



LUNGevity Foundation's
BREATHE DEEP

Team Captain Guide

HOW TO CREATE AND MOTIVATE YOUR TEAM

Welcome, and thank you for volunteering to become a Breathe Deep Team Captain! Let's get started.

UNDERSTAND YOUR ROLE

You can make an impact on lung cancer research and create awareness by recruiting team members. Team members and captains are PROVEN to raise more money than their individual counterparts. Lead by example and show your team members that it is easy, fun, and gratifying to be a fundraiser.

USE OUR ONLINE TOOLS

You have registered as a team captain. Each member of your team is given a **Personal Fundraising Page**, where he or she can ask friends and family for support. As a team captain you manage a **Team Fundraising Page** and also have a Personal Fundraising Page. You will want to personalize your own fundraising page with your personal story and photos.

The screenshot shows the LUNGevity website with the following details:

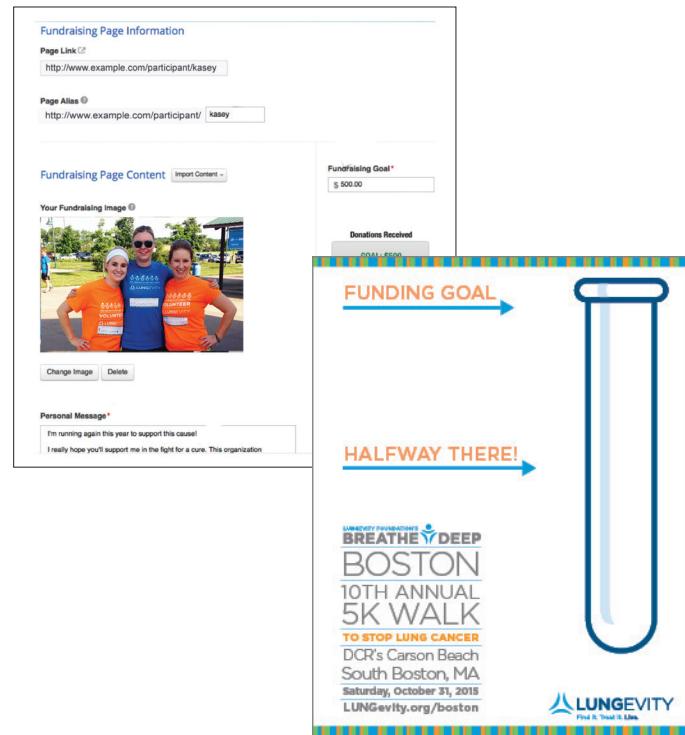
- Event Name:** BREATHE DEEP NORTH SHORE
- Date:** SUNDAY, APRIL 26, 2015
- Location:** Deerfield High School (Football Field), 1859 Waubegan Road, Deerfield, IL, 60015
- Activities:** UNTIMED WALK, FUN RUN, BALLOON LAUNCH, & RALLY
- Progress Bar:** Goal: \$20,000. Current: \$37,822.15. Rating: 54 Participants.
- Pre-Event T-Shirt Pickup:** Saturday, April 25, 9:00 am - 3:00 pm at Running Away Multiport, 800 Waubegan Road, Deerfield (parking lot is west of store on Deerfield Road).
- Registration:** Registration is open until April 25, 2015.
- Donation Form:** Available for online donations.

Team page on the LUNGevity website

SET UP YOUR TEAM PAGE

Before you begin recruiting family, friends, and colleagues to join you, make it easy for them to participate. You can begin by setting up a **Team Page** on the LUNGevity website. When you create a Team Page, register yourself as the Team Captain, set a fundraising goal for yourself and the team, and invite members to join. Customize your team page with a picture of the team or the person you are honoring, and the story of why you've come together to raise funds for lung cancer research. You'll be able to accept and acknowledge donations, and much more.

Your LUNGevity Team Page is one of the most powerful tools you can use to ensure maximum participation and fundraising success.



LEAD BY EXAMPLE

Once you have set up your Team Page, we encourage you to make the **first donation** to your personal page. Leading by example shows others that you are committed to the cause, and committed to the team.

HOW BIG SHOULD MY TEAM BE?

