

**Pickleball**  
for the cure™  
*Help end breast cancer.*

susan g.  
komen®

# HOST PLAYBOOK

Breast cancer has finally  
met its match.





# Welcome!

Thank you for hosting a Pickleball for the Cure® event and for joining our nationwide community of fellow pickleball hosts, players, donors and sponsors.

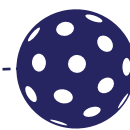
Your event will help create a world without breast cancer. Every dollar your event raises will support lifesaving breast cancer research, as well as screening, treatment and financial assistance.

Your pickleball event can be as simple or as elaborate as you want it to be. You also have the flexibility to add more fundraising opportunities to increase the overall amount raised.

Whether you are new to organizing a pickleball event or have years of experience, the Susan G. Komen® team is here to answer your questions and provide helpful tips and fresh ideas. Please don't hesitate to reach out to us at [pickleball@komen.org](mailto:pickleball@komen.org).

## FIRST THINGS FIRST: OUR 3 EVENT “MUST-HAVES”

1. **The event is hosted on [pickleballforthe cure.org](https://pickleballforthe cure.org)**, and all players must register for the event through the same website. You've probably already registered your event on the website, so now your players just need to sign up via your event's webpage.
2. **All players are encouraged to fundraise** as much as they can for Komen to help end breast cancer. Hosts and participants are eligible to earn rewards based on their fundraising level, and we will even send you prizes to give to your event's top fundraisers!
3. **The event will include a mission element** that honors raising funds and awareness. Don't worry, we provide everything you need to execute this at your event.



**ARE YOU GOOD WITH THESE?  
COOL. LET'S START PLANNING.**

## Your Event's Webpage

Every Pickleball for the Cure event will have their own special page (called a Group or Team Page) on the Pickleball for the Cure website. Your event's webpage is where you'll send players to sign up for your event by registering to join your team. Your page is also a place where you can track your event's fundraising progress and how much you have raised to support Komen's mission. You can even post photos after the event.

To get started, you must first register as a host via our website by clicking on Host > About Hosting > Host Event. If you received this Playbook via email, then you've probably already completed this step.

Once you've registered as a host, your event's webpage is automatically set up. You can access and edit your event's webpage by clicking "Login" in the upper right-hand corner of the Pickleball for the Cure home page. Then click on Participant Center in the top right corner. You can add information about your event by editing the "My Team" box of the Fundraising Center.

**PickleballForTheCure.org**



**Before you share your event's webpage with potential players, you need to customize your page with important event information, such as:**

- Name of the Event Venue/Location  
(i.e., "Stewart Family Driveway," "Sherwood Drive Cul de Sac," "Bridgeport Central Park" or "PickleTown")
- Event Venue Address (Street, City and Zip)
- Event Date, Start Time and End Time
  - Refer to the **Event Formats** section in this Playbook to choose the type of event you want to do, which will also help you determine the duration needed for that event.
- Player Registration Deadline
  - All players should register at least two days before your event day so that they have enough time to do some fundraising and ensure you have enough time to plan for their participation.
- Parking and/or Public Transportation Information
  - Where can players park?
  - How much does parking cost?
  - What's the nearest public transportation stop/station to your venue?
  - Is there bike parking available?

