



HOW TO REGISTER ONLINE

STEP 1: Go to www.komenNCalabama.org and click on the pink “Register Today” button

STEP 2: Click on the blue “Register Here” button and follow the prompts for the various ways to register for the Komen Race for the Cure®.

The choices are:

- Start a new team: New team not already formed
- Join a team: Become a part of a team already formed
- Join as an individual: Do not wish to participate as a team, just by yourself.
- Register multiple people: Register more than one person with one transaction
- Register a Family: Register several people with one transaction

STEP 3: Once you have registered, you will have the option to go to your Race Headquarters (HQ) where you can perform all of your online fundraising.

The list below details the specifics of what is available to you through your Race HQ.

Each participant is given a personal web page template (“My Web Page”) by default, which you will have the option to personalize and update. The parts you can customize include the page layout, styles or color scheme used.

From the Participant Center each participant can:

1. Manage your own fundraising goal, which is located in center main page.
2. Update and modify your Web Page which includes changing the page layout, style, color scheme, indicators or reporting features. You can upload a photo, and change the text to include your reason for participating and why it is important to give to this particular event.
3. Upload your e-mail address book and/or enter e-mail addresses manually.
4. Send out suggested e-mails (already available on the site) or create your own e-mail messages to send to friends and family asking for their support. These messages will include a link back to your personal page.
5. View your progress under the “Report” tab/icon where you will be able to view donor information.

ADDITIONAL INFORMATION

If you are registered as part of a team, you will also have another link called “Team Progress,” in which you can view your team’s progress – including team registration and contribution information, and the status of the team fundraising goal.

Note: if you are the team captain, you will have the ability to update your team’s page and monitor the team’s progress such as:

- Changing the team fundraising goal.
- Updating the team photo and text for the team page.



By participating in the Komen Race for the Cure[®], you have an opportunity to make a difference in the fight to end breast cancer.

10 STEPS TO RAISE \$500

1.	Show your commitment and contribute to yourself	\$25
2.	Ask your spouse/parent/family members to match your donation	\$75
3.	Ask your co-workers to donate (5 co-workers for \$5)	\$25
4.	Ask a vendor/supplier from your company	\$50
5.	Ask 5 friends to sponsor you for \$5 each	\$25
6.	Ask everyone in a club/organization (10 people for \$10)	\$100
7.	Send out a letter to your holiday card mailing list	\$100
8.	Ask businesses that you visit often for a donation	\$40
9.	Ask someone who has asked you for a donation	\$10
10.	Ask your boss for a company contribution	\$50
TOTAL		\$500

HERE ARE SOME ADDITIONAL TIPS TO HELP MAKE COLLECTING DONATIONS EASIER...

- Anyone is a potential donor.
- Ask people that you have daily contact with or who you've established a relationship with in one way or another — parents, friends, classmates, co-workers, neighbors, grocer, banker, mechanic, lawyer, dry cleaner, fellow parishioners, etc.
- Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.
- Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.
- Tell your pledge supporters why you're walking for Komen.
- Collect your donations up front so you don't have to ask for them a second time.
- Ask at least 1 person per day to make a donation.
- If you're uncomfortable asking face-to-face, use the website [www.komenNCalabama.org] instead. On the Web we've provided sample email/letters to help you.
- Aim high — ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10. Base the amount you're asking for on your prospects' ability to give.
- Carry your collection envelopes/cans with you at all times.



WHY SUPPORT THE KOMEN RACE FOR THE CURE®?

WHAT DOES SUSAN G. KOMEN FOR THE CURE SUPPORT WITH MONIES RAISED THROUGH THE KOMEN RACE FOR THE CURE?

Up to 75% of the money raised in north central Alabama stays in north central Alabama to fund education, treatment and screening programs. At least 25% goes to the Susan G. Komen for the Cure Research Grant Program. Since 2003, the University of Alabama - Birmingham (UAB) has received nearly \$14 Million in funding for breast cancer research from Susan G. Komen for the Cure and nearly \$2.5 Million has been granted to local breast health programs and services.

2009 Komen North Central Alabama Community Grants:

- Alabama Breast and Cervical Cancer Early Detection Program – Free Mammogram Program \$322,000.
- UAB –Deep South Network for Cancer Control – Community Health Advisors for Minority Breast Cancer Outreach and Education - \$70,000
- American Cancer Society – Hope Lodge - \$40,000
- UAB & American Cancer Society – Patient Navigator Program - \$30,000
- DCH Breast Health Initiative – DCH Foundation - \$20,000
- Sowing the Seeds – Latina Lunches for Health – St. Vincent’s Health System - \$6,000
- Aquatic Exercise for Breast Cancer Survivors with Athralgia or Myalgia – Lakeshore Foundation - \$20,000
- UAB School of Public Health – Sing for the Cure – Sisters Celebrate Survivorship - \$40,000
- The Because Campaign & VIRTUE Release '09 – VIRTUE, Inc. - \$17,500

HOW DOES MY COMPANY BENEFIT?

