



09.27 REGISTER TO RACE NOW! 2015



MKE'S *inspiring* RACER

Tiffany Dotson Milwaukee

Tiffany received funds to help her through breast cancer

09.27 REGISTER TO RACE NOW! 2015



MKE'S *spirited* RACER

Samantha Stepherson Racine

Samantha received funds to help her through breast cancer treatment



Presented by: Bank of America

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Susan G. Komen Southeast Wisconsin

2025 W. Oklahoma Ave. Suite 116 • Milwaukee, WI 53215 • komensoutheastwi.org

Team Captain TOOLKIT

Learn more at southeastwi.info-komen.org/race or follow us at



Thank You FOR BEING A CAPTAIN

Congratulations and thank you for making the commitment to form a team for the 2015 Komen Southeast Wisconsin Race for the Cure. Over the past 16 races, team captains have been incredible leaders in building race participation and helping us reach our fundraising goals.



Interested in Forming a Team?

Teams can be of any size. They can be any group of family, friends, co-workers, church and civic groups, schools, children or any combination thereof who participate in the Race together. Team Captains register the team, invite people to join and help keep members inspired and informed of the team's fundraising progress.

Market your Team

- Email family, friends, co-workers, etc. from your Race for the Cure Participation Center.
- Post flyers and distribute brochures (these can be downloaded from our website or picked up at our office).
- Create your own team t-shirts! Back this year, participants can download the Komen logo from our website
- Sponsor ongoing challenges for team members to reach recruitment and fundraising goals.



Increase your fundraising ability! Our facebook application lets you collect donations and share your progress with friends online.

Follow the simple instructions in your Participant Center.



Team Captain CHECKLIST

	DATE	DONE
Read your Toolkit	Today	✓
Register your Team	Today	
Set fundraising goal	Today	
Download fundraising form & team poster from www.komensoutheastwi.org	Today	
Teams >50 members receive free team t-shirt delivery	Now - Sep 11	
Submit your Teams T-shirt Design for the Team T-shirt Contest	Now - Aug 28	
Register for Team Tailgate	Today	
Fundraise!	Today	
Raise >\$5K and receive FREE team T-shirt delivery	Now - Sep 11	
Pick up your team T-shirts and bibs at the Pettit National Ice Center-Hall of Fame Room	Sep 18-20	
	Sept 25-16	
Rally with your team in Team Tailgate	Sept 27	



Team Registration Deadlines

By Mail: August 28, 2015 • Online: September 11, 2015

Questions or Concerns: KomenSE.Teams@yahoo.com

Learn more at southeastwi.info-komen.org/race
or follow us at



Top 15 Fundraising Tips

1. Utilize your Participant Center. Take advantage of online tools including a customizable web page & email templates.
2. Spread the word on Social Media. Don't underestimate the power of Facebook and Twitter.
3. Partner with a work place. Does your company have a matching gifts program?
4. Do it the old-fashioned way - send a letter. Reuse your holiday card mailing list.
5. Take the first step. Show your commitment and contribute to yourself! How about \$17 to commemorate the 17th Annual Race for the Cure? Then ask your friends and family to match your donation!
6. Have a party: Invite friends, neighbors, colleagues and family to a bbq, wine or dessert tasting. Tell them why you are participating and ask for their support. Put out large pickle jars for donations, charge for a signature (pink!) beverage, or have a dessert frenzy!
7. Throw a potluck or dinner: Each member of your team can bring a dish. Invite friends and family for dinner. Collect a donation for each plate!
8. Team car wash: Ask your local car wash if you can hold a fundraising event. Post flyers to drive business in advance. Collect a % of proceeds. Or, host a neighborhood car wash event.
9. Garage sale: Ask friends and neighbors to participate by donating items for the sale.
10. Super change jar: Ask all of your friends and family to put aside their spare change to be added to the super change jar. Decorate the jar with inspirational quotes. Bring the jar to various events.
11. Sell goodies: Make homemade goods and sell for a donation! Jams, Jellies, Cookies, Cupcakes, Craft items!
12. Host a Bunco Night: Entry for the evening is a \$20 donation. Have a fun evening for a good cause!
13. Hold a drawing for exciting prizes: Secure prizes from various restaurants, hair or nail salons, spas, etc. and collect donations for opportunities to win prizes. \$5 for each opportunity/ticket.
14. Contact local businesses: Ask your favorite restaurant to donate a portion of sales to your Race Team!
15. Have a 50/50 raffle!



Carmen Hernandez
Milwaukee
Carmen received funds to help her through treatment

YOU ARE THE REASON
I AM HERE TODAY!