- Event/Tournament Format
  - Refer to **Event Formats** section in this Playbook for more information.
- (Optional) Player Fundraising Requirement
  - In general, Pickleball for the Cure players are encouraged (but not required) to fundraise at least \$250 to help end breast cancer, whether they play pickleball on their own or if they sign up for your event.
  - As a host, you have the option to require participants fundraise or donate a minimum amount to participate in your event. We **highly recommend** you require a minimum fundraising amount because it has proven to help events (and their players) raise the most amount of money.
  - **We suggest a minimum requirement of \$100 per player.** We find that this amount is a “sweet spot” for players. It’s high enough that they are inspired to ask their personal networks for donations but still low enough for them to cover any remaining balance with a personal donation.
  - Whether you require it or not, players will be encouraged to do their fundraising via the Pickleball for the Cure website. Please note: all donations made via the Pickleball for the Cure website **cannot** be paid out to event hosts to cover expenses.
  - You can see how much your players have fundraised on your event’s webpage (under “My Team and Team Roster”) where all players are listed in order of their current fundraising totals. This is how you will know which players are your “Top Fundraisers.”
    - » On the day of your event, any player who has not yet reached their minimum fundraising amount should be asked to donate the remaining balance through the website.
    - » For events with 10 (ten) or more participants, we provide all hosts with special Top Fundraiser pins which you can present to the top three fundraising players at your event!
- (Optional) Player Fee
  - Most events **do not** charge a player fee because our hosts find it easy to secure a venue, food/drinks and other essentials via local businesses who are happy to donate them.
  - However, if a player fee is necessary for you to cover expenses for your event, please be aware of the following:
    - » Any fee charged to players should be called a player fee and should **not** be called a donation, as it must **only** be used to cover **material** costs of your event (venue rental, food/drinks, etc.) which make it possible for players to participate.
    - » All remaining proceeds from the player fees should be donated to Komen. Those proceeds **can** be considered a donation and should be donated via your event’s webpage.
    - » The player fee is something that you should collect on Event Day. (Komen will not and cannot collect these fees online nor can we handle any player fees on your behalf).

## Other things to consider (and mention on your event webpage)

- Will you have a theme? A “most pink” and/or costume contest? Let everyone know!
- How do you plan to incorporate the mission into your event? (See **Bringing the Mission to Life** section below for ideas).
- Will you have a silent auction, raffle or game? (For ideas and information, see **Top Ways to Boost Revenue** section below).

## Participant Resources

We have created lots of tools to help make your event come alive! It's time to peek at our online tools, which is full of handy resources and downloads for our hosts! Here's just a small taste of what you'll find...







## Choosing A Venue for Your Event

Some hosts belong to a club or live in a community with pickleball facilities. If this is your situation, we suggest you reach out to your homeowner's association or court manager to ask them to waive any rental fees.

If you don't have access to a club or pickleball courts in your community, no worries! You can always create temporary pickleball courts in an unoccupied building, conference center, gymnasium, parking lot, cul-de-sac or even in a driveway. Think about the number of players/teams you want to accommodate at your event to help determine the number of courts you will need. See more about this in the **Choose Your Event Format** section below.

## Choose Your Event Format

There are many different formats for a great pickleball event. Below are just four suggestions. You may have your own format in mind, which is fabulous, too!

No matter what format you choose, we always recommend **doubles** competition so that you can maximize the number of players at your event (and the amount of money you'll raise).

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### Time-Based Mixers

These are a great way to create a fun, social atmosphere among your players. It's also a very simple format to host because you can easily accommodate everyone regardless of their skill and whether they have a partner or not. The fun is in the mix!

Here are two ways you could structure your mixer:

- **The Up and Down Mixer:** Teams start the first match with any partner they chose themselves or someone you assigned to them. Teams play other teams in matches lasting a certain length of time. After the time is up, the team that earned the most points "wins," and they rotate up (i.e., from Court 3 to Court 4) and down if they lost (i.e., from Court 3 to Court 2). Once they get to their new court, the teams split so they are playing with a new partner from the other team that also moved to that court. The tournament continues in this format until a determined end time.
- **The King and Queen Mixer:** Have a deck of cards and ask each player to pick one. The highest four cards start on the top court (all four aces), and then assign the next courts by value of card. From there, you can go to an up and down rotation (see above) or you can have players pick a new card for each round.

In both of these formats, the individual players need to keep track of their matches won and the number of points earned in each game.

After each round (or during a break) the players should add their scores to a big tournament poster so everyone can see the current standings. The winning individuals are determined by the number of matches won. In the event of a tie, use the number of points won.

## Traditional Pickleball Tournament

For a tournament, we suggest a **double-elimination** style where opponents are eliminated after losing two matches, rather than one match. This ensures that every player gets to play at least two matches.

Also, to keep your event simple, we recommend that you use a **“blind draw,”** which means that you match up players (or teams) with their competitors based solely on the luck of the draw and **not** based on their experience/skill, age or gender. This provides for the most ease and flexibility as a host and sets a fun, social tone for your event.

When players (teams of two) check-in for the event, you can assign each team a number. When all teams have checked in, you can draw numbers out of a hat and write them on a giant poster containing tournament brackets which shows who is playing who. You can find and print bracket posters for free at [www.printyourbrackets.com](http://www.printyourbrackets.com).

