



# NATIONAL CORPORATE TEAMS

## Champion Guidebook - Strategies for Success



**National Team  
Partners that  
implement the  
best practices  
found in this  
guidebook  
routinely raise  
more money and  
have an overall  
better team  
experience!**

## WHO WE ARE

**Susan G. Komen is the world's leading breast cancer organization, working to save lives and end breast cancer forever.**

Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Komen is committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

### **WHY PARTNER WITH US?**

As a National Team Partner for the MORE THAN PINK Walk® or Race for the Cure®, your company ensures that breakthrough research discoveries continue, and that people facing breast cancer today receive the care they need to live longer, better lives.



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## TEAM ROLES & STRUCTURE

As the Company Champion, this is your chance to build a team of energized and motivated Team Captains and employees who rally around the cause of ending breast cancer forever. You will help set the fundraising and recruitment goals for the company, help secure team motivators and host the company kickoff.

Your Komen Staff Partner is there to help as your team coach. He or she will provide constant support, turnkey tools and resources for team success

### WHO IS ON THE TEAM?

#### EXECUTIVE SPONSOR

An Executive Sponsor is a supportive CEO or a top-level executive who commits to embracing the national team partnership. He or she is vital to encouraging all levels of the company to support the team efforts.

#### TEAM CAPTAINS

Your Team Captains can share in the team responsibilities, from recruiting members to organizing fundraisers to maintaining enthusiasm for friendly competitions. Your Team Captains can come from different departments, offices, regions and more.

#### FUNDRAISERS

You and your fellow co-workers make the difference in the success of the MORE THAN PINK Walk® or Race for the Cure®. Team members can participate by fundraising, walking, and working together as a team to end breast cancer.



# BUILD YOUR PLAN

Team success starts with a good plan! The information in this guidebook will help you map out a successful Komen National Team Partnership for your company. Meet with your Susan G. Komen Staff Partner and your Executive Sponsor to develop your action plan. In addition to providing templates, resources and customized messaging, your Staff Partner will work with you to:

- ☐ **Set your company's team goals**  
(1) fundraising (2) number of team captains (3) number of team members.
- ☐ **Reference the MORE THAN PINK Walk® and Race for the Cure® calendar** of events provided by your SGK Staff Partner to determine where your employees can register.
- ☐ **Develop a timeline** from launch to the day of event and post-event follow-up.
- ☐ **Plan each company activity**, including your team captain kickoff, company kickoff and post-event celebration.
- ☐ **Create a communication and incentive plan** for your team members.
- ☐ **Attend Susan G. Komen Company Champion webinars** to connect with other National Team Company Champions, get inspired from Komen mission updates, and share and learn best practices.
- ☐ **Participate in a series of quick touch-base calls** with your Komen Staff Partner to evaluate progress and outline key action items necessary to achieve goals.
- ☐ **Supplement the National Team experience** with the Komen Wellness Program to educate and support your employees with breast health and support programs for those facing breast cancer.

# WORKING WITH YOUR EXECUTIVE SPONSOR

Securing an Executive Sponsor is a primary best practice in the success of your National Corporate Team. Having leadership's support can have a significant impact on your fundraising goals. An ideal Executive Sponsor is a CEO or top-level executive who can set the tone for the company. Introducing the company team partnership to employees, company-wide emails and voicemails, a personal fundraising goal and participating in the team kickoff are all ways he or she can show that the company's involvement is a priority.

## LET YOUR EXECUTIVE SPONSOR KNOW THEIR ROLE IS SIMPLE:

- **Rally** the company by participating in the company kickoff.
- **Share** their connection to breast cancer and/or why it is important to the company to participate.
- **Support** the motivators and rewards to participate and fundraise.
- **Join** the team and fundraise.
- **Support** engagement across the company.

**An Executive Sponsor can also initiate an Executive Challenge within the company.** For example, he or she can set a \$5,000 fundraising goal and then challenge other top-level executives to meet or exceed that goal.



# RECRUITING & MOTIVATING TEAM CAPTAINS

Your Team Captains are a big part of your success in the MORE THAN PINK Walk® or Race for the Cure®. Here is how to identify the right people and keep them engaged.

