

# PREVENT CANCER 5k<sup>®</sup> WALK/RUN AND HEALTH FAIR

## Team Captain Guide



**Nationals Park  
Sunday, November 5, 2017  
8:00 a.m. to 12:00 p.m.**

# PREVENT CANCER 5k<sup>®</sup> WALK/RUN AND HEALTH FAIR

Dear Team Captain,

Thank you for making the decision to organize a team in support of the Prevent Cancer Foundation's 2017 5k Walk/Run and Health Fair. By joining forces, you can help us reach and surpass our fundraising goal of \$300,000 for this event! By registering as a team captain, you have agreed to be an ambassador of prevention not only for your teammates but, for your community. Because asking for money can seem like a daunting task we have compiled this simple guide to assist you in your role and fundraising efforts.

If you have questions or concerns, please feel free to reach out to us for any assistance you may need with fundraising or team recruitment. We take great pride in our fundraisers and are here to help you reach your personal goal, because when you succeed, we succeed!

Want to see your goal update as it is happening? Please visit the event website at [www.preventcancer5K.org](http://www.preventcancer5K.org) to register your team today!

For more information on how your support will make a difference, please refer to our Fundraising Tool Kit or visit our website at [www.preventcancer.org](http://www.preventcancer.org).

Thank you for your support of cancer prevention. Together, we can ***Stop Cancer Before it Starts!***

Sincerely,

Jacob Petersen and Rachael Williams  
Special Events Team

[Jacob.Petersen@preventcancer.org](mailto:Jacob.Petersen@preventcancer.org) | [Rachael.Williams@preventcancer.org](mailto:Rachael.Williams@preventcancer.org)

## [Why Support the Prevent Cancer Foundation?](#)

*The mission of the Prevent Cancer Foundation is saving lives across all populations through cancer prevention and early detection.* Since 1985, we have invested more than \$142 million in support of cancer prevention research, education, advocacy and community outreach programs nationwide. Our programs focus on cancers such as breast, cervical, colorectal, lung, oral, prostate, skin and testicular, all of which can be prevented through lifestyle changes, or detected and treated in early stages.

Prevent Cancer Foundation® is the only U.S. based nonprofit organization that focuses solely on cancer prevention and early detection. We continue to be a leader in the cancer community and were recently recognized by *Philanthropedia*, a charity watchdog group, as one of the top 14 high impact cancer charities in the United States. Join us in our vision to *Stop Cancer Before It Starts!*

To learn more about the Prevent Cancer Foundation®, please visit [www.preventcancer.org](http://www.preventcancer.org).



# Guide to Your Team's Fundraising Success!

## **STEP 1:**

Register your team at [www.preventcancer5k.org](http://www.preventcancer5k.org). Click on Register and choose **Start a Team**.

## **STEP 2:**

Set your team goal on your team's fundraising page. We suggest a team goal of \$2,500.

## **STEP 3:**

Recruit your team. Ask family, friends and co-workers to join your team by sending out email invitations from your Headquarters (HQ) on your campaign page. Link your social media accounts as well to recruit team members!

## **STEP 4:**

Motivate your teammates. Send emails with important Prevent Cancer 5k Walk/Run information and fundraising tips. Encourage them to get the word out too!

## **STEP 5:**

[Hold a fundraising](#) event for your team to get everyone together. Host a garage sale, car wash or happy hour for an evening where the portion of all proceeds is donated to Prevent Cancer.



**STEP 6:**

Inquire about matching gifts from your workplace. Ask team members to find out about any company matching gift or sponsorship opportunities.

**STEP 7:**

Send out an email with all event information to your team leading up to the Walk/Run. The Foundation will be sending information out to participants, but it is good for you to communicate directly with your team.

**STEP 8:**

Celebrate your success and attend the 2017 Prevent Cancer 5k Walk/Run and Health Fair together!

**STEP 9:**

After the event, encourage all team members to send special thank you messages or emails to those that donated to your team's campaign.

**STEP 10:**

Make sure to thank your team members for their hard work!