Note: If you don't want to use a “blind draw” and want to organize your tournament based on skill levels, age and/or gender, please keep in mind that you will not be able to determine specific brackets *until Event Day* because you will not know your player's age, gender or skill level *until they check-in at the event* (when you will have to ask them for that information).

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## Single Round Robin Tournament

This format features teams of two players with each team playing against the other teams until all teams have played just one game against each other. In a Round Robin format, teams can play the *entire* duration of the event versus the traditional tournament where players are only guaranteed two matches unless they keep winning.

Winners are determined by the number of games won and the total points earned in each game, so teams need to keep track of their scores. After each round (or during a break), teams should add their scores to a big tournament poster so everyone can see the current standings.

The winners are determined by the number of matches won. In the event of a tie, use the number of points won or use the results of the head-to-head match between the top two teams.

Reserve at least four courts to host a Round Robin or clinic with 16 participants. You could host a Women's Round Robin with 16 players on four courts in the morning, then take a break for lunch and then have a Men's Round Robin in the afternoon. Accommodate even *more* players (and raise even more money) by hosting Mixed Doubles Round Robin in the evening!

You could also host a Beginner's Round Robin in the morning, Intermediate in the afternoon and Advanced in the evening; or you could keep it simple and do a blind draw for all three sessions.

For more information on Round Robins, here are the links to a few great resources to support your efforts.

- Pickler blog discussing formats for Round Robins at [this link](#).
- Round Robin court assignment sheets for 8 up to 36 total players, [click here](#).

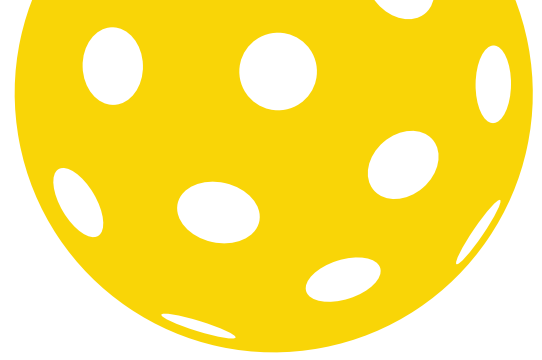
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## Pickleball Clinics

If you don't feel like hosting a tournament, pickleball clinics can be a great way to raise money while gathering a group of people together to introduce them to pickleball or enhance their skills. The key is to find a pickleball pro or coach who can teach the clinic and to position the clinic as a fundraiser.

Request that the coach/pro donate (or greatly discount) their time and a portion (or all!) of the clinic fees to Susan G. Komen. Even better, ask if they will consider waiving the clinic fees by requesting (or requiring) that all participants fundraise or donate a minimum dollar amount instead.

Clinics also make a great “add-on” to a pickleball tournament. Players can participate for an additional fee/donation.



## Other Planning Considerations

There are several other things to consider when scheduling and planning your Pickleball for the Cure event. Here are just a few of our suggestions!

- 1. When will you do it?** Schedule your event far enough in advance to give players an opportunity to save the date. We suggest **at least eight weeks**. Make sure you aren't competing with other large events/tournaments in your region during the same dates. You can check out [PickleballTournaments.com](https://PickleballTournaments.com) to see what's happening in your area.
  - 2. How many courts? How many players/teams? How long will your event last?**
    - To maximize efficiency as well the capacity of your event, we recommend time-based play where a match lasts 30-minutes. When the time is up, the team with the most points can be considered the winner.
    - If you prefer to let people play traditional matches, keep in mind that the average game lasts 15 minutes and matches that are 2/3 games with 11 points to win (by two points) take about 50 minutes overall to play.
    - It's a good idea to schedule at least one break during the event where either everyone takes a break together or teams have at least one round where they don't have a competitor.
    - Be sure to leave enough time at the end of your event to:
      - ☐ Give medals to your event winners.
      - ☐ Give awards to your top fundraisers.
      - ☐ Announce raffle winners.
      - ☐ Announce winners of silent auction.
      - ☐ Thank the volunteers, venue and supporters.
    - Decide whether you will separate participants by their skill level for your event, either by numeric or beginner, intermediate or advanced player.
  - 3. Do players need to come with a partner** or will you also pair up individuals as-needed?
  - 4. What if there's bad weather?** If you're planning an outdoor event, determine your policy/plan in case of bad weather. Make sure these policies are stated in advance (on your event's webpage), so no one is disappointed.
  - 5. Do you have reliable volunteers?** Make sure you are well staffed with volunteers who could perform the following functions:
    - ☐ Greeter/Info/Floater
    - ☐ Check-In Desk
    - ☐ Official Time-keeper/Announcer (to keep matches moving on-schedule)
    - ☐ Scorekeeper
    - ☐ Food/Drink Support
    - ☐ Silent Auction and/or Raffle Support
- If you need to recruit volunteers, mention it on your event's webpage!
- 6. Think about potential sponsors.** Our hosts never cease to amaze us with their ability to get local companies to cover (or offset) the costs for things like printing/signage, raffle/auction/award items, food/drink, tents/tables/chair rentals and more! Court or venue rental can be costly. Do you have relationships with people or businesses that could donate the venue or significantly reduce the rental fee for a non-profit tournament? Even if you don't have a relationship with your local pickleball venue, it never hurts to ask!





