

# Team Captain Playbook



1. Set up local team page (see prior slides)
2. Send email to Capital Women local chapter membership and/or site-based distribution list
  1. We will also post invitation/registration information on Capital Women site and CGWeb (no action required on your part)
3. Encourage associates to participate (either by registering to walk and/or to donate/raise funds)
4. Send reminder emails for participation
5. Optional: arrange for Susan G. Komen to give an educational talk to your chapter/site
6. Send email the week of the walk to participants with day-of logistics
7. Pick up "Event in a box" and bring to the walk (will mail to team captains; includes booth decorations and SWAG)
8. Arrive early the morning of the race to set up CG booth and welcome participants
9. Take photos during the event and share back with the group



# Sample Progress Email

Dear Team Captains,

You've been doing a GREAT job getting associates to sign up and join you for your local walks!!

We've raised **\$16,107 towards our goal of \$25,000** (with 190 people making a gift so far)!!!! We best of all, **we have 224 people joining one of the 7 local teams**, which is great associate engagement! Here's how it breaks down by location:

1. IRV: 76 (\$3,756)
2. SNO: 47 (\$397)
3. LAO: 32 (\$2,481)
4. IND: 29 (\$2,379)
5. NYO: 14 (\$5,445)
6. SFO: 8 (\$1,441)
7. ATO: 1 (\$208)

IRV definitely rocks it with 76 participants, and SNO is not too far behind with 47!! But NYO is a clear leader in fundraising--WOW!!

**There's still time to promote the event and get engagement and donations.**

- For LAO, we've been sending regular email reminders to the Women in NACG (WIN) chapter list (the majority of whom are in LAO); see latest as a template in case you want to leverage this for your own email reminders.
- There was a CG Web article posted on 8/19: [CGWeb: News: Sign up and join a Susan G. Komen Walk in your area!](#)

## SWAG

- Attached are pictures of what you will be receiving in a box shipped to your CG office address a few weeks ahead of your event (except for NYO-- you will receive your box just a few days before the Sept. 8 event).
- Every location will receive a tablecloth to put on the table in your CG sponsor tent (please keep this and bring it back to your office after the event; we will use it next year)
- Each participant will receive a pink visor, lip balm and mini sunscreen as thank you SWAG for participating. Please bring these with you the day of the walk and distribute to participants at the CG tent/table.
- We ordered 250 of each item (approximately 25% more than the current registration numbers), so we hope to have enough for everyone (CG associates as well as family members).

**THANK YOU for all you're doing as local team captains!! Feel free to reach out with questions or comments to this group!**

Elizabeth

# Sample Day of Event Logistics Email

**Subject:** Susan G. Komen Walk on Sunday - Meetup Time

Team!

We are so excited to be walking together on Sunday 10/29 to support the great work of Susan G. Komen supporting breast cancer research!

**We'll plan to meet at the Capital Group table at 8AM.** My cell is below if you need to reach me.

Also sharing a few handy documents – the parking map, the layout of the event village, and the walk route.

Please share this info with any non-CG team members – friends and family are welcome to join!

Looking forward to being together,

Sarah Johnson