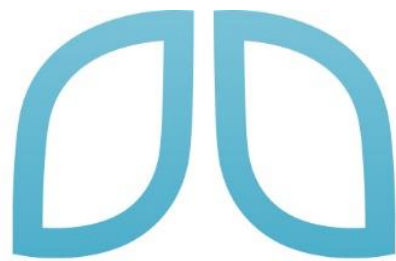




2019 Team Captain Guidebook



Lung Love Run/Walk
LUNG CANCER ALLIANCE

Lung Love Run/Walk Team Captain Guide

Join. Move. Unite. Thank you for joining our newest community based program to lend support and give hope to all of those touched by lung cancer. You are about to move with lung cancer survivors, friends and loved ones to show people with lung cancer they are not alone. You are uniting to help those impacted by lung cancer in your community.

Mission

Lung Cancer Alliance is the leading and highest rated non-profit organization dedicated to fighting lung cancer in the nation. Since 1995, Lung Cancer Alliance has played a critical role in every major advance – changing how we support, talk about, detect and treat the disease – and turning those impacted into survivors. Our mission is saving lives and advancing research by empowering those living with and at risk for lung cancer. Our Lung Love Run/Walk participants are going to help us triple the survival rate!

Team Recruitment

Your number one role as Team Captain is to recruit team members and motivate your team! You can work with your team to develop a fundraising goal. It's beneficial to communicate with your team members regularly and to recognize the lung cancer survivors and caregivers on your team. Don't forget to appreciate your team members – thank them for their time and commitment to Lung Love Run/Walk.

- Recruit friends, family, colleagues and community members to join your team
- Invite lung cancer survivors and caregivers in the community to register on your team
- Know someone touched by lung cancer? Encourage them to create their own team!
- Share your team and the opportunity to walk with faith-based organizations, athletics, community groups, your workplace, etc.

Once others register on your team, enforce the importance of each team member personalizing their fundraising page. They can easily send fundraising e-mails through their Participant Center. We encourage each participant to strive for a \$150 fundraising goal! Team members can help you recruit additional members, including survivors and caregivers.

Team Fundraising

Utilize the support of your team members to increase your fundraising efforts leading up to your Lung Love Run/Walk! Think about the skills and resources of the individuals on your team. Keep in mind that there are many different ways to fundraise: individual fundraising, team events and online!

- Individual fundraising: Is one of your team members a great cook – how about hosting a spaghetti dinner or workplace lunch? Does someone on your team make handmade jewelry or team t-shirts? Team members can sell their crafts and donate the proceeds to the Run/Walk!



- Team fundraising: As a team, host an event to bring your team and supporters together! Consider a community bake sale or a Zumba class where the proceeds benefit your team. What about a neighborhood movie night or local comedy night?
- Online fundraising: Do you have friends and family who live out of town but still want to support? Send personalized emails sharing why you fight back against lung cancer from your Participant Center – you can also share your personal fundraising page on social media!
- Race Route Signs: Race route signs are available for purchase when you register for your Run/Walk. Signs are \$30 and help to kick start your fundraising efforts! Most importantly, it's a great way to cheer on your team and/or remember a loved one touched by lung cancer. All signs will be along the Run/Walk route and available to take home after the event.

Fundraising tips:

- The number one reason people don't donate is because they are never asked. Fighting back against the number one cancer-killer is an important cause everyone wants to rally around! Don't be afraid to share your story & ask those around you to get involved.
- Ask for donations in a personal letter or personalized email through your Participant Center. You can even get started by making a donation to yourself and asking others to match it.
- Acknowledge those you honor! Share the survivor you celebrate or who you walk in memory of.
- Ask your employer if they offer a matching gift program. Your \$50 gift could turn into \$100 simply by asking your human resources department. Share this opportunity with your supporters as well!
- Hosting a team fundraiser? Don't forget to make a plan to get the word out about your event! Questions about planning a team fundraiser? E-mail Elizabeth Spangler at: espangler@lungcanceralliance.org

LCA Guidelines

- All participants must register to participate in the Run/Walk. Registration prices increase on the day-of the Run/Walk.
 - Adults (13 years & older): \$35
 - Youth (5 to 12 years): \$20
 - Child (4 years & under): Free
 - Lung Cancer Survivor: Free
- T-shirts are available to all those that register by the t-shirt deadline listed on the event website. Beyond this date, Lung Cancer Alliance does its best to accommodate those who register on a first-come basis.
- If you're interested in using the Lung Love Run/Walk logo on any t-shirts or marketing materials for fundraising events, please see the attached logo guidelines.