# Top Ways to Boost Revenue!

You can maximize the amount of money raised by your event by doing the following.

- **Pre-Event Pro Clinic!** Ask a pro to teach a special clinic right before the main event which players can do for an additional fee with all proceeds benefiting Komen.
- **Silent Auction or Raffle.** Encourage players to buy raffle tickets and/or place bids in the auction on Event Day. You can even ask players to donate items to the silent auction or raffle. Auction sheet templates are available in the **Tool Kitchen**.
- **VIP & ME:** Give your players an unforgettable opportunity to play a game with a pro or local celebrity (i.e. the mayor or a local TV, radio or sports personality). Allow participants the chance to bid on playing a memorable game with them!
- **Aim for the Cure Game:** Players donate a designated monetary amount per ball for a chance at hitting strategically placed prizes on the other side of the court.
- **Food, Beverage & Merchandise Sales:** Ask pop-up vendors to come to your event and either charge them a flat fee or ask them to donate a percentage of the sales made during the event.
- **Collection Boxes & Posters:** Place donation boxes and posters at your event venue in the weeks leading up to your event. You can download and print posters and collection jar labels in the **Tool Kitchen**. Make sure to include the QR code to your event's webpage so people can also make online donations. Check the **Tool Kitchen** to learn "How to Create a QR Code" for your event.

## Bringing The Mission to Life

What sets Pickleball for the Cure events apart from all other pickleball events is our mission to raise money *and* awareness to **help end breast cancer**.

One required element for your event is the use of the "We Pickle For" poster and pinups for your event. Here are the instructions on how to execute it:

For events with 10 (ten) or more registered participants, you will get a "We Pickle For" poster plus 50 player pinups in your Event Kit. Hang the "We Pickle For" poster on a wall, and place a table nearby with blank pinups, a few markers and some tape. Players will write why they are participating on the pinup; then they can attach their pinup to the wall next to the poster. Top tip: Before the event, set an example by adding your own pinup to the poster.

## Other Ideas

1. **Encourage players to wear pink!** Ask your players to wear their craziest pink outfits or costumes. Give a prize (or one of the "winner" medals included in your Event Kit) to the players or team who dressed the best! If you're feeling extra ambitious, design your own event T-shirt to sell and then donate the proceeds to Komen.
2. **Play with pink pickleballs!** These can be Komen-branded ones (which you can purchase on [PickleballSuperstore.com](https://www.pickleballsuperstore.com)) or you can find others on Amazon.

## Engaging Local Companies

- **Donate Event Essentials:** There's a lot of stuff that goes into a pickleball event. The more you can get donated, the better! Here are just some of the items our hosts have been able to get donated:
  - ☐ Pickleball Venue
  - ☐ Food/Beverages
  - ☐ Printing/Signage
  - ☐ (Pink!) Pickleballs
  - ☐ Raffle/Silent Auction Prizes
  - ☐ Flowers/Balloons/Decorations
  - ☐ Winner and Top Fundraiser Prizes
  - ☐ Goody Bag Items
- **Donate Money:** Companies are also happy to donate money to your event. They even have budgets allocated for this purpose, so it never hurts to ask!
- **Sponsor a Court:** For a minimum donation amount, a company can sponsor a court by getting their logo on a net sign. (See the **Tool Kitchen** for net sign templates).
- **Donate a Prize:** Companies can donate a prize which you can use in a raffle, silent auction or Aim for the Cure game.
- **Sell Their Stuff:** Pop-up vendors or food operators can donate a percentage of sales they made during your event or pay a flat fee (donation), with all proceeds benefiting Komen.