Our Cures IN OUR COMMUNITY

Our Promise

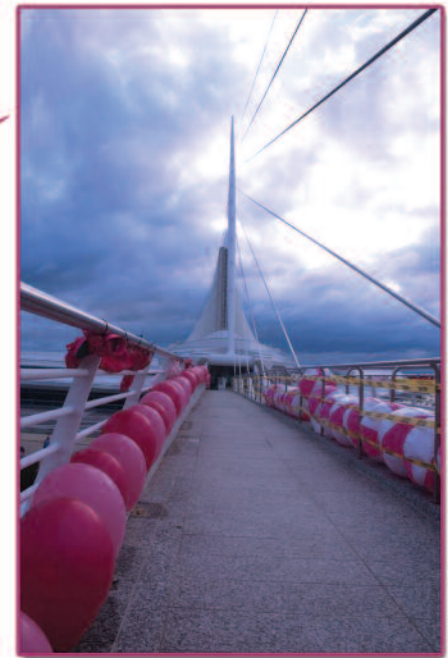
To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find a cure.

Who We Are

A woman's chance of developing breast cancer increases with age. In the U.S., a woman has about a 1 in 8, lifetime risk of developing breast cancer. That's why since 1999, Susan G. Komen Southeast Wisconsin has been hard at work here in Southeast Wisconsin raising money to provide breast cancer screening, education, access to treatment as well as financial and emotional support to underinsured and uninsured women. In fact, up to **75 percent** of the money we raise each year is put to work right here in **Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha** counties to improve the lives of everyone, especially those close to home, affected by this deadly disease. The remaining funds go to national research to find a cure for breast cancer once and for all.

Since 1999, Komen Southeast Wisconsin has: Provided for the distribution of \$9.2 million in community grants throughout our seven county service area for screening, education and treatment programs.

For 2015-16 the grants Awarded total \$925,578. • Invested almost \$4 million in National Komen Research Science to find a cure. • Grown the Race for the Cure from 2,842 to 19,553 participants.



Learn more at
southeastwi.info-komen.org/race
or follow us at



Team Tailgate

Bring coffee and breakfast for pre-Race fun and bring a cooler and grill for post-Race celebrating! However you choose to celebrate on Race Day, Team Tailgate is the perfect place for you to do it!

Team Tailgate is a fantastic opportunity for teams to have a premium spot near all race activities. Teams can meet pre-Race, pose for team photos and march to the start line together as you celebrate your team's accomplishments.

Team tailgate spots are 12'X12' and hold up to 25 people. Each spot is \$150 and spots are available on a first come first served basis. Larger teams are encouraged to purchase additional spots as only 25 wristbands and 5 parking passes will be given per spot purchased. For every two spots purchased, receive the third for \$100. Team Tailgate forms are available for download on the Race for the Cure website.

Team Tailgate set up will be Saturday, September 26, 2015 11am - 4pm

Participants will only have access to Team Tailgate set up through Harbor Drive.



Karen Alt
Thiensville
Karen received funds to help her through treatment.

Questions:
KomenSE.TeamTailgate@yahoo.com

4th Annual Team T-SHIRT CONTEST

What greater way to promote your team than by designing and creating your own t-shirts! Beginning September 18, Race participants will have the opportunity to vote for their favorite t-shirt in person at the Pettit Center during the Pre-Registration Events and on Race Day. Each vote will cost \$1. The money raised by each team's shirt will be applied toward that team's fundraising goal. The team that raises the most money will win a Team Tailgate spot for the 2016 Race. All t-shirts must be submitted by August 28, 2015. For official contest rules and additional information, visit our website.

www.komensoutheastwi.org/komen-race-for-the-cure/teams and click on the Team T-Shirt Contest Link.



Lester White
Milwaukee
Lester received funds to help him through treatment



Win a Prize!

Important DATES & TIMES



Team Registration Deadlines:

By Mail: Postmarked by Fri. August 28, 2015

Online: Noon Friday, September 11, 2015

Team Tailgate Registration: First come, first served

Team Packet Pick-up*

Friday, September 18, 2015 - 4:00 pm to 8:00 pm

Saturday, September 19, 2015 - 11:00 am to 3:00 pm

Sunday, September 20, 2015 - 1:00 pm to 3:00 pm

Friday, September 25, 2015 - 4:00 pm to 8:00 pm

Saturday, September 26, 2015 - 11:00 am to 3:00 pm

*If the team captain is not available for pick-up, please designate a responsible team member. Packets not picked up by Saturday, September 26 will be transported to the Registration Tent for pick-up on Race Day.

Location:

Pettit National Ice Center - Hall of Fame Room
500 South 84th Street • West Allis, WI

Team Packet Delivery:

September 12-20, 2014

Team packet delivery is available to teams who raise \$5,000 or to teams of 50 members or more. Exact date of delivery will be determined by the number of teams that qualify.



