American Cancer Society office at 608-662-7546

RAISE FUNDS

- Customize your team page and a custom URL address.
 - Upload a personal or team photo along with your story to motivate others to join you.
 - Link your team page to your Facebook page making it easy for people to join your team or donate.
 - Send e-mails to your family and friends and they can donate right to your page on-line.
- Utilize the resources ACS has. (Dollar Cards, Bracelets, Dress Down Stickers) See order form.
- Make a goal to raise \$100 per team member.

WALK OR RUN WITH US

- Join us at the event to celebrate survivors, pay tribute to loved ones lost, and fight back against cancer!





HELPFUL HINTS FOR REACHING YOUR FUNDRAISING GOAL

BUILD A SUCCESSFUL TEAM

- Invite a survivor or caregiver to the Sole Burner Walk/Run event.
 - We want to give all the survivors and caregivers in the community our support, provide hope, and show them how we are fighting back!
- Seek out people with different backgrounds and talents to widen your circle of donors, connections, and fundraising ideas.
- Promote participation among your team, and place each team member in a specific role.
- Suggest each person sets a \$100 goal.
- HAVE FUN!!!

FUNDRAISING TIPS

- **ASK!** The number one reason people don't donate is simply because they were never asked.
- Use the Sole Burner website. When you sign up online, you will have access to a variety of fundraising tools under the tab My Fundraising.
- Use social media.
 - Link your team page to your Facebook page.
 - Post status updates that link to your personal fundraising page so friends and family can easily donate to your efforts.

AT WORK

- **Dress Down Day:** Ask every employee to contribute to your team; in return they will be allowed to dress casual on a specified day at work. (ACS can provide you with Dress Down stickers)
- **Company Sponsor:** Ask your company to sponsor your team and then each team member donates what they would have paid in registration fees.
- **Parking Space Giveaway:** Collect donations to win prime parking. You can also offer this as a prize for the team member who raises the most money during a specific length of time or overall.
- **Cutest Baby Contest:** Gather employee baby pictures, have donations jars setup as votes.
- **Awareness Bracelets:** Set a minimum donation and sell awareness bracelets. \$10 a bracelet to 10 people = \$100 (ACS can provide you with bracelets while supplies last)
- **Matching:** Ask your HR Department if your company matches gifts. **Double, even triple your dollars!**



AT HOME

- **Girls Night In:** Move your girls' night out to one of your homes. Have everyone bring their favorite dish or beverage. Donate the money you would have spent on a night on the town to your team instead.
- **Zumba-thon:** Hold a Zumba night at a local gym and ask for a donation to participate.
- **Fill the "_____":** Fill a coin can, water bottle, film canister, or anything else with coins! Did you know if you fill an entire water bottle with just dimes it is over \$100! (ACS can provide you with cans)
- **Home Parties:** Host a jewelry, kitchen, candle, clothing, or home decorations party and donate the profits to your team.

For additional materials and more fundraising ideas, visit soleburner.org/Madison or contact your American Cancer Society staff partner, Miranda Knudson: 608-662-7546 or miranda.knudson@cancer.org

Consider all the different ways you can reach out to your circle of influence to request donations and recruit team members.





OFFICE DETAILS AND DEADLINES

AMERICAN CANCER SOCIETY OFFICE INFORMATION

Location: 8317 Elderberry Rd., Madison, WI

Phone: 608-662-7546

Office Hours: M-F 8:30 a.m. – 4:30 p.m.

PRE-RACE PACKET PICK-UP

Thursday, April 21, 4 to 7 p.m.

Fleet Feet Sun Prairie

2828 Prairie Lakes Dr. #106

Sun Prairie, WI

Friday, April 22, 12 to 7 p.m.

Fleet Feet Middleton

8440 Old Sauk Rd.

Middleton, WI

CONTACT INFORMATION

- Event Questions
 - Miranda Knudson via phone at 608-662-7546 or email miranda.knudson@cancer.org





THANK YOU FOR BEING A TEAM CAPTAIN

THANK YOU!

With your motivation and encouragement, we know you and your team will reach your fundraising goals and help the American Cancer Society finish the fight against breast cancer.

Coordinating a team and participating in the Sole Burner is going to be an amazing experience. We have plenty of fun and helpful tools to get you started today!

The number one reason people don't get involved or donate is they were never asked, so be sure to let others know what you are doing and how they can help. The most successful teams combine different types of fundraising to meet their goals with both individual fundraising efforts (through emails, conversations, and matching gifts), as well as with team fundraising activities and events.



Team Captain To Do List

- Read your Team Captain Kit
- Brainstorm a great team name:
 - _____
 - _____
 - _____
- Sign up your team online.
- Lead by example, and make a personal donation to your team's fundraising efforts.
- Set a challenging individual fundraising goal: \$ _____
- Recruit team members, and make sure they all sign up as part of your team.
- Work with your team to set a challenging team fundraising goal: \$ _____
- Invite cancer survivors and caregivers to participate.
- Encourage your team to contact everyone they know to ask for a donation.
- Download the mobile fundraising app, and start raising awareness and funds whenever and wherever.
- Plan fundraising events with your team:
 - _____
 - _____
 - _____
- Proudly talk about the Sole Burner 5K Walk/Run and encourage others to join your team and donate.
- Walk or Run to help save more lives from cancer!