**IDENTIFY CANDIDATES** Take just 10 minutes to come up with a list of potential Team Captains. List at least twice as many people as you will need. You may find it helpful to work with your human resources department. These people make for good Team Captains:

- **Leaders**—Their planning, motivating, and activation business skills are good indicators your pick will be a great Team Captain too.
- **Well connected, well respected**—Look for colleagues with a strong network they can call on.
- **Doers**—Do not be afraid to ask busy people - they get things done.
- **Ambassadors**—Are there people in your company who are directly affected by the Susan G. Komen mission? Knowing that our cause matters to a friend or colleague can motivate the team and make fundraising efforts even more personal.

**RECRUIT TEAM CAPTAINS** Ask potential candidates face-to-face, when possible, to serve as Team Captains. Most people respond best when approached in a personal way. It's also a great opportunity to talk about the power of people and their ability to rally and be engaged in an important activity. Doing this adds more meaning and impact as to why you want to recruit team captains. Here are some other tips:

- **Include senior management in your ask;** they can help underscore how important participation is to the company.
- **Your Komen Staff Partner is available to join you in talking to potential Team Captains.** They can help convey the importance of the Susan G. Komen mission.
- **Hold a brief Team Captain training.** Your Komen Staff Partner can help you plan a great meeting.

**MOTIVATE TEAM CAPTAINS** Make yourself available to your Team Captains during the campaign. Let them know you are there to answer any questions.

- **Help employees understand the Komen mission.** If possible, ask an ambassador who has been directly affected by breast cancer to share their story.
- **Check in with your Team Captains weekly** to make sure they are on track to meet their goal and have what they need.
- **Encourage friendly competitions amongst Team Captains** to earn motivating company rewards.
- **Thank your Team Captains** for their progress and a job well done.
- After the event is over, **highlight those Team Captains whose teams met or exceeded their goal** and ask them to commit to next year!

# TEAM STRUCTURE

In partnership with your Executive Sponsor and Komen Staff Partner, you will need to determine what team structure will work best to engage employees, fundraise and have fun. The rule of thumb is one Team Captain for every 10 to 15 team members.

Here are a few ways you can structure your team:



## BY DEPARTMENT/DIVISION

Does this structure align with senior leadership and encourage competition? (i.e. - finance vs sales, marketing vs operations)



## BY GEOGRAPHIC LOCATION

(i.e. - Phoenix office, Dallas office, East Region, West Region)



## BY LOCATION AND DEPARTMENT

(i.e. - Northeast Sales, Northeast Marketing)



## OTHER

Be creative and determine a team structure that works for your company





## HOST A COMPANY-WIDE KICKOFF

One of the first rules when it comes to holding a successful company-wide kickoff is to make it fun and meaningful! Your Komen Staff Partner can support you with a kickoff presentation that you can customize to fit to your company.

**WHEN:** Host the kickoff after you've secured the majority of your Team Captains and your team web page is up and running. You will want to drive team members to register that day.

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**HOW:** In-person, where possible (be sure to follow your company's guidelines) and always provide treats. Pizza or cookies can be a big draw! If you need to meet virtually, you can send e-gift cards for coffee, treats and more.

**WHO:** Everyone including the Executive Sponsor, Company Champion (YOU), Team Captains, Komen Staff Partner, breast cancer survivor/ambassador and all relevant employees, divisions and departments.

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**WHY:** To energize the company and employees to register for the team and fundraise. The Executive Sponsor should speak (or share a recorded message), the Company Champion should announce the team goal, company vision and participation/fundraising motivators. (Your Komen Staff Partner can customize templates and resources to fit your needs) The breast cancer survivor/ambassador should share their story and your Komen Staff Partner can provide an overview of where the money goes and event details.



