



Team Captain Check List

Use this checklist to ensure that you have completed all the steps necessary to have a successful Oral Cancer Awareness Walk team this year.

- Set a fundraising goal and “people” goal for your team.
- Recruit team members by sending them an email reminding them to register and join your team.
- Ask each team member to set a fundraising goal. For example, a team of 5 can easily raise \$1,000 if each walker raises \$200.
- Involve your company/employer
 - Did you email your co-workers to join the team?
 - Did you involve your boss to rally your company team?
- Encourage all team members to be active fundraisers for oral cancer research, awareness and advocacy.
- Email or call team members regularly to answer questions and check on their progress.
- Thank everyone who has made a donation to your team.
- Attend the Oral Cancer Awareness Walk Event!

Team Tips

1. Highlight your team building progress through regular articles in your company newsletter, community newsletter, email alerts, or in memos to employees and managers. Add your Team Page link to your email signature.
2. Stress the importance of fundraising throughout the pre-Walk period. The purpose of this walk is to raise money for oral cancer research, awareness and advocacy.
3. Create your own Team T-Shirt or button, Team Banner or Team Sign for Walk day!

4. Make sure all team members have registered ONLINE before Walk day so they can move through the line quickly. REMEMBER: If they have registered online, they do NOT have to re-register on Walk day.
5. Make it a point to involve your company/employer and those who help you or your family member affected by oral cancer. Did you email your co-workers to join the team? Did you involve your boss to rally your company? Does your company have a matching gifts program?

Emails

Did you know that people who fundraise online raise 200% more on average than those who do not? Additionally, the average online donation is 40% higher than a check or cash donation.

Sending emails is easy to do right from your account! If you don't want to create your email, you can use one of the template messages below.

Want to recruit, and inform your team but can't put it into words? Here are quick emails to send to your team to help motivate, thank and grow your team.

Emails to Recruit Walkers

- I'm walking for (INSERT NAME). You can help The Oral Cancer Foundation build a better future for families like mine that live with the challenges of oral cancer every day. Every hour of every day, another American is diagnosed with oral cancer. Please click here (personal page URL) to read my reason for walking. Thank you so much!
- Please help make a difference! I'm walking to celebrate (INSERT NAME) who has made incredible strides this year. We all know all families aren't as fortunate as we are; they need our help as they continue to search for answers and hope. The Oral Cancer Foundation is investing hundreds of thousands of dollars to fund research into the cause, research, awareness and treatments. Please visit my personal page (PERSONAL PAGE URL) to make a donation today!
- As you may know, (INSERT NAME) was recently diagnosed with oral cancer. Thank goodness for The Oral Cancer Foundation! I'm walking to help raise money for research so more resources will become available for

families like ours. I'm asking all of my friends and family to help me reach my goal of (\$__) by making a donation. Please click here (PERSONAL PAGE URL) to make your donation. Thank you!

- Can you believe that oral cancer takes more lives than cervical, Hodkin's lymphoma, skin and testicular cancers? Please support me and help raise money and awareness to support the work of The Oral Cancer Foundation. Click here (PERSONAL PAGE URL) for more information or visit (URL) and sign up today to walk with me!

Email to Motivate/Update Walkers on you Team

- Walk day is almost here, but there's still time to raise money to fund research, raise awareness and bring hope to all who live with the challenges of oral cancer. Every day, 100 Americans are newly diagnosed with oral cancer – that means between now and (Saturday/Sunday), (#days x 100) families will get the devastating news that their loved one has oral cancer. By walking and raising money, you can help us get one step close the world we dream of – the one free of oral cancer.

Raising Awareness in your Community

There are many ways team captains and participants can help publicize the Walk in the local community. Here are 6 ways you can help spread the word about Oral Cancer and the Walk event! If you need additional materials, contact your local office.

1. Become a neighborhood leader! Contact Us for a supply of posters and brochures to distribute to business around your community.
2. Take a team photo and write a short article for your local paper! Community papers love stories about their local residents, especially when community events are highlighted. If you need ideas or sample stories, please contact your local staff person.
3. Share information about the Walk and your walk team on local community calendars. Go to your local newspaper, radio station or news station website to submit your event!
4. Ask your company or employer to sponsor the Walk, your team or form their own team. Ask to send out an email to all the employees to share your story and enlist other participants.

Team T-Shirts

Even though everyone who pre-registers before the t-shirt cut off date will receive a T-shirt on Walk day, many teams still decide to print their own t-shirts, in matching colors with clever names to wear to the Walk. Team T-shirts help build enthusiasm for the Walk during the weeks leading up to the event, and unite a team on the day of the Walk.

Here are some tips on creating a team t-shirt:

1. Be creative! The more unique your shirt, the more your team will wear it year-round.
2. Stand out! The best shirts are bright and colorful.
3. Tell your story! Include the name or photo of the person for whom your team is walking in your design.
4. Ask local companies to 'sponsor' your team shirt. If they pick up the cost of the shirts you can put their logo or name on it!

Fundraising Ideas

What is a Wrap-Around Event?

A Wrap-Around event is any fundraiser that your team organizes to raise funds for the Walk. Wrap-Arounds provide additional and fun ways to increase awareness and fundraising. All expenses for wrap-arounds are incurred by the sponsor team.

Successful Ideas for Wrap-Around events:

Raffles: Will your company allow you to hold a payday 50/50? Sell tickets for \$1, \$5, or \$10. The winner receives 50% of the pot and your team receives the other.

Potluck Lunch: Solicit volunteers to cook up their favorite dishes and bring to the office. Sell tickets to lunch and show a video or tell people WHY you are walking and raising money!

Casual for A Cause: With the endorsement of your company's management, hold a 'dress down for Oral Cancer Awareness day.' Allow individuals the opportunity to wear jeans for a donation.

Matching Gifts – Double Your Donations

Matching Gifts are a great way to increase your total fundraising dollars for The Oral Cancer Foundation. Find out if your employer has a matching gifts program.

Some companies don't just match gifts made by employees – but gifts made by spouses and or retirees. Some companies provide donations to 'match' the volunteer hours you have spent on your efforts for the Oral Cancer Walk. So, take a few minutes to find out if you can double your donations today! If your employer doesn't have an 'official' matching gifts program there are creative ways to double your impact as well...

- Ask your boss if he/she will "match" what your team or department raises for the Walk
- Ask your company to 'sponsor' each walker for \$25, \$50 or \$100 for their efforts.
- Ask your boss for a 'challenge grant' – that if your team raises its goal – the company will make a donation to The Oral Cancer Foundation in honor of the team.