Race Day SCHEDULE

09.27
MILWAUKEE
LAKEFRONT
2015

7:00 am to 9:00 am

Race Day Registration

7:00 am to 8:30 am

Survivor Breakfast

6:30 am to 1:00 pm

Team Tailgate

8:45 am

**Survivor Pre-Race
Ceremony**

9:15 am

**5K Race for the Cure
& Komen Mile**

9:30 am

Sponsor Expo Opens

8:00 am to 11:30 am

**Kids for the Cure at
Discovery World**

Chandra Williams
Waukeesa
Chandra received funds to help her through treatment

Get Ready!

Learn more at
southeastwi.info-komen.org/race
or follow us at



Awards AND RECOGNITIONS



2014 Winners

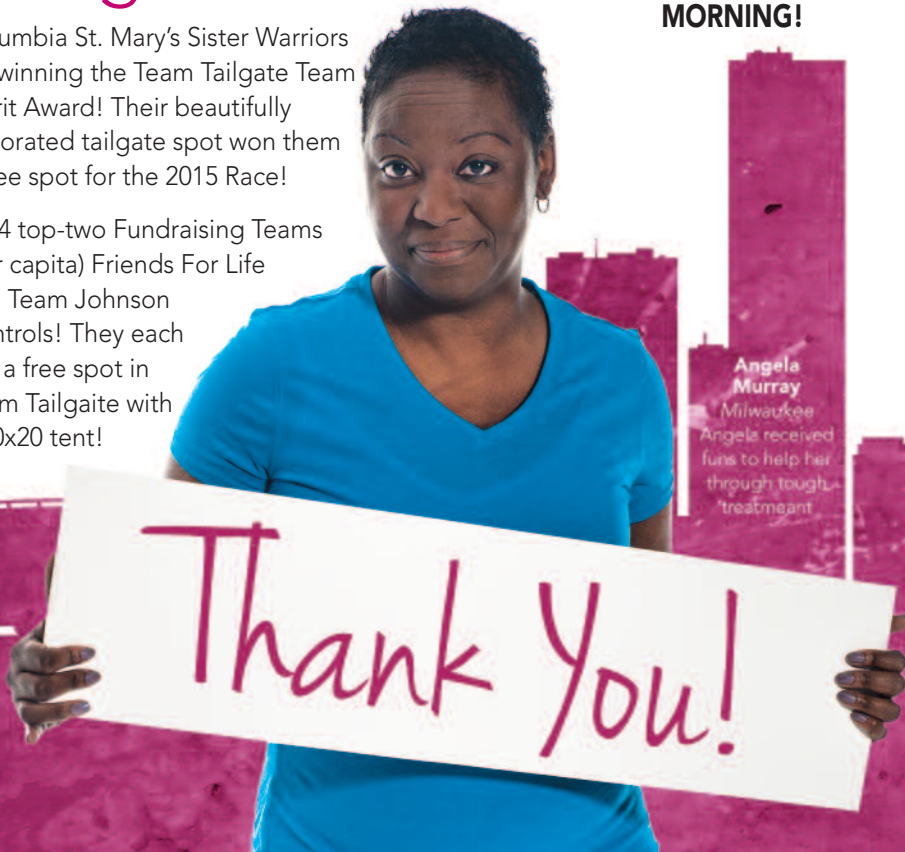
- Largest Corporate Team - **Kohl's Department Store**
- Largest Community Team - **Friends for Life**
- Corporate Team w/ Most Funds Raised - **Associated with Caring for a Cure**
- Community Team w/ Most Funds Raised - **Team Peggy**
- Team with Most Survivors - **Wheaton Franciscan Healthcare**
- Team with Most Men - **Walgreen's**
- Team Tailgate Spirit Award (Announced on Race Day) - **Columbia-St. Mary's**

Congratulations!

**TEAM BRAGGING RIGHTS
WILL BE GIVEN RACE
MORNING!**

Columbia St. Mary's Sister Warriors for winning the Team Tailgate Team Spirit Award! Their beautifully decorated tailgate spot won them a free spot for the 2015 Race!

2014 top-two Fundraising Teams (per capita) Friends For Life and Team Johnson Controls! They each win a free spot in Team Tailgate with a 20x20 tent!



Tribute TO BREAST CANCER SURVIVORS

A special pre-Race tribute to all breast cancer survivors will take place at the start line adjacent to MAM at 8:45 a.m. All survivors will receive specific information to be a part of the Survivor tribute. Special attention will be directed toward survivorship throughout the day as part of the Breast Cancer Survivor Recognition Program.

Survivors, make sure to visit the Survivor tent with giveaways, drawings, food, beverages and more!



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