

Miles for Melanoma Washington, DC
Saturday May 4, 2019—The Yards Park



***MILES FOR
MELANOMA***

THE CURE FOR MELANOMA
BEGINS WITH ME

Miles For Melanoma

Team Welcome Packet



Hello!

Thank you for registering your dedicated team to join us at our **2019 Miles for Melanoma Washington DC** event on **Saturday May 4th at Yards Park!** We look forward to having you and your team join us as we raise funds to increase *research*, *education* and *advocacy* for the melanoma community. A Team Captain is an integral part of not only the Miles for Melanoma events but the overall mission of the Melanoma Research Foundation.

Last year's Miles for Melanoma DC event was a huge success with over \$98,000 raised for our mission. With your amazing support, we can exceed our **2019 goal of \$110,000** and make a life-changing impact in our local community. This Team Captain Welcome Packet is a resource to help you create and manage a successful team, in order to make the most impact. It will help you recruit team members and lead them in their fund-raising efforts.

As the captain of a team, you will be the primary point of contact for your team members. It is your job to create the team, invite people to join and keep members motivated, inspired and informed of the team's progress. You will be responsible for making sure that every member is registered and ready to help your team raise funds.

As a Miles for Melanoma Team Captain, your role is to:

RAISE FUNDS: Inform your team on the importance of **FUN**draising. Remind them that their registration fee only covers the overhead costs of participation, and that fund-raising dollars above the cost of participating are what help the MRF with its mission.

EDUCATE: Provide your team members with a background on the *Miles for Melanoma* event and the mission of the MRF.

SET GOALS: Come up with a **FUN**draising goal as a team! Try to increase your goal from last year or if this is your first year, aim for an attainable team goal of \$500. You can always increase after you get started! Encourage each team member to set their own individual goals and share the tools from our event Participant Center or our *5 Easy Ways to Raise \$500* guide below to help them succeed.

ORGANIZE: A team captain should keep track of each team member's progress and offer suggestions as to various ways for their team members to reach their goals. Also, be sure to communicate all event day details so your team members can be prepared for a fun Miles for Melanoma experience!

HAVE FUN: Create an activity that brings your team closer together and generates ideas to land in the top Five! The possibilities are endless: host a potluck or a family picnic, have a bowling competition, bakeoff, wine tasting, crafting day, Zumba-thon!

Together, we can make a positive impact in the *race* to cure melanoma. Thank you for your support! We look forward to seeing you this spring!

Melanoma Research Foundation Team

Team Incentive Prizes 2019

This year, we will be featuring a variety of incentives to thank our team and individual fundraisers for all your dedication and hard work throughout the Miles season!

Teams that raise \$ 5,000 or more: receive a 10x10 tent for your team to gather during pre and post-race activities, personalized team sign, VIP parking for 3 cars, professional team photo, a dedicated social media post highlighting your team's fundraising efforts and a personalized team plaque

Teams that raise \$3,000 or more: receive a personalized 'realtor size' team gathering sign, VIP parking for 2 cars, professional team photo, a dedicated social media post highlighting your team's efforts and a personalized team plaque

Teams that raise \$2,000 or more: receive a personalized 'realtor size' team gathering sign, VIP parking for 1 car, professional team photo and a personalized team fundraising plaque

Teams that raise \$1,000 or more: receive a professional team photo and a personalized team fundraising certificate

Teams that raise \$500 or more: receive a personalized team fundraising certificate

Individual Incentive Prizes 2019

Raise \$2500 or more: receive MRF backpack, performance cap, insulated lunch tote, water bottle, a personalized note from MRF leadership and certificate of acknowledgement for your fundraising efforts

Raise \$1000 or more: receive MRF performance cap, insulated lunch tote, water bottle and a personalized certificate for your fundraising efforts

Raise \$750 or more: receive MRF drawstring bag, beanie, water bottle

Raise \$500 or more: receive MRF beanie, water bottle and magnet

Raise \$250 or more: receive MRF water bottle and magnet

5 Ways to Raise \$500 and Help Reach Your Goal

1. Self-Donate

- What better way to start your fundraising then to show support for your team! Donate \$25 to get started and ask 3 friends to do the same. Be sure to use your Participant Center to send emails so you can track who donated. You are already at \$100!

2. Make Work Work

- Every office loves to host a *Jeans for a Cause Day* so rally your co-workers and ask them to contribute \$5 to wear jeans. If you rally at least 20 colleagues, you are already half-way to your goal at \$200!

3. Fundraise in your Community

- We all support our local communities in some way so the next time you are in your local salon, fitness center, pizza or coffee shop or physician's office, ask them to support your efforts by donating to your team. If just 5 of these businesses donate \$25 each, you are up to \$325!

4. Get Social

- What better way to share your passion for the MRF and excitement about participating in Miles for Melanoma then sharing it with your social community. Create a competition among friends to see who could help you raise \$100 in 10 hours-offer a small gift (giftcard, coffee, lunch, etc.) to the person who puts you over the top...then invite them to join your team 😊 Remember to tag us: @Melanoma.Research.Foundation By the way, you are at \$425!

5. Closet Clean Out/ Clothing Swap

- You know the items in your closet that you haven't worn in over a year? Well, odds are, your friends/ family have a few items as well. Host a Clothing Swap and invite your friends/family to bring at least 3 pieces they do not wear any longer. Sell items between \$1-\$5 and easily gain \$75.

Congratulations you just raised \$500 for your Miles for Melanoma team goal!

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Thank **YOU** for supporting Miles for
Melanoma 2019!



If you have any questions about the 2019 Miles for Melanoma events, please contact:

Lorrie-Beth Miley

Development Officer, Miles for Melanoma

E: lmiley@melanoma.org

P: 202.742.5913