You can decide where and when you acknowledge and thank the companies that have donated cash or in-kind goods to make your event possible. Here are some ideas on how/when you can do it:

- ☐ Acknowledge them on your event's webpage (text only; it's not possible to upload a logo to your page).
- ☐ Thank them during the welcome announcements.
- ☐ Thank them during the closing/awards presentation.
- ☐ Post a thank you message to your social media (using one of our social share graphics available in the **Tool Kitchen**).
- ☐ Add their logos to your event signage.
- ☐ Add their logos to your court signage (either all logos on all signs or offer opportunities to sponsor a court).



## Focus on Fundraising

The goal for all Pickleball for the Cure events is to create a fun, memorable experience while raising as much money as possible to end breast cancer. Our savvy hosts have found many ways to keep their expenses low (or non-existent) by getting nearly everything donated to them by local companies.

We also know that the best way to maximize the fundraising potential of your event is to encourage all players to fundraise! Hosts play an important role in this by:

- **Reminding players to register for your event via your event website.** When they do, players get their own personal fundraising page that is connected to your event page. Whenever a player gets a donation to their personal page, the amount also shows up on your event page, so hosts are able to see the total amount of money their event has raised at any given moment!
- **Encouraging players to register as early as possible and no later than two days before the event!** The earlier they register, the more time they raise money from their personal networks.
- **Requiring a minimum fundraising amount to play.** As a host, you have the option to require that every player in your event fundraises or donates a minimum amount of money to participate in your event. We suggest a minimum requirement of \$100 per player because history has proven this to be the “sweet spot.” It’s high enough that players are inspired to try and ask their personal networks for donations but still low enough for them to cover any remaining balance with a personal donation.
- **Encourage players to raise as much money as they can!** When players reach certain fundraising milestones, they’ll earn official Pickleball for the Cure gear that they’ll receive via mail directly from Komen. (See Appendix for a peek at the gear). We’ll also be sending you Top Fundraiser pins (as part of your Event Kit which you receive once your event has 10 (ten) registered participants). You can present them to the top three fundraising players at your event.


## Your Personal Fundraising Page

Just like our players, we give all our hosts a personal fundraising webpage. Why? Because we know your friends, family, coworkers and neighbors will all want to show their support with a donation, especially because they’ll see all the hard work you’ve been putting into being a host! So, don’t be shy! Ask everyone you know to donate to your fundraising page.

In the **Tool Kitchen**, you’ll find a section called **Personal Fundraising Tools**, including:

- Social share graphics
- Sample fundraising texts/emails
- Komen fundraising app

And, just like our players, you can qualify for official Pickleball for the Cure gear as you reach specific fundraising milestones, beginning at just \$100.



**JUST REMEMBER:**  
you raise awareness every time you ask for donations, and every dollar you raise gets us all one step closer to a world without breast cancer.

## Wrapping It Up

Once your event is over, there are few remaining things to take care of:

1. **Share the love:** Post thank you messages and photos to social media, and send messages to any volunteers and local companies who made your event possible. Check the **Tool Kitchen** for social media graphics and sample messages like this one:
2. **Money matters:** Settle any financial commitments you have for your event and submit any additional funds to Komen. You can do this with a credit card on your event's fundraising page or by mailing funds to **Susan G. Komen 13770 Noel Road, Suite 801889, Dallas TX 75380**. Note: Please reference your name and Pickleball for The Cure so we know which event should get credit for the donations.
3. **Share your feedback:** We will be sending you an email with a link to a post-event survey where you can share feedback about your experience being a host. The insight you provide is extremely valuable and will help us improve the program for all future hosts and players.
4. **Send us your pics!** We also want to see the photos and videos you took at your event! We may even post some of them to our website and/or share them on Komen's social media. Please send them to [pickleball@komen.org](mailto:pickleball@komen.org).