- Honor and memorialize the survivors of breast cancer.
- Participation can create visibility for you, demonstrating to your community that you care about the issues affecting them.
- Volunteering fosters teamwork, creativity, and leadership.
- Consumers are more likely to buy from companies perceived as good corporate citizens.
- Integrated partnership: benefits customers, community & employees at the same time.

WHY SUPPORT SUSAN G. KOMEN FOR THE CURE?

- Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer - a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer - and more than 1 million could die - over the next 25 years.
- Without a cure, an estimated 25 million women around the world will be diagnosed with breast cancer - and 10 million could die - over the next 25 years.
- For the past 25 years, Komen for the Cure has played a critical role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.
- Susan G. Komen for the Cure has been named the top-rated charity by Charity Navigator, America’s largest independent evaluator of charities.



TEAM CAPTAIN JOB DESCRIPTION

- Register today at www.komenNCalabama.org
- Recruit a team of at least 10 participants made up of your fellow employees, family members and/or friends. The more the merrier! The rule of thumb is to recruit between 10 and 20 (or more!) participants per team.
- Instruct your team members to register online at www.komenNCalabama.org. Make sure your team members register under your team name. Provide them with instructions on how to get to the proper place on the website:
 1. Go to www.komenNCalabama.org and click on the pink “Register Today” button.
 2. Select the “Search for a team” link on the left column of the main Race page.
 3. Find and click on our Team Name on the alphabetical list. Our Team Name is: _____
 4. On our Team Webpage, click on “Join our Team” and follow the prompts to register!
- Encourage each team member to raise a minimum of \$250, but they don’t have to stop there. Some individuals have raised over \$1,000! Remember, every \$75 dollars you raise could be another free mammogram for a woman in need.
- Coach and motivate team members for success. Once your team members are registered, hold a rally in your conference room or living room to help generate excitement and educate them on their responsibilities (i.e. asking for donations, recruiting more participants). Have your team members provide you with weekly reports on their progress.
- Don’t forget to solicit for donations yourself. As the team captain you should set the tone. Besides your own family and friends, you should also contact your company vendors to support you and your team.
- For those not able or willing to donate online, have your team members collect checks made payable to the Susan G. Komen for the Cure North Central Alabama. Cash and checks are considered offline donations and will be entered on the website through a team member’s Participant Center by the Komen office. Note: it’s important to keep track of all donations you receive.
- Collect all of your team members’ donations and collection envelopes and be sure to turn them in at Packet Pick Up or Race Day.
- Attend the Komen Race for the Cure! Remember to wear shirts with your team name and highlight your company logo for extra exposure.
- Host a post Race party to celebrate your team’s success.



“SERVE YOUR SWEET TOOTH” DAYS

Everyone loves homemade desserts and everyone likes to make them! Have a contest to judge the best chocolate chip cookie and have your CEO be the judge! Then sell all the entries to benefit your Race team!

Example: If you had a bake sale once a month for a year you could raise about \$1,000!

CASUAL DAYS

Ask your team members and other department representatives to collect a \$5 fee from employees who would like to dress down on Fridays. The donations will benefit – your Komen Race for the Cure Team!

Example: If you held a Casual Day once a month for a year and 100 employees participated, you would raise \$6,000!

“WATER COOLER” DAYS

Have employees gather around the water cooler to take a break and buy bagels, pizza slices or popcorn on certain days of the week. Or have a team member take up collections for coffee and then do a delivery run. You can charge a little extra since you are bringing it to them.

Additional Tips

Brainstorm with your team. Be creative and think of things that can involve the entire company. Advertise your participation as much as possible and JUST ASK PEOPLE! Too often people just don't know how to get involved. A poster on a bulletin board may not get noticed, so make sure your event information stands out.

The more excitement you can create, the more people will want to be a part of it! If you are having fun, your co-workers will too!

MORE IDEAS

- Concession stands at games and festivals
- Auction off dinner for 4, sports or event tickets, gift certificates, etc.
- Mini golf tournaments
- Rummage sales/garage sales
- Contests/raffles
- Answering Machine Message – This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
- Raffle off a reserved parking spot or ask your CEO to donate
- Sell single flowers on Friday
- Sell company T-shirts or sweatshirts
- Car washes
- Donation jars
- Goal board or thermometer showing the company's current fund raising status
- Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these! It's a perfect way to get the word out.
- Company Vacation Days – Ask your boss or human resources director if they can swap one of your vacation days for a day's pay to donate to the Race for the Cure!