## FUNDRAISING MOTIVATORS

Employee motivators are a best practice, so employees know that their company is “ALL IN” to encourage participation and fundraising. Companies that provide employee motivators in addition to the fundraising incentives provided by Susan G. Komen tend to have greater employee engagement – ultimately raising more funds to end breast cancer. As a Company Champion, you will likely want to involve your Human Resources or Employee Culture leadership for approval of employee motivators, but here is a list of ideas to get you started:

- Coffee gift card for every team member that starts fundraising.
- Company team t-shirt for fundraisers that reach the \$100 level.
- Restaurant vouchers for fundraisers that reach the \$500 level.
- CEO-hosted lunch for all fundraisers who reach the \$1,000 level.
- Prime parking/gas gift card for team captains with 100% fundraising participation from their team members.
- Paid time off for fundraisers who reach the \$2,500 level.
- Voucher to shop in the company store.
- Traveling trophies for top fundraising team, best theme, most creative fundraiser, etc.
- Company match for employee donations.
- Company donation for steps walked leading up to the Race for the Cure® or MORE THAN PINK Walk®.

Be sure to include leaderboards and shout outs in your team communication to further promote engagement and competition. Include updates from your breast cancer Ambassador or Komen Staff Partner to share how the money raised is supporting Komen's mission to end breast cancer.

## VENDOR CAMPAIGN

Reaching out to vendors and partners your company already spends money with is a great way to meet your team's fundraising goals. Ask your vendors to join your company by making a corporate contribution to your company's fundraising efforts. Follow these steps with templates from your Komen Staff Partner to implement a successful vendor campaign:

- Meet with senior management or your accounts payable department to make a list of your company's vendors.
- Determine who has the best relationship with each vendor and have that person reach out with a personal request.
- Be specific in the ask amount and one that is appropriate to the relationship (i.e. – 1% of your company's annual spending with that vendor).
- Make the request in writing and follow up 1-2 weeks later with a phone call. People are busy and just like with any business transaction, follow-up is key.
- Send a thank you! All donors want to be acknowledged for their support of your team.

## CUSTOMER CAMPAIGN

Depending on your company's customer-facing opportunities, you may also include your customer base in fundraising. This could include point-of-sale donation opportunities, specials on certain products where a portion of the proceeds go towards fundraising, or even an option on your web site that can direct visitors to your company's fundraising page. Many customers are drawn to companies that show their commitment to serving the community, so make sure your clients are aware of your support of this mission.

# FREQUENTLY ASKED QUESTIONS

## HOW LONG SHOULD OUR TEAM CAMPAIGN RUN?

Create a plan with your Komen Staff Partner up to four months out from the MORE THAN PINK Walk®, Race for the Cure®, or National Virtual Event.

## WHAT RESOURCES CAN MY SUSAN G. KOMEN STAFF PARTNER PROVIDE FOR ME?

In addition to this guidebook, your Komen Staff Partner can provide email templates, team recruitment posters, a team kick-off presentation and much more. If there is a tool you need for your team's success, please reach out to your Komen Staff Partner.

## ARE KICKOFF EVENTS REALLY HELPFUL?

Yes! Company-wide kickoffs help launch your recruitment and fundraising efforts. It offers your employees a chance to hear from the Executive Sponsor on the importance of involvement, hear the details about the event, learn about fundraising motivators and hear from those directly affected by breast cancer.

## WHAT EVENTS ARE INCLUDED IN THE NATIONAL CORPORATE TEAM PROGRAM?

Currently, the MORE THAN PINK Walk® and Race for the Cure® are included in the National Corporate Team Programs, but other Komen events may be included in the future.

## CAN OUR SPONSORSHIP COUNT TOWARDS OUR NATIONAL TEAM TOTAL?

No, the National Team Program is about employee engagement, fundraising and support from the employees. Donations and corporate matching gifts count towards the team total and event sponsorship is separate.



## FREQUENTLY ASKED QUESTIONS (CONT'D)

### **OUR COMPANY PAYS FOR RACE REGISTRATION FEES, DO THOSE COUNT TOWARDS OUR TEAM TOTAL?**

Thank you for encouraging your employees to participate in Race for the Cure. Race registration fees do not count toward fundraising totals or the Komen incentive program. If your employees pay for their own registration fees and the company offers to match the same value of all race registration fees paid by your employees, that donation will count towards your team's fundraising totals. Please note, there is no registration fee for MORE THAN PINK Walks or National Virtual Event.