## Last but not least...**THANK YOU.**

On behalf of Susan G. Komen and the more than 300,000 people expected to be diagnosed with breast cancer in the U.S. this year, **THANK YOU** for hosting a Pickleball for the Cure event.

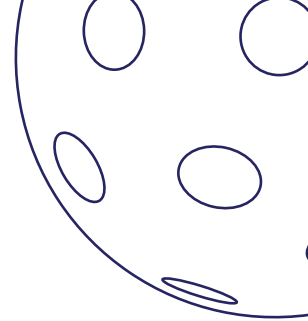


**We are cheering you  
on and wishing you a  
smashing good time!**



# APPENDIX

## Host Timeline & Checklist for Private Events



### 12 Weeks Out

- ☐ Register as a Host on [pickleballforthe cure.org](https://pickleballforthe cure.org).
- ☐ Customize your event's webpage with important event details/info.
- ☐ Promote your event by sharing the link to your event's webpage via:
  - » Emails (using sample promo email template provided in the **Tool Kitchen**)
  - » Text Messages (using sample text messages provided in the **Tool Kitchen**).

### 10 Weeks Out

- ☐ Log into your personal fundraising webpage, customize it with your photo/story and share it with your network! Don't forget: You too will start earning fundraising rewards when you reach \$100 in donations!
- ☐ Begin asking local companies to donate event essentials like food, drinks, flowers, printing, etc.
- ☐ Recruit reliable friends to be your Event Day volunteers.
- ☐ Continue to promote your event.

### 6 Weeks Out until 2 Weeks Out

- ☐ Remind registered players to fundraise as much as they can! (To qualify to earn official Pickleball for the Cure gear and maybe even earn a Top Fundraiser pin).
- ☐ Begin asking local companies to donate prizes for raffle, silent auction or as prizes for special games.

### 1 Week Out from Event

- ☐ Post last minute reminder to people to register before deadline (at least two days prior to event).
- ☐ Post reminder to registered players to wear pink on Event Day and fundraise as much as they can beforehand (you can also mention the current standings of your Top 10 fundraisers).
- ☐ Collect all prizes/donations from local companies.
- ☐ Download and print signs and decorations available in the **Tool Kitchen**.
- ☐ Download and print tournament brackets/tracking posters and individual player scorecards.

### 2 Days Out from Event

- ☐ Post reminder on social media to tell players to wear pink/costumes and to fundraise as much as they can (Go to the **Tool Kitchen** for social share graphics and sample messages you can use).
- ☐ Remind anyone who was unable to participate in your event (i.e., friends, family and colleagues) to donate to your event via your event's webpage.

### Event Day

- |   |   |
|---|---|
| <input type="checkbox"/> Arrive early to event venue to set-up tables, chairs, decorations and signage. | <input type="checkbox"/> (Optional) Host the raffle and present prizes.                   |
| <input type="checkbox"/> Welcome and train volunteers.  | <input type="checkbox"/> Present awards to Winners and Top Fundraisers.                   |
| <input type="checkbox"/> Welcome players.   | <input type="checkbox"/> Survivor Recognition Element.                                    |
| <input type="checkbox"/> (Optional) Oversee pre-event clinic.   | <input type="checkbox"/> Thank everyone: players, volunteers, donors and local companies. |
| <input type="checkbox"/> (Optional) Oversee silent auction.   | <input type="checkbox"/> Have fun!  |
| <input type="checkbox"/> (Optional) Oversee special games (i.e., Aim for the Cure)                      |   |



## Within 1 Week After Event

- ☐ Submit proceeds from raffle, silent auction, merchandise sales proceeds, player fees or donations by donating the total amount to your event's webpage or mail funds to Komen (see above for instructions).
- ☐ Send Thank You certificates to local companies (available in the **Tool Kitchen**).
- ☐ Post Thank You message to social media and make sure to tag us (@**SusanGKomen**) and use **#PickleballfortheCure**.
- ☐ Complete post-event survey (which you will receive via email from Komen Support Team).
- ☐ Send any event photos and videos to **[pickleball@komen.org](mailto:pickleball@komen.org)** so we can share them on our social media.
- ☐ Pat yourself on the back, rest up and save the date for next year's event!

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**susan g.**  
**komen®** 