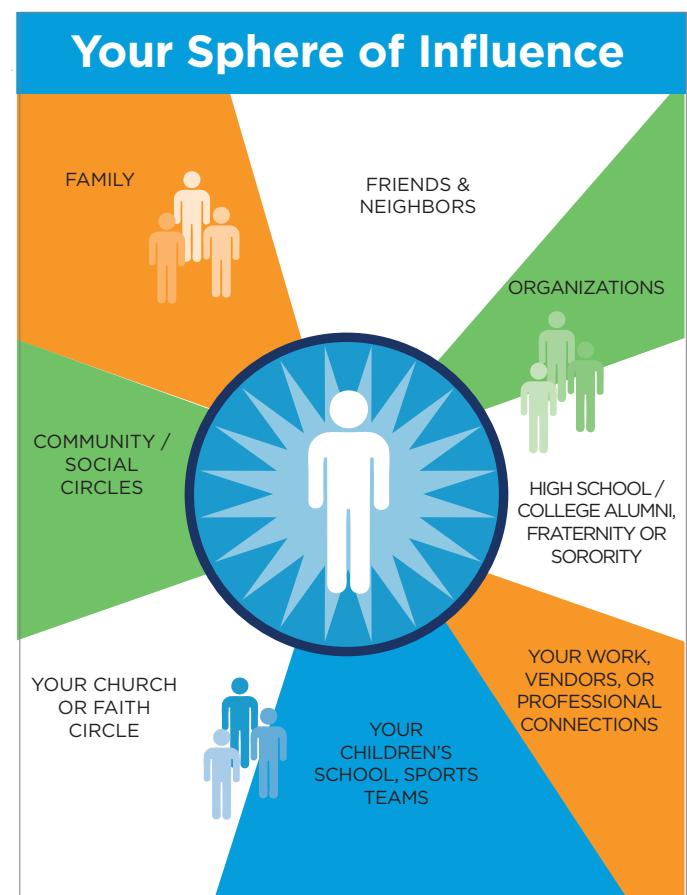
The average team size is 10 people. Ask each person to raise \$100 and you will have reached the goal of \$1,000!

WHO DO I ASK TO JOIN MY TEAM?

Anyone you know! Friends and family are easy to recruit, but also remember support group friends, neighbors, or your doctor. We call this your **Sphere of Influence**.

If you are forming a team as part of a sponsorship package or on behalf of a company, ask other departments if they want to form teams. You can group your teams under a **"Company"** and challenge each other to see who can recruit the most participants or raise the most funds.

Money raised by team members will tally into the team fundraising total on your team's web page. Funds raised by a company's group of teams will tally into the company fundraising total on your company's web page.





TEAM CAPTAIN TIMELINE

This timeline is designed to help you recruit and fundraise successfully. It's never too late to begin!

3-6 MONTHS OUT

Create or review your online **Team Fundraising Page** and share important information with your team members. Add photos and your personal story.

Make the first contribution to your own fundraising page to show your commitment!

Set personal and team fundraising goals.

We recommend a team goal of \$1,000 -- try to recruit 10 people to each raise \$100. Don't forget to make an additional donation yourself. Donors will be motivated to make a donation by seeing our own financial dedication to the cause.

Remind your team members to **register online**.

Recruit team members via email, phone social media, and letters.

Explore your company's **matching gift policy**. This can be a good way to double or triple your fundraising efforts.

8-12 WEEKS OUT

Host a **team fundraiser event** -- a dinner or luncheon, bake or garage sale, give-back nights at local and chain restaurants, etc.

Use **social media** such as Facebook and Twitter to communicate frequently with your team.

2-4 WEEKS OUT

Send weekly emails to motivate your team member to continue to fundraise.

Follow up with donors to ensure their donations. Studies show it can take up to 3-4 requests before someone will actually donate.

THANK your donors!

1 WEEK OUT

Confirm event day details with your team.

Remind all team members to **send thank you's** to their donors and helpers.

POST EVENT

Thank everyone

Remind people that donations are accepted online after the event!

Have a **wrap-up session** and discuss the event and brainstorm for next year.

I'VE RECRUITED TEAM MEMBERS – NOW WHAT?

Time to raise money! As a team captain, set a goal of recruiting 10 people each to raise \$100. In your fundraising guide, you will learn how to **raise \$1,000 in just six steps!**

Remember that as a captain you set the **Team Page fundraising goal**. Be sure to update your team fundraising goal and web page as you recruit more team members.

Our statistics show the earlier you register, the more money you will raise. Start your recruitment and fundraising early!

HOW ELSE CAN I SUPPORT THE EVENT?

If you would like to help out in other ways, our event coordinators are always looking for passionate and motivated leaders like you to join the planning committee or volunteer on event day.

You can help LUNGevity all year round! To learn about volunteer opportunities, or to check your event website for the event email address, contact **Diana Aldecoa** at daldecoa@lungevity.org or **917-921-5719**.

KEEPING THE EXCITEMENT ALIVE

As a team captain, you'll motivate committees, lead meetings, organize event details, raise funds, and thank contributors. Here are a few tips to remember:

STAY IN TOUCH!

Communicate often and hold team meetings.

GET CREATIVE WITH FUNDRAISING!

Plan mini-events: car wash, bake or garage sale, dinners or luncheons, give-back nights at local and chain restaurants, etc.

RECOGNIZE EFFORT & SUCCESS!

Remember to **thank and recognize** your team members who are going above and beyond.