Team Logistics

- Be sure to arrive with ample time to check in and register before Opening Ceremony
- Please plan accordingly for parking and attempt to carpool
- Any outstanding donations can be accepted at the registration table at the Run/Walk
- Join us for Closing Ceremony following the walk for awards and final remarks

Team Spirit

- If you are a team that has at least 50 participants and/or has raised at least \$5,000, you are entitled to a TEAM TENT space! You are able to bring a pop up tent and decorate this special space where your team can unite.
- Many teams like to create team t-shirts in addition to the Lung Love Run/Walk race shirts – in honor or in memory of a loved one, or simply with their team name!
- We encourage you to make team signs and bring all your spirit to the Run/Walk! Official race route signs may also be ordered during registration. This is a great way to recognize those you walk for and bring team spirit to the route.
- Individual and team awards are announced at the Run/Walk! Categories include:
 - Top Fundraising Team
 - Largest Team
 - Most Spirited Team
 - Best Team Name
 - Top Individual Fundraiser
 - Best Day of Volunteer
 - Fastest Male Finisher
 - Fastest Female Finisher



Team Captain Checklist

- **Register** as a team captain and set your fundraising goal.
 - www.lungloverunwalkphilly.org
 - www.lungloverunwalkportland.org
 - www.lunglovewalkhouston.org
- **Set up your Team fundraising page** by adding a photo and personal message, as well as your Personal Page, available in your Participant Center.
- **Donate.** Set the example and get a head start on reaching your fundraising goal by making a personal donation. You can do this at the time of registration or after you register.
- **Recruit team members.** Send out a recruitment email from your Participant Center and post to Facebook, Twitter, and LinkedIn. Display event flyers around your office, campus, break room, and other community boards. Host a kickoff to get your team motivated and inspired.
- **Fundraise.** Encourage your team members to set up and reach their own fundraising goals by sending out fundraising tips and creating incentives for top performers.
- **Stay in touch.** Remind team members to utilize the Participant Center to update their personal page, send emails and keep track of the donations they raise.
- **Turn in donations.** Please use the Donation Form available on your personal page to submit offline donations. Please be sure to include your participant and team name on the donation form and mail all offline donations to Lung Cancer Alliance. If it is near the Run/Walk, please bring any outstanding donations to the registration tent.
- **Enjoy event day.** Gather your family, friends and colleagues for a day filled of fun, laughter and hope!
- **Celebrate your success.** Host a team wrap up thank you party to recognize your team's fundraising success.



Objective: Team Recruitment

Sample Email:

Lung Love Run/Walk [CITY NAME] is just a few months away and now is the time to register on our team! This 5k is a family-friendly event that will bring hope to all those touched by lung cancer.

Register today at: [LUNG LOVE RUN/WALK WEBSITE]. There are already XX members registered and we have raised \$XXX. Your friends and family are welcome to join [TEAM NAME] team too! We need you to help us reach our fundraising goal of \$XX,XXX.

Fundraising is easy! Once you register, you can utilize your Participant Center to send out e-mails. You can also share your personal fundraising page through social media outlets. Don't be afraid to share your story and why you feel passionate about bringing hope to the fight against lung cancer.

I look forward to seeing our team in full force on [EVENT DATE]! Thank you so much for joining us. I'm proud to walk with you all.

Sincerely,

[TEAM CAPTAIN]



Social Media Toolkit

Social media is a great way to connect with your community, raise awareness and spread the word. Here are some helpful tips to make the most of your social media posts and fundraising efforts.

Follow Lung Cancer Alliance on social media:

- Facebook: www.facebook.com/lungcanceralliance (@LungCancerAlliance)
- Twitter: www.twitter.com/lcaorg (@LCAorg)
- Instagram: www.instagram.com/lcaorg/ (@lcaorg)
- When in doubt, head to our website, www.lungcanceralliance.org

Posting guidelines and suggestions:

- Use #LungLove[Your City] hashtag in all social posts (see below for specific hashtags).
- Include @LungCancerAlliance with all Facebook posts.
- Include @LCAorg with all Twitter posts.
- Include @lcaorg with all Instagram posts.
- Retweet messages posted from the @LCAorg Twitter account.
- Share content from Lung Cancer Alliance accounts that is interesting to you.

Lung Love Run/Walk Hashtags by City:

- #LungLovePhilly
- #LungLovePortland
- #LungLoveHouston

Sample messages:

- Join me in the fight against lung cancer by supporting me at #LungLove[Your City]. Thanks for helping make a difference! Donate today. {LINK to personal fundraising page}
- I am walking for [Insert Name of Loved One] at #LungLove[Your City]. Join me in finding a cure for lung cancer, the #1 cancer killer, by donating today! {LINK to personal fundraising page}
- Joining forces at #LungLove[Your City] to put an end to lung cancer. Join me in the fight by donating today! Every little bit helps! {LINK to personal fundraising page}



Team T-Shirt Guidelines

Use the following brand guidelines when designing your Lung Love Run/Walk team t-shirt. Please use the logo files provided and do not alter the Lung Love Run/Walk logo in any way.



Color
Palette

PMS 7459 C
C57 M0 Y6 K13
R67 G126 B146

Questions? Contact Elizabeth Spangler at espangler@lungcanceralliance.org



1-800-298-2436 | lungcanceralliance.org | events@lungcanceralliance.org