### **CAN EMPLOYEES PARTICIPATE IN ANY EVENT THEY WANT?**

Yes, from our community events to the National Virtual MORE THAN PINK Walk, all participation and teams will be linked to your corporate page and leaderboards to show the extent of your company's participation.

### **AS THE COMPANY CHAMPION DO I NEED TO COORDINATE THE EFFORTS IN EVERY EVENT?**

No, your Komen Staff Partner will provide you with a list of local Komen staff for each event your company is participating in before or after employees register. Local Komen staff members will work with your Team Captains after they register in each event to engage them in their respective communities.

### **ARE EVENTS IN-PERSON THIS YEAR?**

Yes, some events are in-person and your Komen Staff Partner can provide that information to you. Of course there is always an option to participate virtually for any event you decide to register.

### **CAN I CHALLENGE PEOPLE OUTSIDE MY COMPANY?**

YES! Team leadership can challenge peer companies, vendors and more to match or surpass their fundraising. All are welcome to be challenged to participate and fundraise.



## FREQUENTLY ASKED QUESTIONS (CONT'D)

### WHAT IS AN EXECUTIVE CHALLENGE?

An Executive Challenge is when leaders of your organization set an example to participate in the fundraiser and challenge each other to reach certain fundraising levels. Executive Challenges may take many forms and generally align with company culture.

The average Executive Challenge runs for one to two weeks. You can select a time period such as National Breast Cancer Awareness Month, Cancer Survivor Day, Women's Health Month, or any other meaningful days to run the challenge, if it makes sense for the timing of the events you're participating in. Most importantly, pick a time that works for your company and when you can communicate to your teams to build momentum around the challenge.

### WHAT ARE MATCHING GIFTS? HOW DO I KNOW IF MY COMPANY HAS A MATCHING PROGRAM?

Many companies have formal matching programs to support employees in their charitable giving by matching a portion or total donation of what an employee raises. Check with your human resources department to see if your company has a formal program and what the guidelines are to be eligible for a company match. Some companies may match a specific employee effort. If your company does not have a formal program, reach out to senior leadership to see if a match for a specific amount raised for Race for the Cure® and MORE THAN PINK Walk® would be considered.

### SHOULD WE PROMOTE THE MATCHING GIFT PROGRAM FOR OUR FUNDRAISER?

YES! Billions of matching gift dollars go unused every year because employees forget to ask their company to match. Include instructions in your team information to employees on how to get their gift(s) matched.

### **HOW CAN WE FUNDRAISE?**

All registered participants have access to an online personal Fundraising Center webpage with pre-written email templates to send to friends and family. [Watch this short video](#) to learn more about your fundraising center and how to use it to raise critical dollars to end breast cancer.

### **WHERE DOES THE MONEY GO THAT OUR TEAM RAISES?**

When you take action and fundraise, know that your dollars go on to fight breast cancer on all fronts. Susan G. Komen is uniquely structured to fund four pillars - research, care, community and action. These focus area work to find a cure, comfort and support those living with breast cancer, and advocate for access to care for all. Since its founding in 1982, Komen has funded more than \$1.1 billion in research and provided more than \$2.3 billion in funding to screening, diagnostics, education, treatment and psychosocial support programs serving million in more than 60 countries. Learn more about our impact here - [komen.org/about-komen/our-impact/](https://www.komen.org/about-komen/our-impact/)

### **WHAT IF I GET QUESTIONS ABOUT SUSAN G, KOMEN I CAN'T ANSWER?**

Breast cancer is a very emotional topic and volunteer leaders often get questions from individuals looking to support the effort. Reach out to your Komen Staff Partner who can then provide resources to assist. If you have someone who has very specific questions, you can also direct them to contact the Komen Service Center at 1-877-GO KOMEN or [komen.org](https://www.komen.org).

### **IS MY CONTRIBUTION DEDUCTIBLE?**

Contributions to Susan G. Komen may be tax-deductible to the fullest extent permitted by law. Please check with your personal tax advisor regarding the deductibility of your gift.

